

Hi Y'all,

I'm thrilled you're kicking this year's Black Friday off with a bang of a sale. We've spent all year testing the best offers, ads, emails and copy for this one weekend.

There are several pieces included in Studio Grow's Complete Black Friday Training,
Template and Calendar Library and they have a specific order I'd love for you to follow.

 Watch the Training: As wonderful as our written blueprints are it's important to understand the nuances that make them work so well. You'll find the training video attached to your email. Review our calendar in detail.
 You can adjust this calendar as much or as little as you'd like and our training will go into the why we've built it the way we have.

 Begin to customize the templates in this document. In addition to the PDF, you will find a Drive Document Ready to Duplicate for easy editing.

 Set this up in advance, so you're all ready to enjoy a glorious Black Friday.

5. Block your calendar for a BONUS training session on October 23rd-25th

These three days are all about setting your studio up for an astounding end of 2023 and start of 2024.

We can't wait to get started!

PS. If you find yourself stuck at any point in this process don't throw up your hands... Just ask for help.

Join us inside <u>our FREE Facebook Group</u> and let us support you through this journey!



BLACK FRIDAY STACKING

Black Friday works best when you stack sales or promotions on top of one another. You can stack sales either daily or hourly. A Daily Stack may look something like this:

Black Friday:

Membership Focused Promotions

Small Business Saturday:

Retail Focused Promotions

Sunday:

Class or Session Pack Focused Promotions

Cyber Monday:

Intro Package Focused Promotions

It's crucial that you begin with your most desirable product, the product you most want clients to purchase. For many studios this is your membership focus. From there, I have included a retail day, but this could be a day focused on Teacher Trainings, Retreats or High Ticket Offers.

On Sunday, I've added in Class Packs, but as you'll hear in our training, we've focused on Mega Packs (and has some 40K days thanks to them). Finally, we end looking forward, with Intro Packages.

In layering these sales, we've targeted numerous segments of our population and should have something for everyone.

If you choose to stack Hourly, you'll change promotions either once per hour or 2-3 times per day. For Example:

9-12 Black Friday: Promotion #112-3 Black Friday: Promotion #2

If these change hourly you can find some major FOMO kicking in.



BLACK FRIDAY OFFERS

For promotions there are many you can choose from, but here are several of the best performing from last year.

Membership Focused Promotions:

- Buy a 12 Month Membership Now, Pay Nothing Until Next January
- Buy a PIF Annual Membership and Receive a Yoga Mat and a 1:1 Intention Setting Session
- Buy a 12 Month Membership Now and Receive 3 Massages/Reiki Sessions/ Privates*
- *Consider partnering with a neighboring business for this
- Buy a 6 Month Membership at 12 Month
 Prices

Class or Session Pack Focused Promotions:

- 50 Class Pack
- Buy 50 Classes, Receive 10 FREE
- 50 Private Pack *This is essentially a 1 x
 week membership in a different format
- 100 Class Pack

*Last year we began testing Mega Pack Sales, which allow a client to participate in the studio at membership level attendance without the "commitment".

- Buy a 12 Month Membership and Receive a \$200 Gift Card.
- Buy a 12 Month Membership and Receive a 3 Month Membership for a friend or family member

Retail Focused Promotions:

- Spend \$100, Save 25%/Spend \$250 Save 30%/Spend \$500 Save 40%
- Spent \$250 and Receive a \$50 Gift Card
- Buy One, Get One 50% Off
- Buy One On Sale, Get One Sale Item

 Free

**I almost always put aside any sale items for as long as possible before Black Friday. They can be an important part of the focus.

Cyber Monday

 Specialized Intro Package ie. 10 Days for \$10*

*We allow as many of these to be purchased as a client desires, but they may only utilize one per person. This is to allow the gifting of Intro Packages in line with the holidays.

THE CALENDAR

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17 Email 1 Social Post 1 SMS 1	18	19
20	21	22	23 Thanksgiving	24 ♥Black Friday	25	26
Email 2		Email 3	Email 4	Email 5	Email 6	Email 7
			√Social Post 4	♪Social Post 5	√ Social Post 6	√ Social Post 7
SMS 2		SMS 3	SMS 4	SMS 5	SMS 6	SMS 7
27 Cyber Monday Email 8 Social Post 8	28	29	30			

EMAILS

EMAIL #1: SOMETHING'S COMING YOUR

WAY GOES OUT ON: Friday, November 17

SUBJECT:

- Something's coming your way, [FIRST NAME]
- We've got news for you!
- A special [STUDIO NAME] deal is coming your way

BODY:

[FIRST NAME],

I know that we're only [X] days into November, but here at [STUDIO NAME], it feels like [the holidays are already here/ it's already time to start celebrating/gifting season came to town early]!

Why?

Because we're [working on/cooking up/gearing up to announce] something HUGE and [exciting/fun/special] as a Black Friday treat for you all, and we're [bursting at the seams with excitement/super excited to share it with you]!

It'll help you not just [reach your year-end fitness goals/get fit and ready for the holidays/reclaim your confidence and get some quality movement in], but actually [save you tons of \$\$\$ while you're at it/do it without burning a hole in your pocket]!

We've never done anything like this at the studio, and we're so excited to have you be part of it!

We're going to [spill the beans/give you all the tea/share the deets with you] very soon, so keep an eye on your inbox, [FIRST NAME]!

[SIGN OFF]

EMAIL #2: SOMETHING'S COMING YOUR WAY

GOES OUT ON: Monday, November 20

SUBJECT:

- Mark your calendar, [FIRST NAME]
- The biggest [STUDIO NAME] offer EVER is here!
- We've never made anything like this before...
- Time for the big reveal, [FIRST NAME]
- A Black Friday surprise, from us to you!

BODY:

[FIRST NAME],

It's finally time to [spill the beans/get to the good part/share what we've been working on with you], and we couldn't be more excited!

Are you ready, [FIRST NAME]?

In just [X] days, we're going to be [dropping/bringing back] our [brand new/bestselling/member-favorite] [OFFER NAME]!!!

[OFFER NAME] is a [X LENGTH OF TIME (for example: 4 week)], [X FEATURE (for example: customized)] [MODALITY (for example: yoga] [offer/program/masterclass/challenge/membership] that's going to help you [BENEFIT 1], [BENEFIT 2], and most importantly, [BENEFIT 3] before 2023 comes to a close!

In just [X] [weeks/months/days], you'll be able to:

- [3 results that members can expect after this program, for example:
- Get back your old energy and feel excited to take on the day
- Feel confident about the version of yourself you see in the mirror each morning
- Pat yourself on the back for finally hitting your [flexibility/fitness/weight-training]
 goals]

And there's more!

It wouldn't be **[our biggest offer ever/the best offer we've ever whipped up]** if it didn't have that something truly **[extraordinary/special]** just for you.

If you sign up for this offer on November 24, you'll get [it at our special discounted price of \$[X]/at [X]% off/one more membership FREE/INSERT OFFER].

That's the most affordable [OFFER NAME] has ever been!!!

This offer will go live on Black Friday morning, at [INSERT TIME]. Wanna make sure you don't miss it? Click here to set a reminder so you can grab [OFFER NAME] when we launch!

This is your chance to show up for yourself, invest in your development, and turn those long-overdue fitness resolutions into a success story!

Don't forget to mark your calendar, [FIRST NAME]!

EMAIL #3 - OFFER DETAILS

GOES OUT ON: Wednesday, November 22

SUBJECT:

- Everything you need to know about [OFFER NAME]
- Here's what's in store for ya, [FIRST NAME]

BODY:

Hi [FIRST NAME],

So, you already know that the **[STUDIO NAME]** [OFFER NAME] is going live on November 24.

But... what exactly does that mean for you?

We're glad you asked, [FIRST NAME].

In this email, we're going to tell you everything you need to know about [OFFER NAME], so you can go ahead and make an informed decision ASAP!

Let's dive in!

What [OFFER NAME] includes:

[Insert details of the offer, for example:

- [X NUMBER] of group sessions to keep your journey from getting lonely
- · A done-for-you diet chart so you can take all the guesswork out of meal planning
- A FREE 1-on-1 training session with a [STUDIO NAME] coach to help you get

personal attention and customized solutions]

And because it's Black Friday, we're giving all of this away for JUST \$[X]!

That means you'll only be paying [X]% of what we usually charge for this program, [FIRST NAME]!

This **[challenge/membership/offer/program]** could be the difference between you now and a fitter, more radiant, and confident version of you, **[FIRST NAME]**.

Click here to set a reminder so you don't miss out on this offer when we go live!

[SIGN OFF]

EMAIL #4 - THANKSGIVING (EMAIL AND SMS CAN MATCH)

GOES OUT ON: Thursday, November 23- Thanksgiving

SUBJECT:

- Less than 24 Hours to Save
- Your Favorite Studio + Your Best Black Friday Deal

BODY:

[FIRST NAME],

Our biggest deal of the year kicks of tomorrow at [TIME]...are you ready to save?

It's time to give yourself a chance and take that big leap in your fitness journey, [FIRST NAME]!

[SIGN OFF]

EMAIL #5 - BLACK FRIDAY

GOES OUT ON: Friday, November 24 at [TIME] - Black Friday

SUBJECT:

- And, we're off to the savings
- Black Friday at [STUDIO]'s here!

BODY:

[FIRST NAME],

Black Friday's here and with it...your biggest deal of the year at your very favorite studio.

So, here's a quick and dirty round-up of everything that's in store for you if you sign up for this [offer/program/package/challenge/membership]:

[Insert details of the offer, for example:

- [X NUMBER] of group sessions to keep your journey from getting lonely
- · A done-for-you diet chart so you can take all the guesswork out of meal planning
- A FREE 1-on-1 training session with a [STUDIO NAME] coach to help you get personal attention and customized solutions]

This offer is live for just 24 hours, so if you're ready to put down the turkey (just for a

minute) and step into the studio, now's the time to grab our biggest membership deal of the year.

[SIGN OFF]

EMAIL #6 - SMALL BUSINESS SATURDAY

GOES OUT ON: Saturday, November 25

SUBJECT:

- Another Day, Another Epic Studio Deal
- Small Business Saturday at Your Fave Studio

BODY:

[FIRST NAME],

It's another epic Small Business Saturday...

And, another epic deal at your favorite studio.

For the next 24 hours, [INSERT OFFER] and Save [INSERT SAVINGS].

So if you're ready to show one of your favorite small business (and your body) some serious LOVE then Come In/Buy Here/Grab it Now.

EMAIL #7 - SUNDAY

GOES OUT ON: Sunday, November 26

SUBJECT:

- Just when you thought it couldn't get better
- Good things come to those who wait
- It's here (for 24 hours), [FIRST NAME]!

BODY:

[FIRST NAME],

Good things and epic class/session packages come to those who wait.

You may know that we NEVER do large packages, but since you've been asking so sweetly...

Here you are (at some serious savings).

INSERT OFFER AND SAVINGS

Don't worry...you can thank us later 😉

EMAIL #8 - CYBER MONDAY

GOES OUT ON: Monday, November 27 at [TIME]

SUBJECT:

- One last hurrah (and savings)
- Just [X] hours to Intro Package
- The Last Day of Epic Sales at [Studio]

BODY:

[FIRST NAME],

They say all good things have to end...

But we think they can go out with a bang.

That's why today, you can stockup on as many of our "only available for 24 hours cause it's our best ever" Intro Packages as you'd like to share.

[INSERT OFFER]

Yes, share, cause we only allow one intro pack per person, but in the season of giving, we've heard that you want to share our studio with friends, family, colleagues and clients.

So you can stockup on the best intro ever and stuff some rather fabulous stockings in the process.

SOCIAL POSTS (1-2 POSTS EVERYDAY FOR THE WEEK)

POST #1

GOES OUT ON: Friday, November 17

We're cooking up something [huge/special] to make this your [healthiest/fittest/most productive] Thanksgiving ever at [STUDIO NAME] ____

We can't wait to spill all the beans, but for now...

If you're ready to:

[3 benefits linked with offer feature, for example:

- Catch up with your fitness resolutions before 2023 ends
- Enjoy the holiday season while also making sure you're taking care of your body
- Feel confident, get that old energy back, and prioritize your health again]

...keep an eye out on this space, because we're announcing something that'll help you do all that (and more!) tomorrow!

POST #2

GOES OUT ON: Monday, November 20

The secret's finally out, friends!

This Black Friday, we're [releasing/bringing back] our [studio-favorite/brand new]

[OFFER NAME] [challenge/membership/program/package]!!!

[OFFER NAME] gives you access to...

[Insert details of the offer, for example:

- [X NUMBER] of group sessions to keep your journey from getting lonely
- · A done-for-you diet chart so you can take all the guesswork out of meal planning
- A FREE 1-on-1 training session with a [STUDIO NAME] coach to help you get personal attention and customized solutions]

All for the [never before price/super affordable price] of just \$[X]!!! ***

Get ready to [3 BENEFITS LINKED TO OFFER FEATURES FOR EXAMPLE: bring back your old energy, say hello to consistency, and enjoy moving your body again)]!

Excited already!?

Click the link in our bio to [learn more about [OFFER NAME]/set a reminder so that you get a notification when [OFFER NAME] goes live!]

POST #3

GOES OUT ON: Wednesday, November 22

Note: This post should include a video where an instructor/trainer talks about the benefits of **[OFFER NAME]** and how it can help members regain control of their fitness story!

Happy Wednesday, everyone!



We've been working hard at **[STUDIO NAME]** to make **[OFFER NAME]** the best Black Friday deal it can be, and really get you **[pumped up/excited]** about **[coming back to the studio/switching up your fitness routine]!**

In fact, we wanted to show you exactly how [OFFER NAME] can help you [transform your fitness narrative/get you back on track]. And that's why, today we've got [STUDIO NAME]'s very own [Instructor/Trainer] to tell you all about why this is the [program/package/offer] for you!

Want to [learn more about what [OFFER NAME] has in store for you/make sure you don't miss out when [OFFER NAME] finally goes live]? Click the link in our bio to [get all the details/mark your calendar]!

POST #4

GOES OUT ON: Thursday, November 23 (Thanksgiving)

Happy Thanksgiving, everyone! 17

Today, as we count our blessings and raise our glasses to our loved ones, we're also thinking of you! note M

Because without [awesome/amazing/consistent/proactive] [clients/members] like you, [STUDIO NAME] would be nowhere!

To show you just how much we appreciate you, we're going live with our most **[valuable/anticipated]** offer we've ever put together tomorrow!

And it's only available for 24 hours...



Say hello to [OFFER NAME]!



Still on the fence? Swipe to [hear from [CLIENT NAME]/see what [CLIENT NAME] has to say] about [their] [life-changing/transformative] journey with [OFFER NAME/STUDIO **NAME**] and decide for yourself!

Click the link in our bio to [learn more/get notified when [OFFER NAME] goes live tomorrow]!

POST #5

GOES OUT ON: Friday, November 24 (Black Friday, the moment cart opens)

Black Friday's here and with it...your biggest deal of the year at your very favorite studio.

So, here's a quick and dirty round-up of everything that's in store for you when you sign up for this [offer/program/package/challenge/membership]:

[Insert details of the offer, for example:

- [X NUMBER] of group sessions to keep your journey from getting lonely
- A done-for-you diet chart so you can take all the guesswork out of meal planning
- A FREE 1-on-1 training session with a [STUDIO NAME] coach to help you get personal attention and customized solutions]

This offer is live for just 24 hours, so if you're ready to put down the turkey (just for a

minute) and step into the studio, now's the time to grab our biggest membership deal of the year.

Click the link in our bio to [grab your membership now]!

POST #6

GOES OUT ON: Saturday, November 25

It's another epic Small Business Saturday...

And, another epic deal at your favorite studio.

For the next 24 hours, [INSERT OFFER] and Save [INSERT SAVINGS].

So if you're ready to show one of your favorite small business (and your body) some serious LOVE then Come In/Buy Here/Grab it Now.

Click the link in our bio to [learn more/grab your package/offer/deal]!

POST #7

GOES OUT ON: Sunday, November 26

Good things and epic class/session packages come to those who wait.

You may know that we NEVER do large packages, but since you've been asking so sweetly...

Here you are (at some serious savings).

[INSERT OFFER AND SAVINGS]

Don't worry...you can thank us later 69

Click the link in our bio to [learn more/grab your package/offer/deal]!

POST #8

GOES OUT ON: Monday, November 27 (Cyber Monday, [X] hours before cart close)

They say all good things have to end...

But we think they can go out with a bang. 💢

That's why today, you can stockup on as many of our "only available for 24 hours cause it's our best ever" Intro Packages as you'd like to share.

[INSERT OFFER]

Yes, share, cause we only allow one intro pack per person, but in the season of giving, we've heard that you want to share our studio with friends, family, colleagues and clients.

So you can stockup on the best intro ever and stuff some rather fabulous stockings in the

process.

Click the link in our bio to [learn more/grab your package/offer/deal]!

FACEBOOK AD COPY

LONG

HEADLINE OPTIONS:

Black Friday Special: [OFFER] for Just \$ - Save X%

Black Friday's here and with it...your biggest deal of the year at your very favorite studio.

So, here's a quick and dirty round-up of everything that's in store for you when you sign up for this [offer/program/package/challenge/membership]:

[Insert details of the offer, for example:

- [X NUMBER] of group sessions to keep your journey from getting lonely
- · A done-for-you diet chart so you can take all the guesswork out of meal planning
- A FREE 1-on-1 training session with a [STUDIO NAME] coach to help you get personal attention and customized solutions]

This offer is live for just 24 hours, so if you're ready to put down the turkey (just for a minute) and step into the studio, now's the time to grab our biggest membership deal of the year.

← Click here to register, and Save: [LINK]

SHORT

Do what's good for your body and [CLIENT BENEFIT (for example: have fun doing it/do it with a community of people on the same journey/get back on track to those long-overdue fitness resolutions)]!

Sign up for our [OFFER NAME] and grab all the [sessions/classes/group sessions] + [bonuses/guides/resources] for just \$[X]!

Offer ends in [X] hours!

Sign up NOW -> [LINK]

SMS COPY

#1

GOES OUT ON: Friday, November 17

We're cooking up something [new/exciting] for you at [STUDIO NAME]!

Stay tuned for our [biggest/best/most value-packed offer] yet!

#2

GOES OUT ON: Monday, November 20

BIG NEWS: [STUDIO NAME]'s new offer [OFFER NAME] is dropping this Black Friday!

Get [3 FEATURES (for example: 10 group sessions, a meal prep guide, and 1 special 1-on-1 training sesh)] and more [at [X]% off/for just \$[X]]! Learn more -> [LINK]

#3

GOES OUT ON: Wednesday, November 22

Ready to say yes to [consistency/a brand new fitness regime/catching up with your fitness goals] before 2023 ends?

[STUDIO NAME] is dropping their [new] [OFFER NAME] in just 5 days! Click here to [mark your calendar/learn more] -> [LINK]

#4

GOES OUT ON: Thursday, November 23

Happy Thanksgiving, [FIRST NAME]!

[STUDIO NAME]'s [OFFER NAME] is going live in just [24] hours, and it's the perfect opportunity to treat yourself (or a loved one) to some [self-care/quality movement] before 2022 ends!

[Learn more/Set a reminder] here -> [LINK]

#5

GOES OUT ON: Friday, November 24 (when cart opens)

And, 24 hours of savings at [STUDIO] starts now!

[OFFER NAME] is now LIVE!

Click here to get this offer for \$[X] NOW -> [LINK]

#6

GOES OUT ON: Saturday AM, November 25

Another epic Small Business Saturday...another epic deal from your favorite Small Business Studio!

For the next 24 hours, [INSERT OFFER] and Save [INSERT SAVINGS].

Click here to grab it while it's still hot!

#7

GOES OUT ON: Sunday AM, November 26

Good things and epic class/session packages come to those who wait.

[INSERT OFFER AND SAVINGS]

Don't worry...you can thank us later 69

Click here to grab it before it's gone!

#8

GOES OUT ON: Monday AM, November 27

They say all good things have to end...

But we think they can go out with a bang. 💢

[INSERT OFFER]

Click here to grab it before it's gone!