

# BLACK FRIDAY



STUDIO GROW

BUILD A BUSINESS AS FLEXIBLE AS YOU



What does Black Friday look like...

On a year when nothing's going according to plan (and you don't have the capacity to fit hundreds of new clients)...

On a year when you're figuring out a balance between virtual and in person (I see you)...

On a year without a Santa (cause 2020's looking a lot like the Island of Misfit Toys)...

2020 doesn't look like any year we've had before, so why would your Black Friday promotion look like the same ole, same ole.

It's time to refresh, rethink and reposition how you'll use the Black Friday weekend (and turn it into a turning point for you).

And, to make this lovely cheat sheet even more valuable, I've got the in depth podcast breakdown of it right [HERE](#).

*Lise*

# Your Promotional Mindset

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## **1. HIGH END IS THE NEW BLACK FRIDAY (PROMO THAT IS).**

Chances are your studio is pretty full and waitlists don't equal cheap deals. But, you still want to drive new people through the door. So why not go big and send those BF shoppers home with a higher ticket, more personalized product like:

- 1 1:1 Training Packages
- 2 6 Week Movement + Nutrition Intensives
- 3 Retreats
- 4 Small Group Programs

## **2. YOUR VIRTUAL IS YOUR SIMPLEST LOW TICKET DISCOUNT.**

Remember that rockin virtual studio you've been working on for the last 8 months...

Mmmmmhmmmmmm....

You have just found the one option that can be price dropped with ease. Only I don't want you to think small, cause an Intro Offer isn't gonna be what you put out there. Instead, it's about 12 and 24 month offerings that have a hefty discount.

### 3. IF YOUR ELEMENTARY SCHOOL CAN GO HYBRID, YOU CAN TOO.

Some offers can have a little bit of both and I wouldn't hesitate to share a combo, since many people LOVE the flexibility.

### 4. HELLO RETAIL.

My college work experience centered around retail, so it probably won't surprise you that I think if you're housing retail, now's your time to think BIG on what role it plays.

And, it should play a pretty big role.

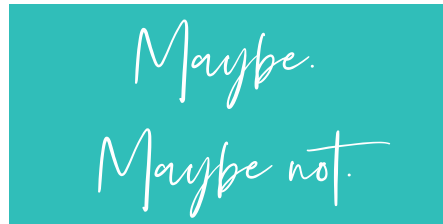
I'm a huge fan of yanking every single sale piece of merchandise now and only releasing them 2 times a year. And, your fall release should coincide with your Black Friday specials.

Psychologically people are far more likely to buy from the sale rack if the sale rack is in front of them. But, when you remove the sale rack, people tend to buy full price.

And, when you finally release several months worth of items, people come running cause it's the DEAL of the century.



Do you need to do all of these lovely promotions?



But, let's take a look as to how they can become the best stinkin' Black Friday you've ever had.

This Black Friday we're taking a slightly different approach (and starting VERY early with our marketing).

I'm going to presume the following promotions:

- 1 High Ticket Offer:**  
Small Group 6 Week Intensive Starting January 1. Normally \$499. Now \$299.
- 2 Virtual Offer:**  
Buy 18 Months, Get 6 Months Free.
- 3 Retail:**  
First Item 30% Off, Second Item 40% Off, Third Item 50% Off, Fourth Item 60% Off transitioning to Buy One 50% Off, Get One Free.

All of our social posts/stories will be boosted for \$10 for a single day.

## HERE'S THE BASIC CALENDAR:

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>NOV 9</b> Light the fire of excitement in your community.  Email + Social Media Post + Stories/Lives  Email #1	<b>NOV 10</b> Daily Posting to share the peek inside of what the sale will include...	<b>NOV 11</b> Big reveal #1: High Ticket on social...  Email #2	<b>NOV 12</b> Big reveal #2: Virtual Studio on Social...	<b>NOV 13</b> Big Reveal #3: Retail on social.	<b>WEEKEND</b> Zzzz	<b>WEEKEND</b> Zzzz
<b>NOV 16</b> The countdown begins: Share peek inside the nutrition guide and class/session plan for high ticket options  Email #3	<b>NOV 17</b> Top 5 sale purchases.	<b>NOV 18</b> Peek inside the filming of a virtual class...can you wait!  Email #4	<b>NOV 19</b> What you'll be taking home from the sale!	<b>NOV 20</b> High ticket success story shout out!  Email #5	<b>WEEKEND</b> Zzzz	<b>WEEKEND</b> Zzzz
<b>NOV 23</b> Holy week of GIANT SALES. Here's how this week will go...  Email #6	<b>NOV 24</b> What time are you showing up at?!?!	<b>NOV 25</b>	<b>NOV 26</b> Eat Turkey, Drink Wine and Celebrate...  Email #7	<b>BLACK FRIDAY</b> Early AM social post! It's a FREE for All: High Ticket (Limit to 10) Retail 30/40/50/60  Email #8	<b>WEEKEND</b> If Open Continue Sale	<b>WEEKEND</b> Zzzz
<b>CYBER MONDAY</b> Virtual Studio 1 Day Crazy Sale	<b>DEC 1</b> Retail Sale Continues	<b>DEC 2</b> Retail Sale Continues	<b>DEC 3</b> Retail Sale Continues	<b>DEC 4</b> Retail Sale Transitions Buy One 50% Off Get 1 Free	<b>WEEKEND</b> Zzzz	<b>WEEKEND</b> Zzzz

Now that you have an idea. What will you do for Black Friday and how are you going to promote it? Tag us on Instagram @studiogrowco and share your Black Friday plans.