

HOW TO CRUSH BLACK FRIDAY / CYBER MONDAY SALES

And Earn up to \$20K In 7 Days Or Less



SELL THE HELL OUT OF SOMETHING!



- How big is Black Friday?
- Just to give you a ballpark, during Black Friday 2020 shoppers spent \$9 billion online. That's how big it is.
- The number of people shopping online increases every year, and that says a lot about the future of online shopping with or without the pandemic!
- Most Fit Pros DON'T put enough time and energy into their Black Friday promotions.
- Even if you don't have BF where you are from, you can do a weekly promo that follows this.



BUILD A SENSE OF URGENCY

- Insert some FOMO (fear of missing out) into your email/social media campaigns.
- Certain scarcity keywords make people to think something is in limited supply and urge customers to take immediate action.
- *Hurry*
- *Limited-time offer*
- *Instant savings*
- *Save today*
- *Limited number available*
- *Don't miss this*
- *Today only*
- **Tip:** Don't overdo it. Pick a few calls-to-action and see what works for you instead of bombarding your audience with constant sales pitches.



SOCIAL MEDIA OPTIMIZATION

- Create a custom cover graphic for your business FB profile or other SM pages and groups. Make sure they match your landing page.
- Update your bio or call-to-action button to include a direct link to your Black Friday or Cyber Monday landing page.
- Pin a Facebook post/Tweet announcing your deals or “Door Busters” at the top of your timeline with a link to your Black Friday/Cyber Monday landing page.
- Follow your text/email campaign with Facebook posts-the goal is for everything to be congruent.
- Be prepared EARLY!



- Your Black Friday/Cyber Monday offers will be more successful if you aim them at the different segments of your target audience.
- Example: Offers for new clients, current clients, different services (24/7, Nutrition Coaching, Supplements, PT, SPT, SGT, Group Training, Gift Cards etc.)
- **Deal Ideas**

Supplements: (Door Busters!)

Buy a bundle get a (product) free

% off

BOGO

Buy 3 get 1 Free

Buy 1 Get 1 ½ price



**CREATE TARGETED
OFFERS**

- **Personal Training**
- PIF's at a small discount unless you pay commission then you can just add some FREE sessions (10% off a 1 Year)
- Discount on upgrades to higher ticket packages (10% off 3x per week)
- Buy 24 sessions get 2 FREE
- Buy 48 sessions get 4 FREE
- 3 Session Intro ONLY \$99
- FREE Group Training Access with PT Membership
- Tip: Make sure to add fluff...Inbody tests, training app access, nutrition coaching, gym access, swag etc.



- **Group Training**
- PIF's at a discount (10-30% off a 1 Year), discount depends on your margins, space or comfort zone. (make sure to make it clear that there are NO refunds on BF Deals)
- Discount on upgrades to more session memberships (10% off 3x per week or unlimited)
- Discounted FEO
- Join and get (x) FREE PT Sessions
- Join for 1 Year and get (X) Months FREE
- Husband and Wife Deal (discounted Year)
- Gift Cards! \$50 for \$100 (50%off)
- (X) Sessions for \$ (300 Sessions for \$\$)



- **24/7 Access**
- PIF's at a discount (10-30% off a 1-2 Year), discount depends on your margins, space or comfort zone. (make sure to make it clear that there are NO refunds on BF Deals)
- No Enrollment Fees
- Join for \$1
- Join for 1 Year get (x) months FREE
- Join and get (x) FREE PT Sessions
- Join for 1 Year and get (X) Months FREE
- Join for 1 Year and get a "Buddy Pass"
- Gift Cards! \$ for \$100 (90%off)
- Lifetime Membership (% Discount, limited #)
- XX Days for \$XX

Black Friday

\$100 GIFT CARDS

For...



DOORBUSTER!

Until We Run Out

Limited to 20

BLACK FRIDAY ONLY

🤩 Post these all over your facility! 🤩



BLACK FRIDAY DEALS 2018

(Open To Everyone)

One Year Essentials Paid In Full

20% OFF
(\$310 Savings)

Memberships include:
Unlimited Group Training!
Open Gym Access!

One Year Family Essentials Paid In Full

20% OFF
(\$620 Savings)

Memberships include:
Unlimited Group Training!
Open Gym Access!

One Year Premium Paid In Full

20% OFF
(\$598 Savings)

Memberships include:
Unlimited Group Training!
Unlimited Small Group Personal Training
Open Gym Access!!

Ninja Warrior Birthday Party

30% OFF

Includes:
Unlimited Children
Slidell's ONLY Real Ninja Warrior Obstacle Course
Jumper
Nerf Wars
Dodge Ball
2400 Sq Ft Indoor Field

28 Day Jumpstart

ONLY \$99
(\$99 Savings)

Memberships include:
Unlimited Group Training!
Unlimited Small Group Personal Training
Open Gym Access!

Essentials Membership 1 Month

ONLY \$50
(\$79 Savings)

Memberships include:
Unlimited Group Training!
Open Gym Access!

LEAN Performance Academy
316 Johnny F Smith Blvd. Slidell, La 70460
Please email us to get set up: info@leanperformanceacademy.com or
Call us at 985-445-9608



GIFT CARD EMAIL OR SM POST

Subject/Headline

Is your body transformation worth the same as a Which Wich sandwich?

Body

It better be...and on Black Friday, and Black Friday ONLY from 5am to 5pm we are going to let you transform your friends and family for less than the price of a Which Wich SANDWICH.

OFFER: \$100 gift cards for \$10 ONLY. LIMIT 5 Per Person OR Until We Run OUT!

Call To Action/P.S. Just text us back that morning when the promotion goes live to lock in your 90% off \$100 gift cards.



HOW TO MARKET & ADVERTISE

- Create a flyer or landing page or both detailing the benefits and features
- Make sure to show the \$AVINGS! This is key...
- Create a few “Pre-Sale” Teaser Graphics
- Your email list- Preset sequence (included), you can also post the landing page link in your emails with a trigger to “tag” them and get a warm list of prospects to target.
- FB/IG Live Videos
- FB/IG Stories
- Your social media channels- FB, Instagram, Twitter
- Referrals- Email and text
- Reactivations- Email and text
- Your Network Group
- Your Joint Ventures or Referral Partners-ask them to send out for you and you can send theirs out!
- Paid ads (optional)-You can send people to your landing page and pixel them and then retarget them!



REFERRAL EMAIL

Hey (Name),

It's (Your Name) from XYZ Fitness! I hope you are having an awesome November!

We will be having our Black Friday Sale in a few weeks and we are offering steeply discounted rates. The sale starts (DATE) but I wanted to offer you the deals before they go live since they are limited in number.

We really miss you at XYZ Fitness and would LOVE to have you back.

Check out the Deals [HERE](#). (landing page link or Flyer)

Just let me know by replying back and I will get you set up before everyone else!

Looking forward to seeing you in the gym again!

(Your Name)

P.S. Make sure to give the DEALS a look quick before we go live, I want you to have first dibs! 😊



REACTIVATION EMAIL/TEXT

Hey (Name),

As you know, we rely heavily on referrals from our clients.

We have the Black Friday sale this week and I was wondering if you could somehow share this with your network? It would be a great help and a wonderful way to help someone since we are offering steeply discounted rates.

A few ways you could share:

- Share our social media posts with a special plug for us!
- Email the flyer to your friends and family and encourage them to buddy up for a workout with you!
- Share the news at some of your networking events or company parties!
- Forward our Black Friday emails to your friends and family!

Also, we love to gift our members that refer and share the wealth so if you refer someone and they sign up, of course our amazing referral rewards kick in.

Thank you either way,

Blessings,

(Your Name)

(attach flyer and link to landing page)



SOME GUIDELINES

- On Black Friday, your prospects are getting bombed with marketing, be clear and concise with your campaigns.
- **START TEASING EARLY**
- You can put your “great deals” in the headlines of your emails and as “Unicode Text” in your SM Posts:

Example:

- Use Emojis
- Make your message clear
- Create “packages” or “bundles” to add value to your deals
- Plan and Schedule your posts: When you are preparing a Black Friday or Cyber Monday campaign, it’s always good to start early, plan your campaign, and create and schedule your social media posts well in advance.



The image is a collage featuring numerous US dollar bills, primarily \$100 bills, scattered across the frame. Several hands are visible, each making a thumbs-up gesture, suggesting success or approval. The background is a light, textured blue-grey color. The text 'NOW GO MAKE SOME MONEY!' is overlaid in the center in a large, bold, white, sans-serif font.

NOW GO MAKE SOME MONEY!