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# 3 Black Friday Email Templates.

For you to customize and  
use in your own promotional  
campaigns.



# About This Template Pack

Black Friday sales are a tremendous opportunity for any e-commerce store. The secret to making the most of that opportunity is email nurturing. That's why I made this template pack.

*Jane Smyth*

Planning for a major sale event like Black Friday can be a little overwhelming. We all know that we should be promoting the sale in advance but how can we do that without being pushy? How can we maximise sales without turning customers off?

Thankfully I've been doing this for 10 years so I know the perfect approach to take. This template pack takes all my experience and makes it available for you and your business.

Feel free to copy, reuse and customise these emails. I guarantee that your sales numbers will be all the better for it.

# Pre-Sale

This email should be sent seven days before the sale is due to begin.

• • •
To: [Recipient's email address]
Subject: What's better than free pizza? (answer inside...)
<p>Ok, you got me - nothing is better than free pizza but the next best thing is some mega discounts from your favourite store.</p> <p>That's right the [INSERT STORE NAME HERE] Black Friday sale is nearly upon us so I wanted to give you the heads up so you can remember to check us out next week. Here are the details:</p> <ul style="list-style-type: none"><li>• Sales starts: [INSERT DATE / TIME HERE]</li><li>• Sale ends: [INSERT DATE / TIME HERE]</li></ul> <p>Discounts on all of our most popular products, including:</p> <ul style="list-style-type: none"><li>• [INSERT PRODUCT NAME HERE]</li><li>• [INSERT PRODUCT NAME HERE]</li><li>• [INSERT PRODUCT NAME HERE]</li></ul> <p>And that's just the tip of the iceberg... keep an eye out for my email next week when I'll be sharing details of how you can make the most of these discounts.</p> <p>Until then!</p> <p>[Your Name]</p>

# Sale Opens

This email should be sent the morning of Black Friday - when your sale has started.

• • •
To: [Recipient's email address]
Subject: Black Friday x% Coupon Code Inside
<p>When I emailed last week with details of our Black Friday sale I expected some people to be excited but boy did I underestimate how many of you would be giddy by our discounts. Have we been too generous?! Oh well, too late now!</p> <p>Here's the coupon code that will give you x% discount on all purchases made in the next 24 hours on [INSERT WEBSITE ADDRESS HERE].</p> <p><b>[INSERT COUPON CODE HERE]</b></p> <p>Remember, this code is only good for one use and it has to be redeemed before midnight tonight so don't sleep!</p> <p>Happy shopping!</p> <p>[Your Name]</p>

# Last Chance

Send this email 3 hours before the sale is due to end.

• • •
To: [Recipient's email address]
Subject: Last chance for x% off [INSERT PRODUCT NAME HERE]
<p>Yowzer these things are selling like hot cakes! I just wanted to let you know that in 3 hours the sale will be ending forever. These discounts were huge so we're unlikely to repeat this offer again. You can grab the last of the bargains here [INSERT URL HERE]</p> <p>Take care!</p> <p>[Your Name]</p>

# Christmas Promotions

If you're already worn out from all these Black Friday promotions then let me take the Christmas stress off your plate. I help e-commerce businesses just like yours to maximize sales revenue during the holidays.

"Holy smokes! I had heard good things about Jayne but I didn't expect her to double my revenue with just a few emails. If you can hire this lady then don't think, just do it. She pays for herself 10 times over"

- Joe Bloggs

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