

MY BLACK FRIDAY PLAN

SAM.

Fill this out in one sitting. Short answers are fine.

1 What am I selling? Pick one product or one bundle.

2 What's the price?

Regular price:

Black Friday price or deal:

3 Which days? Circle one:

☐ Black Friday only ☐ Black Friday to Cyber Monday ☐ Early sale for my email list, then Black Friday

Start date:

End date:

4 How many emails?

Number of emails:

Dates they go out:

MY 6-WEEK CALENDAR

Week 1

Oct 15 to 21

Fill out this page. Lock in what I'm selling and the price.

Week 2

Oct 22 to 28

Pick my sale days. Put my email dates on my calendar.

Week 3

Oct 29 to Nov 4

Write my emails. Get my photos and images ready.

Week 4

Nov 5 to 11

Set up the sale price or discount code in my store. Do a test purchase.

Week 5

Nov 12 to 18

Tell my email list a sale is coming. Post about it once or twice.

Week 6

Nov 19 to 25

Final check. Schedule my emails. Make sure the sale price is ready to switch on.

SALE DAYS

☐ **Thu Nov 26, Thanksgiving:** Emails scheduled?

☐ **Fri Nov 27, Black Friday:** Sale is live.

☐ **Sat Nov 28 and Sun Nov 29:** Reminder email?

☐ **Mon Nov 30, Cyber Monday:** Last-chance email?

Done is better than perfect. Tape this where you'll see it every day.