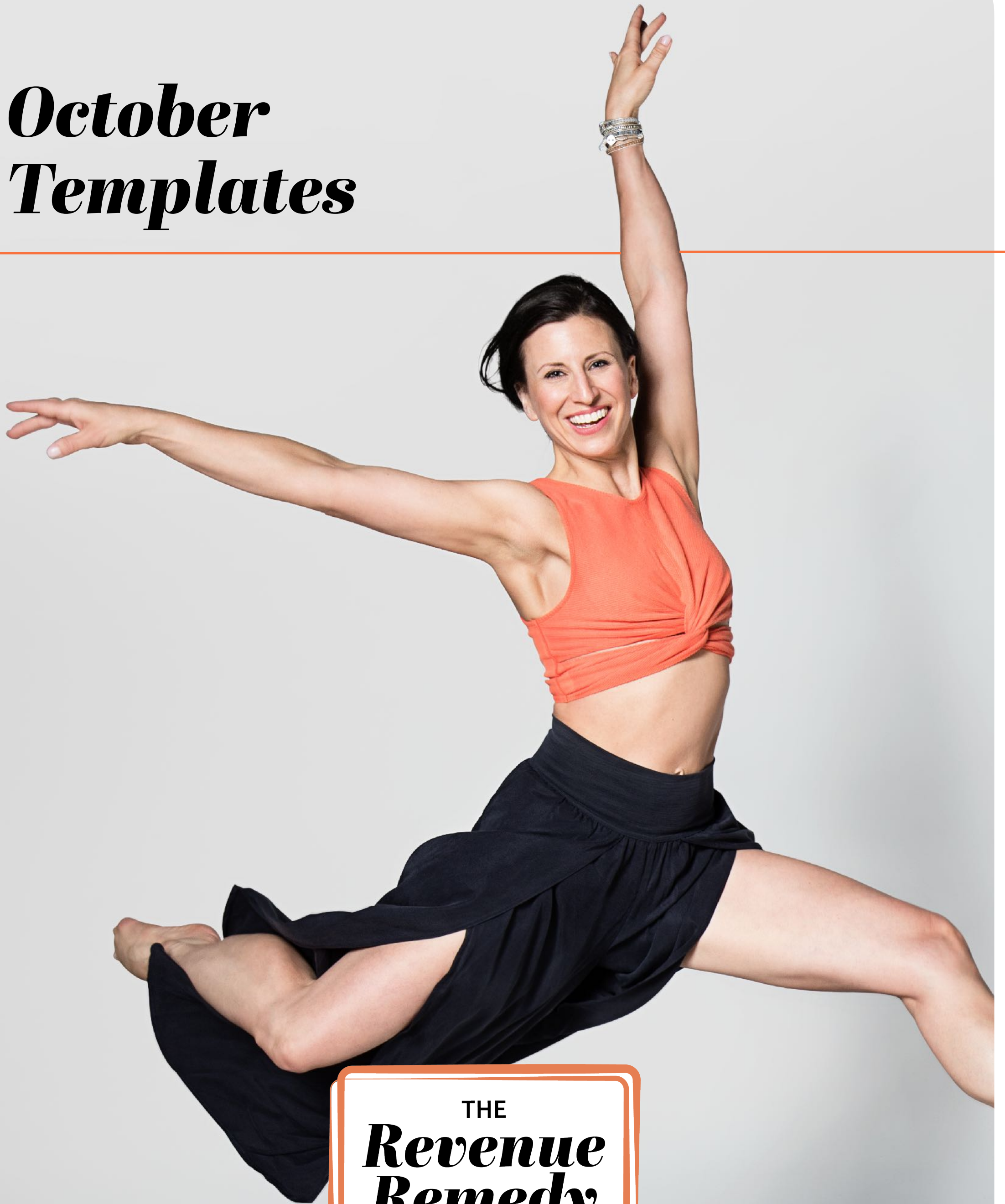


October Templates



THE
*Revenue
Remedy*

OCTOBER TEMPLATES

Emails

EMAIL #1

The Monday Before

Subject line: Tick tock, tick tock, the BLACK FRIDAY countdown begins...

Save the date: Mega Savings incoming!

The \$\$\$ countdown begins!

Body:

We love winter.

The pumpkin spice lattes, the apple cider, the trees on the ground, the turkey...

And the SALES!

We're getting in on the Thanksgiving spirit, and putting together something real special for Black Friday...

Mark your calendar folks and buckle up folks, because we're about to drop some bomb offers:

<<OFFER NAME>> is a <<TYPE OF OFFER>> designed to help you <<DESIRED CLIENT RESULT>> through <<STUDIO NAME>>'s innovative approach to <<YOUR SPECIALITY>>.

<<ADD OFFER DETAILS>>

- <<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>
- <<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>
- <<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>

The cherry on top?

When you invest in <<OFFER NAME>> this Friday, you save *X*% of the cost, or a \$*XXX*.

This is your chance to invest in your body while still saving, and saving BIG.

Click [here](#) to set a reminder to check out <<OFFER NAME>> when it goes live.

<<SIGNATURE SIGN-OFF>>

OCTOBER TEMPLATES

EMAIL #2

The Day Before

Subject line: We're grateful for you

Keep the pie off your thighs

Happy Thanksgiving!!

Body:

<<FIRST NAME>>,

Happy Thanksgiving to you and your family from ours over at <<STUDIO NAME>>.

This year, we're thankful for you.

Thank you for choosing us, and sharing your warmth and light with the <<STUDIO NAME>> community.

Clients like you are what make all the long hours worth it.

As a teeny tiny token of our appreciation, we're offering the <<OFFER NAME>>, aka your chance to <<MAIN BENEFIT OF OFFER>>.

(Because if you're anything like us, you're going to a little trouble keeping all that good 'ole Thanksgiving pie off your thighs)

<<OFFER NAME>> goes live tomorrow at exactly <<TIME>>, and this is what's on the inside:

<<ADD OFFER DETAILS>>

- <<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>
- <<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>
- <<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>

For just \$XXX.

When you invest in <<OFFER NAME>>, you're welcoming <<PRIME BENEFIT #1>> and <<BENEFIT #2>>.

<<OFFER NAME>> goes live in XX hours and disappears by midnight tomorrow, I hope you're ready <<FIRST NAME>>, because we sure are.

<<PURCHASE INSTRUCTIONS // link to buy online/phone number etc>>

<<SIGNATURE SIGN-OFF>>

P.S.

Happy Thanksgiving from <<STUDIO NAME>>. As a little something, we're offering <<OFFER NAME>> for just \$XX.

<<PURCHASE INSTRUCTIONS // link to buy online/phone number etc>>

OCTOBER TEMPLATES

EMAIL #3

The Day of

Subject line: Faster-than-the-Flash Sale. Happening NOW.

\$XX in savings!? Um. Yes please.

What starts with S, ends with E and has four letters?

Body:

<<OFFER NAME>> is officially live!

This is your one shot to <<DESIRED CLIENT RESULT>> through our innovative approach to <<STUDIO SPECIALITY>>.

<<ADD OFFER DETAILS>>

- <<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>
- <<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>
- <<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>

Normally priced at \$XXX.

For one day, and one day alone...

We're pulling out ALL the stops, and offering you <<OFFER NAME>> at a gobsmackingly great \$XX.

That's a XX% discount or \$XX in savings.

Offer expires in:

<<INSERT COUNTDOWN TIMER>>

Get in on the crazy savings →

<<PURCHASE INSTRUCTIONS // link to buy online/phone number etc>>

<<SIGNATURE SAVINGS>>

P.S.

Save XX% when you invest in <<OFFER NAME>> within the next XX hours.

<<PURCHASE INSTRUCTIONS // link to buy online/phone number etc>>

Facebook Ads

LONG

Headline

XX% off for <<OFFER NAME>> at <<STUDIO NAME>>.

Ad text

Get a head start on your New Year's Resolutions with <<STUDIO NAME>>'s Black Friday special.

Supercharge your fitness goals this November, and stave off the holiday weight before it hits with <<OFFER NAME>>.

<<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>

<<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>

<<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>

<<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>

<<BENEFIT FOR CLIENT LINKED TO OFFER FEATURE>>

Save **XX%** or **\$XX** when you invest in yourself today.

Register now → <<INSERT PHONE NUMBER/WEBSITE/EMAIL>>

Offer lasts till <<TIME>>

Tick, tock.

News feed link description

Invest in yourself with today and save **\$XX**. Offer valid for 24 hours.

SHORT

Headline

Black Friday Special! Save **XX%** on <<TYPE OF CLASS>> classes with <<STUDIO NAME>>.

Ad text

<<OFFER NAME>> is a <<TYPE OF OFFER>> designed to help you <<DESIRED CLIENT RESULT>> through <<STUDIO NAME>>'s innovative approach to <<YOUR SPECIALITY>>.

Register now → <<INSERT PHONE NUMBER/WEBSITE/EMAIL>>

News feed link description

Offer expires in 24 hours!

Social Media Posts

MONDAY BEFORE

Can you believe it's almost Thanksgiving? We sure can't. We're spending the last week before Turkey Day fine tuning a real special offer to show all our amazing clients how grateful we are for them.

Presenting <<OFFER NAME>>:

<<OFFER DESCRIPTION>>

<<OFFER NAME>> goes live at exactly <<TIME>> on Friday and is valid for just 24 hours.

For just <<PRICE>>.

Make sure you get on our list so you don't miss out!

<<LINK TO LIST>>

DAY BEFORE (THANKSGIVING)

Happy Turkey Day! The <<STUDIO NAME>> family wishes you and your family the warmest, coziest, and most heartwarming of Thanksgivings!

This year (like every other year), we're grateful for YOU and all our amazing clients!

Here's how we're planning to say thank-you:

In exactly <<XX>> hours, <<OFFER NAME>> goes live.

<<OFFER NAME>> is your chance to <<DETAILS>> which usually sells out at <<REGULAR PRICE>> at our Black Friday special, <<OFFER PRICE>>.

Here's a sneak peek at what you get when you sign up tomorrow:

<<OFFER DETAILS>>

<<PURCHASE INSTRUCTIONS // link to buy online/phone number etc>>

OCTOBER TEMPLATES

DAY OF (BLACK FRIDAY)

18 Reasons <<OFFER NAME>> is the Best Black Friday Deal of 2018

1. You'll look and feel <<stronger/better/fitter>>
2. It'll help you keep some of that Thanksgiving pie off your thighs.
3. <<REASON SPECIFIC TO YOUR OFFER>>
4. It'll help you get a headstart on your fitness goals for 2019.
5. You get to try <<TYPE OF CLASS>> for <<XX%>> cheaper.
6. Fight winter blues with <<STUDIO NAME>>
7. As far as investments go, <<OFFER NAME>> gives you the most bang for your buck.
8. <<OFFER NAME>> = Healthier you = Better posture = Less injuries, aches and pains
9. It's <<STUDIO FOUNDER'S NAME>>'s personal favourite.
10. It helps you <<INSERT A GOAL YOUR TARGET CLIENT HAS HERE>>
11. Make new friends. We have a bunch of people sign up around the holidays, get to know new people in your community.
12. If you're new to <<TYPE OF CLASS>>, it's an affordable way to try it out without committing to a more expensive program.
13. Feel energetic all day long (YES, even in winter!!)
14. <<REASON SPECIFIC TO YOUR OFFER>>
15. Accountability. Accountability. Accountability. Sign up and we'll make sure you stick to it.
16. Avoid the stress and tackle the holidays like a zen monk. <<OFFER NAME>>'s like popping a Xanax (only better for you)
17. Prevent holiday weight gain by getting ahead so you can indulge in your favorite holiday cookies guilt-free.
18. Save <<\$XXX>>.

<<OFFER NAME>> is ONLY available at this price TODAY.

<<PURCHASE INSTRUCTIONS // link to buy online/phone number etc>>

OCTOBER TEMPLATES

SMALL BUSINESS SATURDAY

For #SmallBusinessSaturday, we wanted to tell you our story.

<<STUDIO NAME>> started off as an idea, our founder, <<FOUNDER NAME>>, noticed that <<GAP IN MARKET>>, and the gears started in <<HIS/HER/THEIR>> head. After countless nights doodling logos and thinking up names, <<STUDIO NAME>> was born, and we opened our doors in the <<POSITIVE ADJECTIVE>> <<CITY/TOWN>>.

Since then, we've made it our mission to help the <<TARGET AUDIENCE>> of <<CITY/TOWN>> take time out for themselves to become the strongest, happiest and healthiest versions of themselves.

Along the way, we've had tons of fun, met some incredible people, and made some amazing memories.

What are your favourite <<CITY/TOWN>> memories?



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Questions?

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