

THE COPYCLOSET™ PRESENTS ...

**MONEY MOVES MASTERCLASS:
FIVE WAYS TO PREPARE YOUR
BUSINESS TO WIN BIG ON
BLACK FRIDAY**



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FIVE WAYS TO PREPARE YOUR BUSINESS TO WIN BIG ON BLACK FRIDAY

“The sale is the appetizer, but you still gotta entice folks to partake in the ‘main course.’” – Apryl Beverly

Black Friday is one of the most highly publicized shopping days, pitting consumers and businesses in an “every-hustla-for-himself” showdown of sales and races to the checkout lines.

Whether enticing folks to flood the aisles of their physical locations or browse their virtual storefronts, nearly every business wants a piece of the tens of billions of dollars in consumer spending at stake each and every year.

Here’s some staggering stats from our peeps over at the National Retail Federation and in their 2017 Holiday Planning Playbook for you chew on:

2016 Black Friday Statistics:

Spending

- 154M+ shoppers
- \$45B+ total sales
- \$290 average spend per shopper

Marketing

- 36% of shoppers only purchased "on sale" items
- 71% of purchases influenced by marketing seen in Sept / Oct / Nov
- 48% made impulsive purchases
- 54% responded to ads from retailers
- 75% prefer receiving ads/offers by direct mail and email

Purchase Influencers

- 64% Free shipping
- 50% Limited-time sale
- 33% Immediate in-store availability
- 25% Free gift with purchase
- 24% Helpful customer service

Sooo, how exactly do you “rake it in and bag it up” for Black Friday?

I’m glad you asked because right about now we’re going to dig into 5 ways to prepare your business to win BIG for Black Friday.

Let’s go ...

WAY #1: DON'T DEVALUE YOUR GENIUS

Yes, we know everybody and their mama is searching for a deal on Black Friday, but that doesn't mean you gotta "drop it low" on every product or service.

For example, let's say you're offering a premium Coaching Package for \$2,000 and you decide to "drop it low" and slash the rate by 50% for Black Friday shoppers.

By doing so, you're devaluing your genius. You see, you've now conditioned "new" folks to believe the Coaching Package is truly worth \$1,000 because they never even seen the original \$2,000 price tag.

You've also upset your "ride-or-die" clients who gladly purchased the Package at regular price. In their minds, they'll wait next time to see if you put the Package on sale again.

So, what do you do instead?

Here are three steps to ensure you never again devalue your genius for the sake of attracting sale seekers:

STEP #1: MAKE A LIST OF YOUR PREMIUM OFFERINGS

The first step is to make a list of premium offerings that you will NOT discount. These are your signature offerings, the money makers, the bread winners, the ones that get your PayPal poppin'.

And this makes sense because why would you discount something that's already collecting coins at its existing price?

STEP #2: MAKE A LIST OF 1-3 PRODUCTS OR SERVICES YOU'LL DISCOUNT

Here, you'll identify up to 3 products or services you'll discount. These may be products or services you've decided to discontinue, those that did not "bring all the clients to the yard" during your initial launch or brand spankin' new products or services to up the hype for future sales.

STEP #3: TIE THE DISCOUNTED ITEMS TO YOUR PREMIUM OFFERINGS FOR THE PERFECT UPSSELL OPPORTUNITY

A lot of biz folks get Black Friday and other holiday sales twisted. You see, the point of discounting your products and services during the holidays is NOT to make a sale.

The REASON for discounting your products and services during the holidays is to entice folks to stroll your corner of the Internet streets so they can fall in love with the “experience of YOU and your brand” all while becoming a loyal customer/client.

You see, the sale is the appetizer, BUT you still gotta sell them on the “main course.”

WAY #2: RISE ABOVE THE SEA OF SALES SLINGERS

Real talk ...

Sliding up in your inbox on Black Friday is like waging an all-out war on your precious eyeballs.

Lemme explain:

You've got retailers, business coaches, fitness gurus, authors, designers and many others all screaming ...

Black Friday Blowout

Black Friday Sale

Black Friday is here

Black Friday: Get 50% off

And then some brands get super creative and use emojis and cutesy icons to highlight yet another freakin' "Black Friday" subject line.

And at about the fifth email, your eyes start to glaze over.

Sounds about right, huh?

So, the question becomes how can YOU cut through the clutter? Well, here are 3 steps to get you started:

STEP #1: NAME YOUR SALE

For the love of all things Holy, please attempt to name your sale something other than "Black Friday Sale." Trust and believe your audience will appreciate you for breaking up the monotony of their inboxes.

Here's a good one ... Turkey Day Takeover

STEP #2: MAP OUT YOUR SALES EVENT

You must put that thang on paper. For example, are you planning a one-day sales event? Are you planning to host a 3-day challenge that will end with the sales event? Will you work with other biz folks and have a daily sale the entire week leading up to Black Friday?

What graphics will you use? Which social media platforms will you use to market your sale? Will you use text message marketing?

Be sure to map out the core goal, audience benefit and primary details of your sales event before you start the marketing process.

STEP #3: START MARKETING BEFORE BLACK FRIDAY

No brand should ever wait until Black Friday to start promoting. In fact, you should always have your “face in the place” telling people what you have available.

For Black Friday, start dropping hints the first week of November. This could include inviting your audience to join an exclusive waitlist so they get first dibs on the sale items.

Here’s a basic promotional schedule:

- **Week of October 30:** Hint drop about your upcoming sale (not named the “Black Friday Sale”)
- **Week of November 6:** Ask your audience how you can serve them
- **Week of November 13:** Reveal the list of discounted items in a way that shows you’re giving the people what they asked for
- **Week of November 20:** Just sell, baby, sell
- **Week of November 27:** Follow up on sales and cash in on upsell opportunities

Notice how I “built up” interest and intrigue as we moved closer to the sale date and kept the momentum going AFTER the sale?

If you want to win BIG on Black Friday, you gotta start promoting long before Black Friday hits.

WAY #3: COLLECT YOUR COINS WITHOUT UPSETTING YOUR “RIDE-OR-DIES”

Anybody else get instantly irritated when you invest in a product or service and the vendor puts it on the sale within the next few weeks?

I’m like, *“Dude, you couldn’t drop a dime and let a sista know you had that on the discount list?”*

Real talk, I call this sales process:

Rewarding the fence sitters.

You see, in theory, the discount should start higher and scale down so you’re rewarding your early adopters/investors. However, on these here Internet streets, biz folks tend to discount out of desperation and end up starting with higher price tags and discounting towards the end of the sale.

Now, the problem with discounting towards the end of the sale is if you’re “testing the market,” you have no way of knowing if your offering is hot (or not) because you’ve conditioned your peeps to wait for the sale.

And if you haven’t created the full offering yet, this can really wreak havoc on your production schedule.

You see, I don’t bang on the keyboard to create masterclasses, workshops or any other product or service until folks not only tell me they want it, but also put their money on the table.

Here are 2 tips on how to collect your coins without upsetting your loyal buyers:

TIP #1: PHASE OUT YOUR DISCOUNTS

For example, let’s say you’re hosting an online masterclass in December. During Black Friday, you might introduce the class and discount it by 30% for everyone who buys before Monday.

Once those people buy at 30% off, that discount level is over. From there, you may offer your Facebook group members a 20% discount until mid-December depending on how tickets are selling.

See how the discount is decreasing versus increasing? This makes newbies happy and keeps existing clients happy too.

Now, as mentioned earlier, some offerings should NOT be discounted, so this is merely an example on how to phase out the discount without upsetting your “ride-or-die” buyers.

TIP #2: OFFER REWARDS/BONUSES FOR TESTIMONIALS

Lowering prices is NOT the only way to reward buyers. You can offer a special bonus (free digital copy of your book, free 15-minute power call, free product sample with your purchase and so on) as an incentive for existing clients to share a testimonial/review of your work.

Now, you’re not bribing them to say nice things about you. You’re giving folks a short list of questions and asking them to provide feedback within a specified time frame, so you can use their feedback to promote your next offering.

This is a great way to reward your “ride-or-dies” and show fence sitters you take care of your peeps.

WAY #4: POSITION YOUR SALE UNLIKE THE OTHERS

Like my homie Big Bird says:

“One of these things is NOT like the other ...”

Tune in for the full song here:

<https://youtu.be/ueZ6tvqhk8U>

Now, we’ve talked about how to use the subject line and planning to position your sale in a way that cuts through the Black Friday noise, but what else can you do to stand out?

Before answering this question, I want you to first consider the interests and shopping habits of your audience.

For example, if your audience is full of parents, the reality is their time and money could be tied up shopping for their kids. So, they really won’t be checking for your business blow-out sale until AFTER they have what they need for their kids.

Now, how can you capitalize on that?

BE CREATIVE AND THOUGHTFUL

You can offer a sale before Black Friday with a subject line like:

Ahhh, before you slide that turkey in the oven ...

It’s a direct call to action to open the email and is great for those who know their audience will be cooking the night before Thanksgiving or early in the morning before the family wakes up. And it sticks with the holiday theme without screaming “Black Friday.”

Inside the email, you’ll reveal your offering in a way that tells your reader you know they’ll be spending their time and money on the kids but today you challenge them to do something for themselves ... something for their businesses that will help them build a long-lasting legacy for the kiddos.

For this strategy to work, you’ll need to have a strong sense of your audience’s interests, desires and shopping habits.

WAY #5: PROMOTE YOUR SALE UNLIKE THE OTHERS

Visual branding is important, but sometimes, folks like to see the real YOU. For example, one of my 2017 best-performing Facebook ads included a pic of me sitting on the steps in my house wearing a Ralph Lauren jogging suit.

But the words told the story of why that photo was such a pivotal moment in my business.

So, while my other word sistas were running ads with women sitting at computers and pencil/pen layettes, I went with a chill, relaxed photo of myself. It worked because it humanized my brand and broke up the monotony of ads with stock photos.

The one thing I want you to always remember is:

The right story sells, no matter the bells and whistles.

Now, you still need to ALWAYS be on brand. For example, I'd never run an ad showing myself twerking in the bathroom or snapping bikini shots because that ain't the image I want associated with my brand.

Another example is how I use seductive images to promote the CopyCloset.

You see, most copywriters are known for graphics showcasing:

- Laptops/computers
- Mobile devices
- Pencils/pens
- Paper
- Office supplies

But I decided to step outside that mold and do something memorable and unique.

Now, what are some ways you can promote your sale without using the traditional turkeys and holiday imagery?

MEET YOUR MILLION-DOLLAR WORD STYLIST

Apryl Beverly, the “Million-Dollar Word Stylist” and founder of **BAAB Writing and Marketing Services**, crafts copy that has generated millions in revenue for solo entrepreneurs and some of the top brands in the United States.



Known for her educated, “tell-it-like-it-is” writing style, she recently hit the Amazon Top 5 Best Seller’s List in 3 categories just 24 hours after releasing her first book, “Shots Fired! How to Write Copy that Pierces Hearts (And Opens Wallets).”

Her recent book, *F.A.S.T. Money!* shot to the No. 1 spot on the Amazon Best Seller’s List 24 hours BEFORE the book’s official release!

In addition to being a sentence slinger, Apryl is a mom to the most amazing kid in the universe and is married to the masterful “money man.”

Learn more about Apryl at baab.biz and download her first bestselling book at shotsfired.co. You can grab your copy of *F.A.S.T. Money!* [here](#).