



PROMOTIONAL CONTENT

What are the 4 different reasons people buy?

What is one idea you have for a promotion for your business? Think flash sale, mini photo sessions, holiday sale, etc.

Write out the direct benefits customers would receive if they hired you/purchased the promotion you came up with.

Write out the logical reasons it makes sense for customers to take action on your promotion now, instead of later.

How can you create a sense of urgency or scarcity with this promotion? Limited number of spots? Only happening for a few days?

Do you have any social proof or testimonials from previous customers that would get potential customers to sign up for your deal?