JENN MAYERS CO.

HOW TO CREATE & PROFIT FROM A 3-DAY FLASH SALES

Perfect for Black Friday, holidays, weekend sales, and more!

YOU'LL WALKAWAY WITH:

- What your next (or first) 3-day flash will be - including sale type, offer, and price point
- The two secrets to creating urgency and desire for a flash sale offer
- Proven copy formulas to use for *your* flash sale emails so it only takes you minutes to create!

I kid you not Shopify defines a Flash Sale as *"a sale that's here and then gone in a flash."*

"A flash sale is a discount or promotion offered for a limited period of time."

Q + A

Who here has ever run a Flash Sale before?

Q + A

Who here's always *wanted* to run a flash sale before?

Did you know that the National Retail Federation says that 40% of shoppers start their holiday shopping before Halloween?

That means almost half your audience is already shopping and in the buying mood.

STEP 1: WHEN

PICK ONE NOW:

- Halloween
- Black Friday
- Christmas

Put it in the chat :)

PULL OUT YOUR CALENDAR & MARK YOUR DATES:

- **If you chose Halloween,** mark October 29, 30, and 31 in your calendar.

- **If you chose Black Friday,** mark November 27, 28, and 29 in your calendar**.**

- **If you chose Christmas,** mark December 13, 14, and 15.

STEP 1: WHEN

STEP 2: WHAT

PICK ONE NOW:

- Bundle (a combo of your products/programs)
- Discount (% of savings off one of your offers)

Put it in the chat :)

GRAB SOME PAPER & LET'S HASH THIS OUT...

- **If you chose Bundle,** what are your going to bundle?
  - A course + a 1:1 coaching session
  - A course + a service
  - Multiple courses
- **If you chose Discount,** what are you going to discount? By how much? Is it a combo of discount & bundle?

STEP 2: WHAT

STEP 3: WHY

WHY...

- WHY SHOULD THEY BUY NOW? (URGENCY)
- WHY IS THIS SO SPECIAL? (STORY)

URGENCY LOOKS LIKE THIS:

- This is the first time you're offering this and you don't know when you'll offer it again

- It's the only 3 days of the year you discount/allow people to snag multiple programs at a crazy low price

- Because after the holiday season is over they're going to wish they had this in their back pocket for {result} and now's the last time to get it for a whole year.

STORY LOOKS LIKE THIS:

I'm doing this... and it's BIG!! Email Subscriptions ×

Alina Vincent <Alina@businesssuccessedge.com> Sat, Nov 30,
to me

Jennifer,

After having an amazing year in business, I realize there are so many opportunities to give back and give thanks for such an amazing year.

So I decided to put on my BIGGEST sale ever to help YOU finish the year strong and set you up for a powerful 2020.

Starting today you can have access to some of my best products, programs and even services at up to 90% savings.

That's right - up to 90% saving!!

See all the details here

Alina

P.S. FYI - most of the programs and offers in this 3-day Cyber Monday Super Sale are not available for purchase during the year (even if you ask nicely).

This is your chance to take a peek inside my vault, get your hands on these powerful programs and start getting the results you want right away:

Check Out The Cyber Monday Super Sale Now

WHAT'S YOUR STORY?

- Maybe you had your biggest year in business to date, and you realize not everyone has been as fortunate this year. There are so many opportunities to give back and give thanks which is why you've decided to _____.

- Maybe Halloween is your favorite holiday out of the 3 during this season so you've decided to celebrate big this year.

- Maybe every Christmas season your family volunteers at the local shelter, but this year you can’t. You were all sad. You love giving back and want to do something special for your community. You realized even though this year has been turned upside, you still have an opportunity to share…

- Maybe you’ve never hosted a Black Friday sale before and because this year has proven to be one of many strange and unexpected firsts you’ve decided to do something wild for Black Friday…

WRITE IT DOWN

STEP 3: WHY

STEP 4: WORDS

Templates, y'all!

This is a 4 email sequence:

1 on Day 1

1 on Day 2

2 on Day 3

DAY 1: ANNOUNCE

{Your story}

{Connect to your offer}

{Give details of flash sale}

{CTA}

SIGN OFF

{ Your urgency}

{CTA}

DAY 1: ANNOUNCE

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DAY 2: REMIND

{I want to remind you that tomorrow's the last day}

{Lay out the offer}

{CTA}

SIGN OFF

{Entice}

{CTA}

DAY 2: REMIND

Cyber Monday Sale... is ending tomorrow... Email Subscriptions ×

Alina Vincent <Alina@businesssuccessedge.com>
to me

Jennifer,

I hope you are enjoying your weekend!

I just wanted to remind you that tomorrow is the LAST DAY to take advantage of my 3-day Cyber Monday Super Sale...

AND...

Get up to 90% OFF on some of my best trainings, including:

==> Supercharge Your Facebook Group (89% OFF)

Discover step-by-step how EASY it can be to increase engagement in your Facebook group in just minutes a day.

==> More Clients From Facebook (89% OFF)

Discover how to build anticipation and create buzz on Facebook around your offers (without relying on FB ads), so that your ideal clients reach out to hire you BEFORE you even make your offer!

==> $5K in 5 Days (89% OFF)

Discover the top ways to quickly bring money into your business, even if you are just starting out and don't have a list.

==> Visibility Kickstarter (89% OFF)

Discover how to 10x Your Business Exposure In 5 Days or Less...

==> 6-Figure Idea (89% OFF)

Discover how to come up with, test and validate an idea with the potential to be highly profitable, so you know what to focus on to guarantee success!

==> 5 Easy Steps To An Irresistible Opt-In Offer (80% OFF)

Get my step-by-step formula for creating a hot freebie that makes people actually want to OPT IN.

==> Facebook Fundamentals (80% OFF)

Discover everything you need to get comfortable using Facebook for business, including basic navigation, posting, sharing, important settings that affect your experience, terminology (timeline, newsfeed, homepage, status updates, tagging, PM's, hashtags, etc...), differences between pages, profiles and groups, and much, much more.

==> Money Making Program Blueprint (75% OFF)

Get everything you need to create, package, market and sell your very first (or next) successful online program.

==> Grow Your Business with Facebook Groups (50% OFF)

A complete guide to successfully using Facebook Groups to get a steady stream of ideal clients from Facebook.

Click Here For All of The Details

To Your Success,

Alina

P.S. Want to get 1-1 coaching from me personally?

There is a special deal for that too >>> Check it out HERE **(50% OFF)**

DAY 3A: URGENCY

{“if you” qualifier}

{today’s the last day}

{Lay out the offer}

{CTA}

SIGN OFF

{CTA}

DAY 3A: URGENCY

Subject:

Sarah…

Body:

…if you've been hanging in our community for a while, waiting for the right time to go 'all-in' on *signing up high end clients…* This is it :)

Today's the last day to take advantage of the "More Clients Now" Halloween Flash Sale Bundle…

…And get your hands on my most popular client-attracting program PLUS the opportunity to work with me personally 1:1…

5 Clients In 5 Days Course (normally $497)

Use this rinse-and-repeat system to consistently have clients lining up around the virtual block waiting to work with you + get my "client call closer script" so they go from "I'm interested" to "I'm IN!" in 60 minutes or less.

VIP "Sales Strategy Call" with Jenn (normally $1,000)

Let me coach you through the most difficult parts of the sales call, give you empowering ways to overcome client objections, and help you leave the sessions confident about closing more clients (and even raising your rates!)

Don't sleep on this because this spook-tacular offer is gone tonight 👻

Leap into the Halloween Flash Sale for just $395.

Jenn

PS: Here's the deal - the "More Clients Now" Halloween Flash Sale Bundle is going away tonight.

Step inside and let's make this happen, together.

DAY 3B: FINAL

{final notice}

{CTA}

SIGN OFF

{Do you want outcome offer provides?}

{Do you want it at this special price?}

{Do you want my help to do it?}

{CTA}

DAY 3A: URGENCY

Subject:

It’s over

Body:

This is your final notice, Sarah.

Get the “More Clients Now” Halloween Flash Sale Bundle NOW because in less than 2 hours it’s over.

~ J

PS: It’s Halloween, Sarah, and I don’t mean to spook you. But it’s time you make your decision…

Do you want to sign up more high end clients?

For less than what most people spend on Halloween costumes and over priced party decorations?

And do you want my personal support to make it happen?

If you’re a ‘yes’, then you know what you need to do….

You won’t see the **5 Clients In 5 Days Course** and **1:1 Sales Strategy Session offered** together at this scary-low price again for at least another 12 months.

Here’s the special link to make it all happen —> Halloween Flash Sale Ends Tonight

PRODIGIOUS!



Flash Sale Tips:

- **Write your emails quickly**

- **Lead with story (email 1) follow up with urgency (emails 2-4)**

- **Make your copy relevant to your chosen holiday - but DON’T go overboard**

Any Q's?