

**6-STEPS TO A  
5-FIGURE  
BLACK FRIDAY**



**Scott Moran**  
Co-Founder



# WATCH COURSE



<https://brianmoran01.wistia.com/medias/ahgc0q5ngh>

# OUR FIRST BLACK FRIDAY

# BLACK FRIDAY

*sale*

**This Sale Has Ended.**

*But you can still get the best facebook marketing tools on the market*

NEXT PRODUCT RELEASED IN..

00:00:00:00

DAYS

HOURS

MINUTES

SECONDS

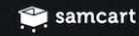
[<< Go Back](#)





**6-STEPS TO A  
5-FIGURE  
BLACK FRIDAY**





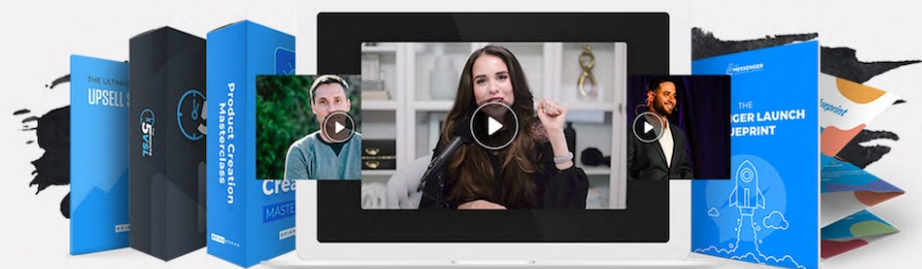
## Try The Extended Free Trial Now!

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TRY SAMCART NOW

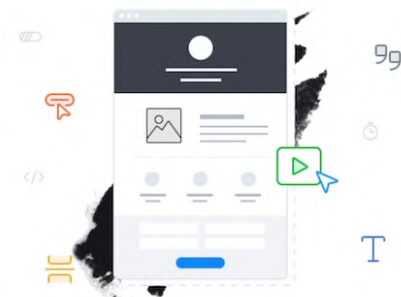
### Get Any of These Bonuses For \$1!



### Here's Five New Reasons You Should Be Using SamCart To Scale Your Business...

#### A Drag & Drop Editor

Now you have total control to make your brand look amazing, without hiring a designer or developer. Easily drag elements onto your page, and rest assured that it will convert.



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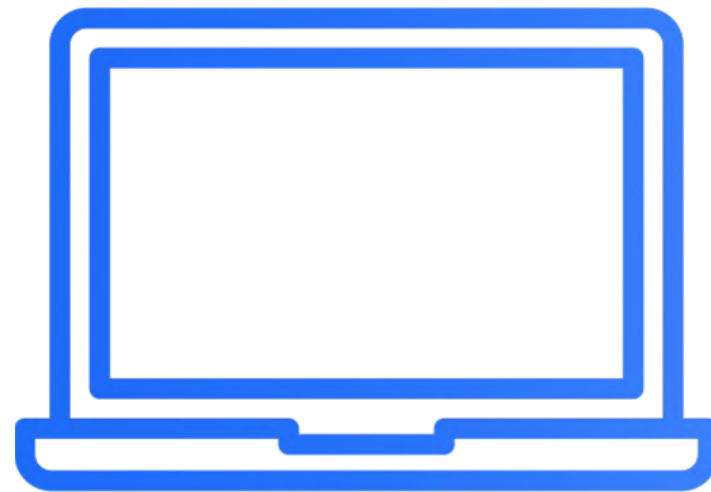
# YOUR BUILT-IN BLACK FRIDAY TEMPLATE



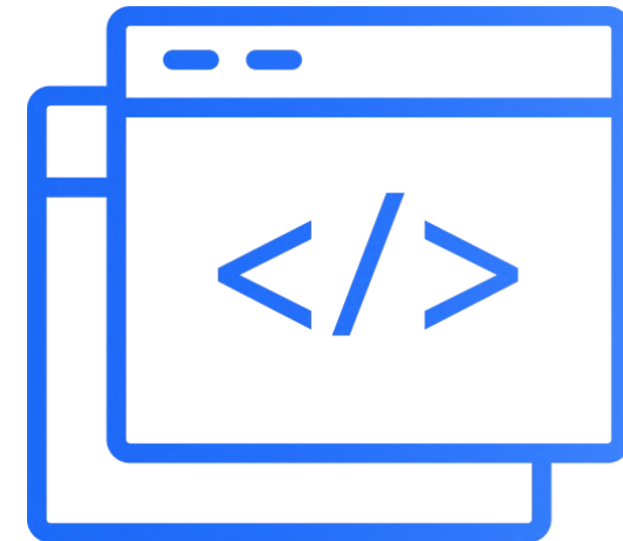
# STEP 1: MAKE A GREAT OFFER



Physical



Digital



Software

# STEP 1: MAKE A GREAT OFFER





# STEP 1: MAKE A GREAT OFFER

## BONUSES





# STEP 1: MAKE A GREAT OFFER

## BONUSES



**40% DISCOUNT TODAY ONLY!**



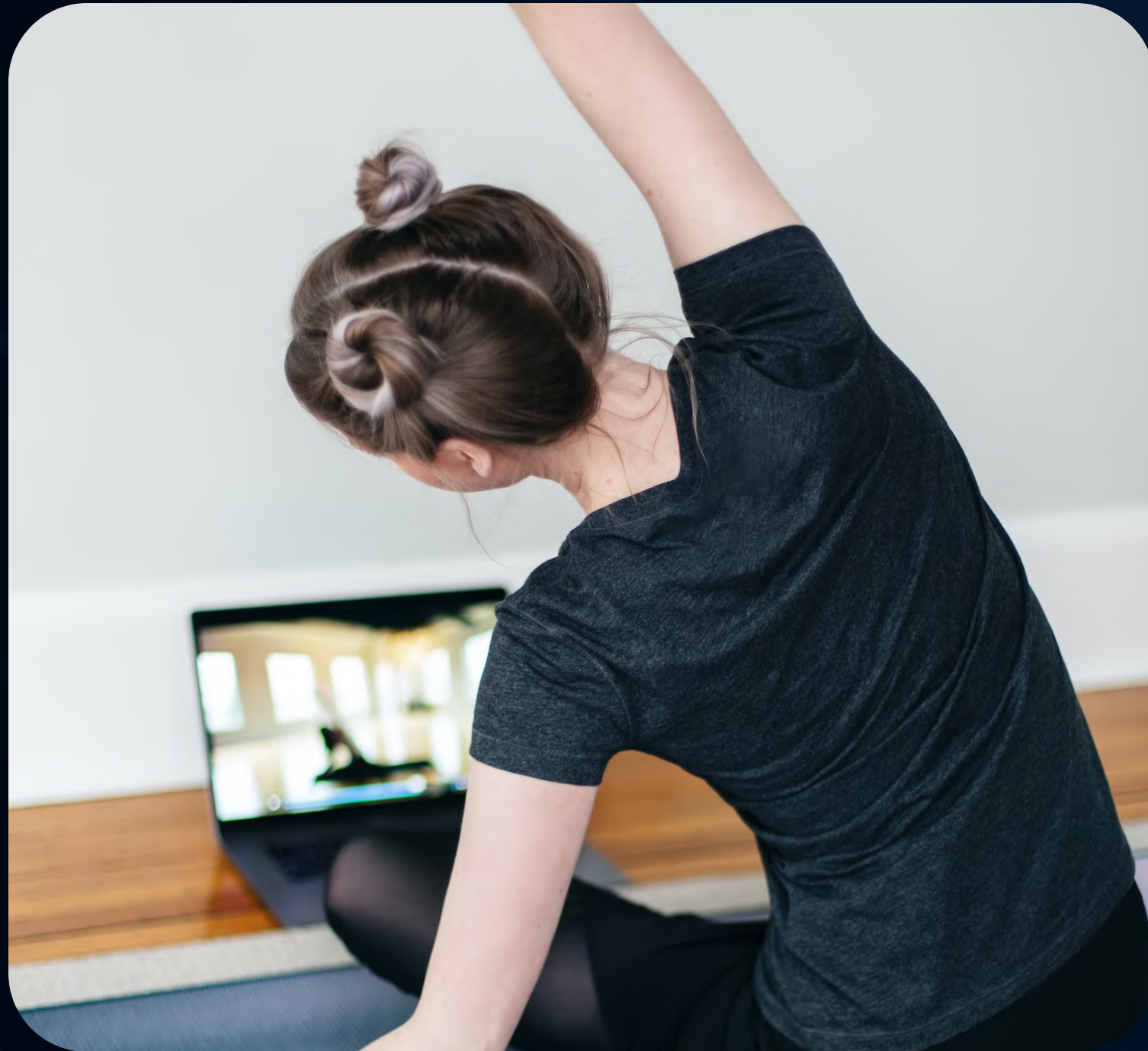


STEP 1: MAKE A GREAT OFFER

# PHYSICAL PRODUCT

- ✓ Discounts + Coupons
- ✓ Free Shipping
- ✓ Free Customization
- ✓ Buy One, Get One





**STEP 1: MAKE A GREAT OFFER**

# **DIGITAL PRODUCT**

- ✓ Discounts + Coupons
- ✓ Free Gifts
- ✓ Bundle Offers





# STEP 1: MAKE A GREAT OFFER SOFTWARE

- ✓ Extended Free Trials
- ✓ Free Gifts (Training, Services, etc.)
- ✓ Discounts On Yearly



STEP 2:  
**A FRESH LOOK**



**BLACK FRIDAY**  
*sale*

# STEP 2: A FRESH LOOK

HOW TO GET

## "Professional Photographer" Quality Pictures With Nothing But Your iPhone...



Have you ever wondered how all the Instagram Families get amazingly perfect photos all the time? You know EXACTLY who I'm talking about...

Their kids are always smiling. Everyone is looking at the camera. They all look crazy happy. Who are these people?! My family is chaotic, and I love them. But it does make it hard to get nice pictures...

But you have to think these people must be coughing up thousands on photographers, equipment, and editing, right?

Well, what if that actually wasn't the case? What if, those "picture perfect" photos were taken on the exact same iPhone that is sitting next to you right now?

Hi, my name is Jill! That's me and my youngest, Devin. I have been a professional photographer for a long time, and the #1 thing I get asked by my friends is, "How the heck do



# STEP 2: A FRESH LOOK

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samcart

Support@SamCart.com

SPECIAL DISCOUNT

# BLACK FRIDAY

## 75% OFF

Only today an exclusive deal  
that you cannot miss

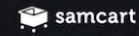


SUPER SALE

HOW TO GET

## "Professional Photographer" Quality Pictures With Nothing But Your iPhone...





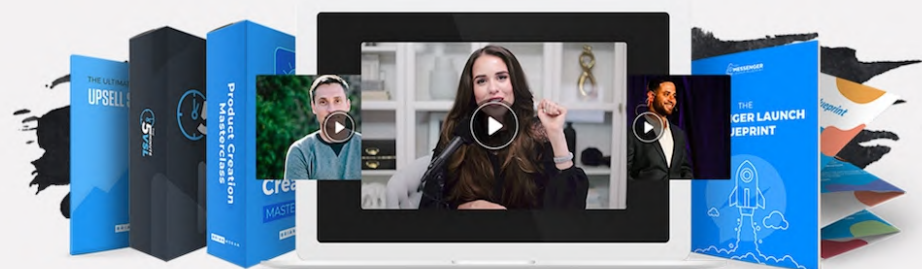
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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer quis



TRY SAMCART NOW

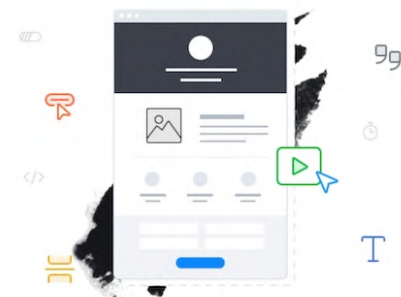
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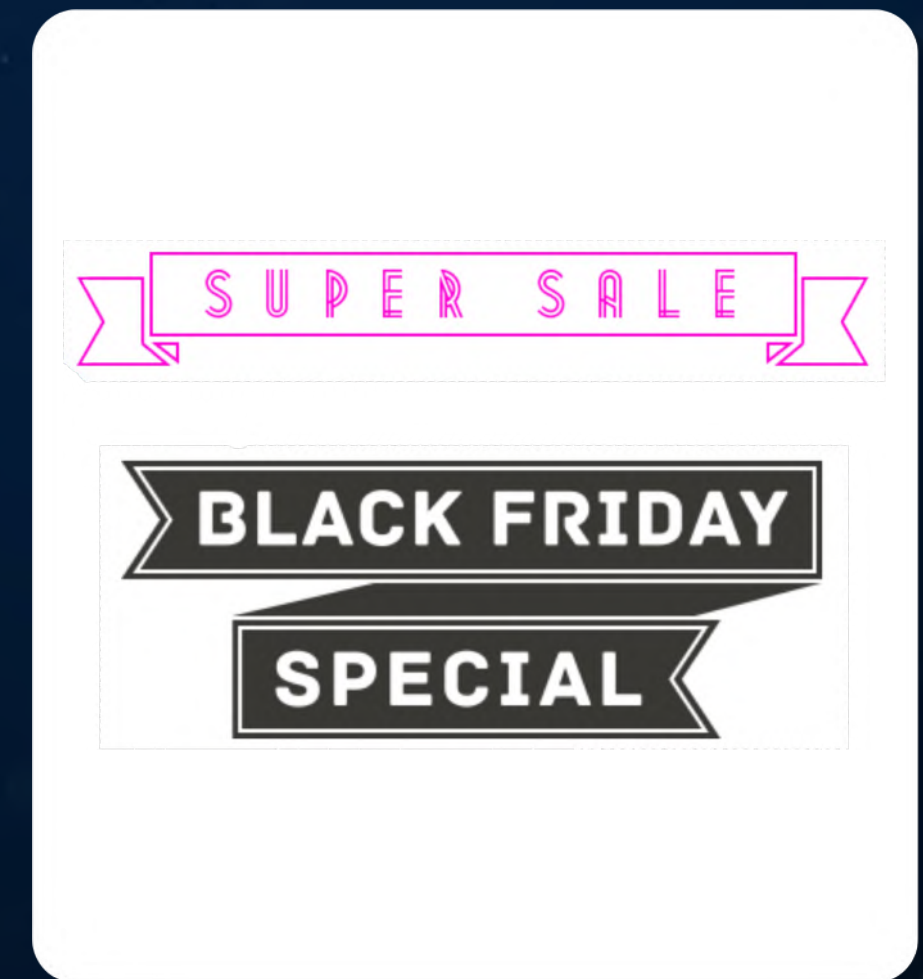
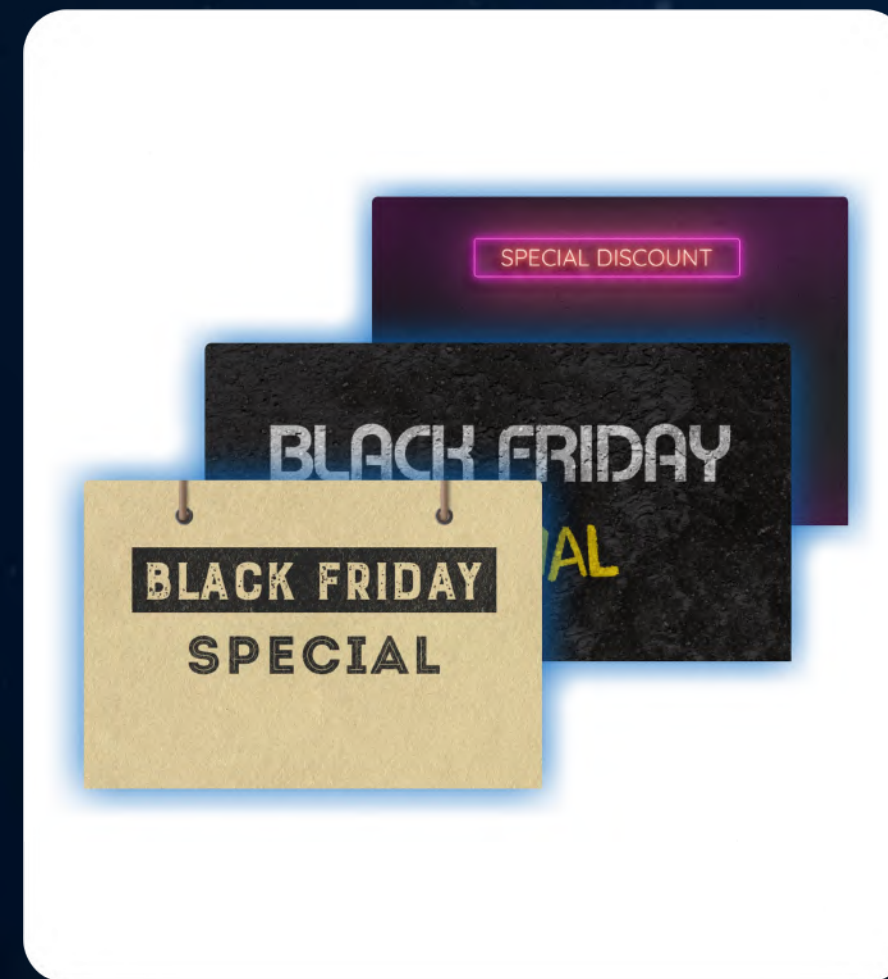
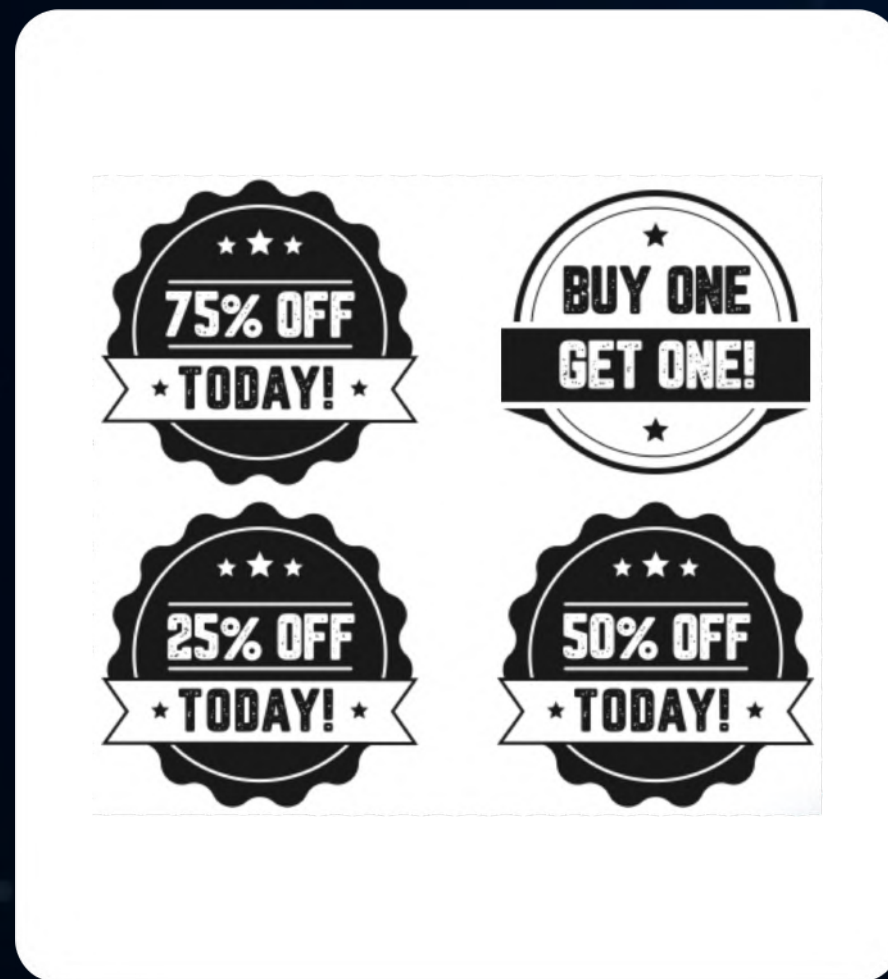


SNEAK PEEK:

# YOUR BUILT-IN BLACK FRIDAY TEMPLATE



# DONE-FOR-YOU RESOURCES: GRAPHIC TEMPLATES





# STEP 3: BUILD WAIT LIST





# WEEKS AHEAD OF TIME BUILDING A WAIT LIST

**Walmart**  
Black Friday  
Online Wed. 11/27 at 10pm ET  
In stores Thanksgiving 11/28 at 6pm

**40" | 2K**  
Special Buy  
**\$98**

**65" | 4K**  
Special Buy  
**\$278**

**70" SAMSUNG**  
Save \$350  
**\$549.99**

**75" SAMSUNG**  
Save \$350  
**\$749.99**

**58" INSIGNIA | firetv edition**  
Save \$280  
**\$199.99**

**Free Amazon Echo Dot**  
with purchase.  
Shop this offer >

**Black Friday doorbusters.**  
Doors open Thursday, November 28 at 5 p.m.\*  
Shop online all day.

**Target**  
Special Purchase  
**299.99**

**Free Mario Kart 8 Deluxe game included**

**Black Friday**  
100s of doorbusters, 1000s of deals

**element Roku TV**  
65" 4K UHD HDR  
Special Purchase  
**279.99**

**129.99**  
Save \$170  
Sale Beats Solo3 Wireless headphones. Reg. 299.99

**Save \$80**  
**\$249**  
iPad 7th Gen 32GB  
10.2" Retina display  
Smart Keyboard & Apple Pencil

**Save \$70**  
**\$129**  
Apple Watch Series 3 (GPS)

**Save \$15**  
**\$129**



Psst...On Oct 15th We Are  
Launching Something BIG!



Join Brian, Scott, and the entire SamCart Team October 15th as we  
release one of our most requested updates!

Click the button below to join the early invite list.

JOIN THE LIST

00 00 00 00  
Days Hours Minutes Seconds

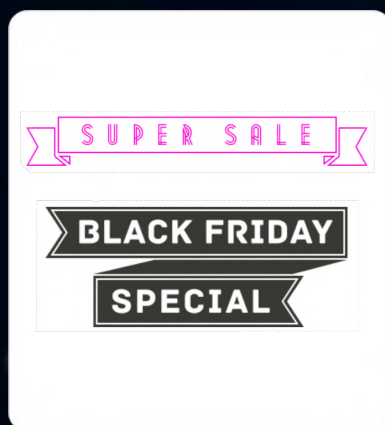
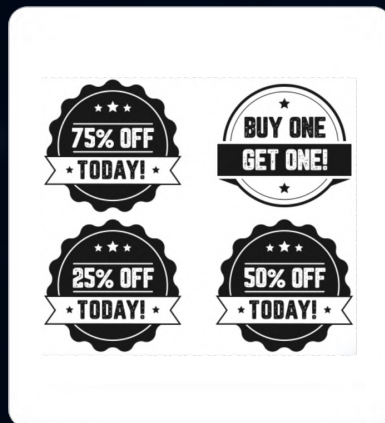
## BUILDING YOUR WAIT LIST

- ✓ Countdown
- ✓ Teaser Headline
- ✓ CTA



# DONE-FOR-YOU RESOURCES: EMAIL TEMPLATES

## GRAPHICS



**SUBJECT: You ready?**  
**SUBJECT: How to get 53% OFF**  
**SUBJECT: Be first in line**

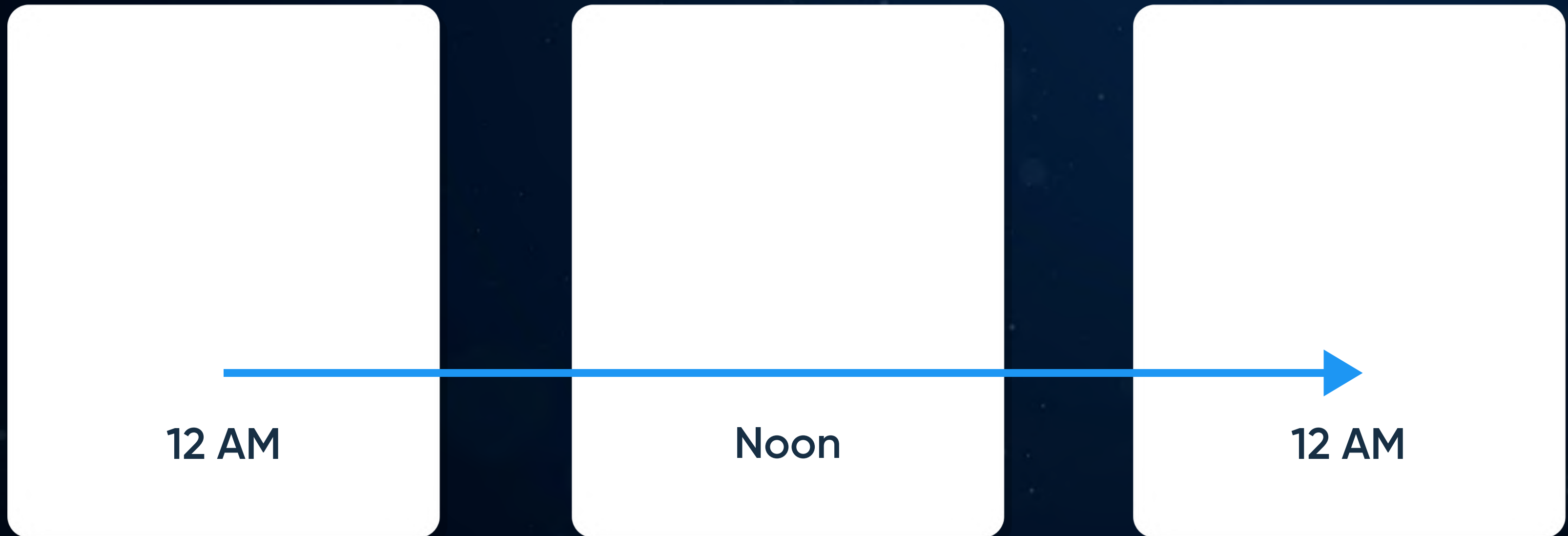
Black Friday is coming..and you are not going to want to miss your shot to lock in up to 53% off our best-selling items!

[Click here to join my Priority Wait List](#), and be the first to get notified when our Black Friday deals are live.

These specials are only good for 24 hours, so join the Wait List now to make sure you secure your spot!

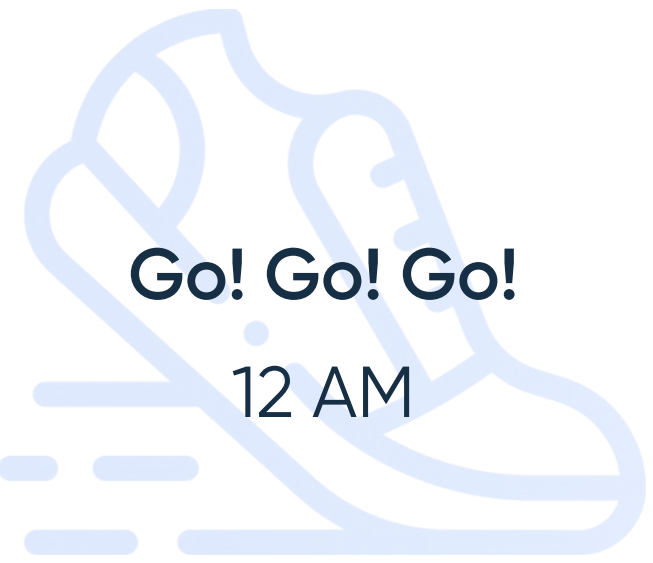
Scott

# STEP 4: COMMUNICATION EMAIL 3 TIMES





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12 AM

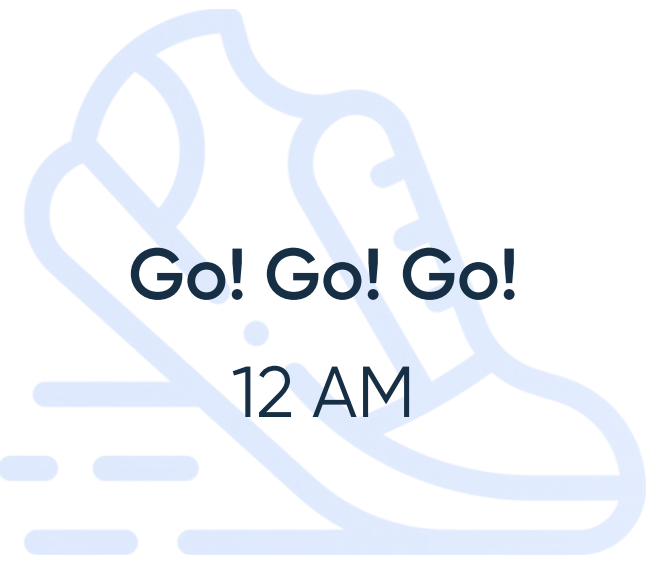
Noon

12 AM



# STEP 4: COMMUNICATION

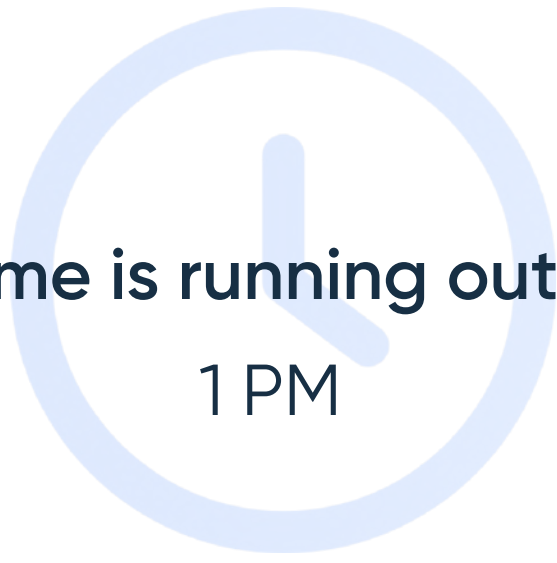
## EMAIL 3 TIMES



Go! Go! Go!

12 AM

12 AM



Time is running out...

1 PM

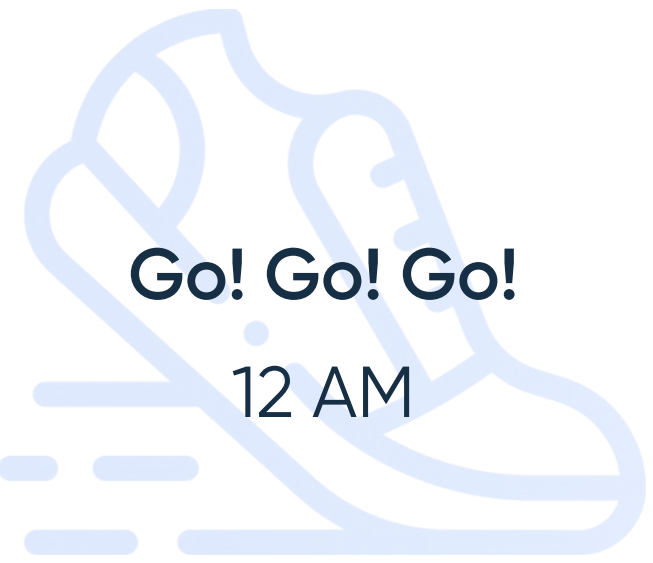
Noon



12 AM



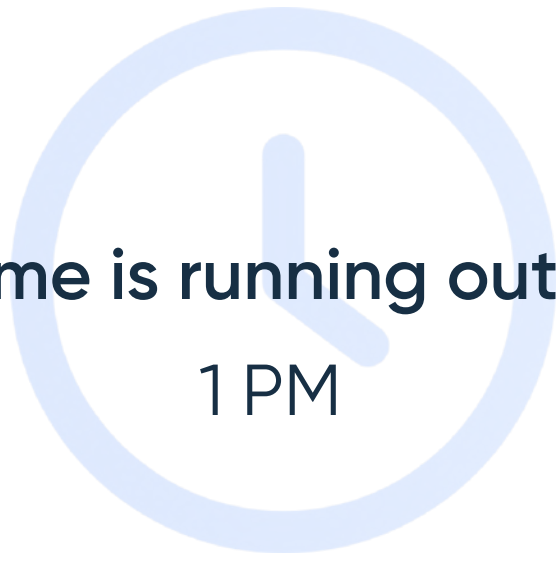
# STEP 4: COMMUNICATION EMAIL 3 TIMES



Go! Go! Go!

12 AM

12 AM



Time is running out...

1 PM

Noon



Last Call!

12 AM



OUR BEST PERFORMING SUBJECT LINES

# CURIOSITY, URGENCY, SCARCITY

✓ "Go, Go, Go!"

✓ "It's Here!"

✓ "Black Friday is LIVE!"

✓ "Woah"

✓ "Last Call"

✓ "We're closing now"

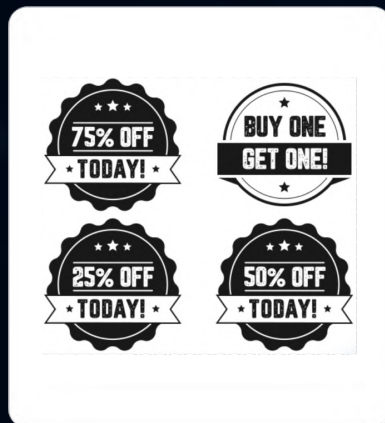
✓ "Goodbye"

✓ Going... going...



# DONE-FOR-YOU RESOURCES: EMAIL TEMPLATES

## GRAPHICS



## EMAILS

SUBJECT: You ready?  
SUBJECT: How to get 53% OFF  
SUBJECT: Be first in line

Black Friday is coming..and you are not going to want to miss your shot to lock in up to 53% off our best-selling items!

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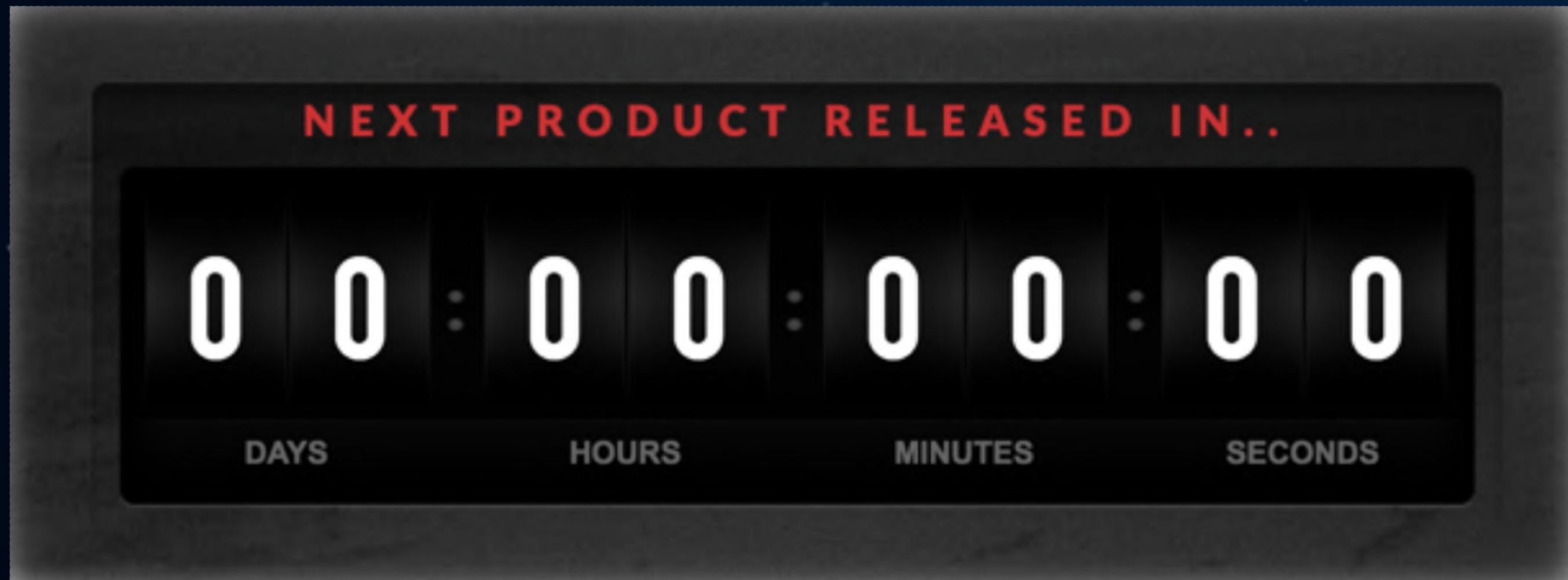
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Scott

## SUBJECT LINES

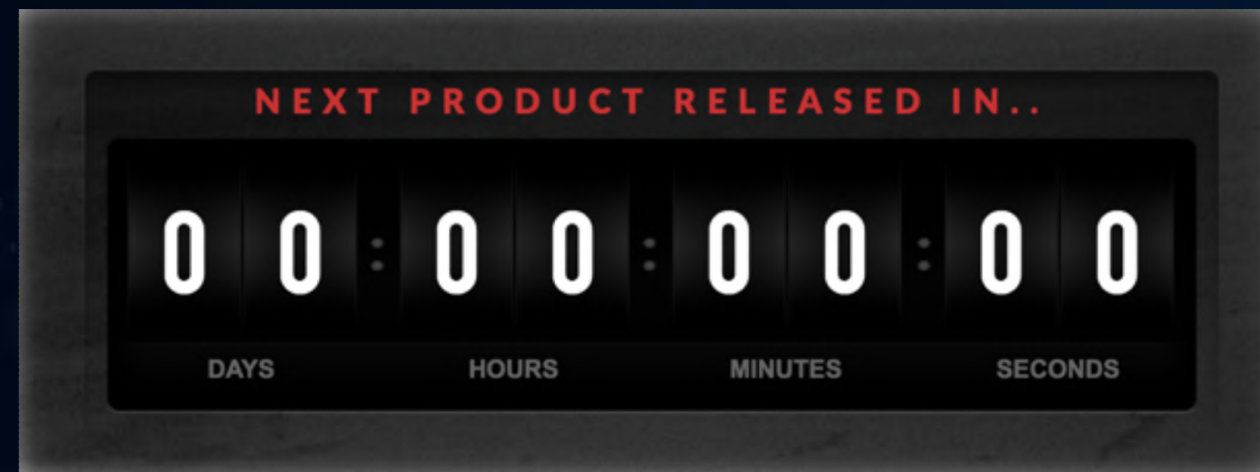
- ✓ "Go, Go, Go!"
- ✓ "It's Here!"
- ✓ "Black Friday is LIVE!"
- ✓ "Woah"

# STEP 5: COUNTDOWNS







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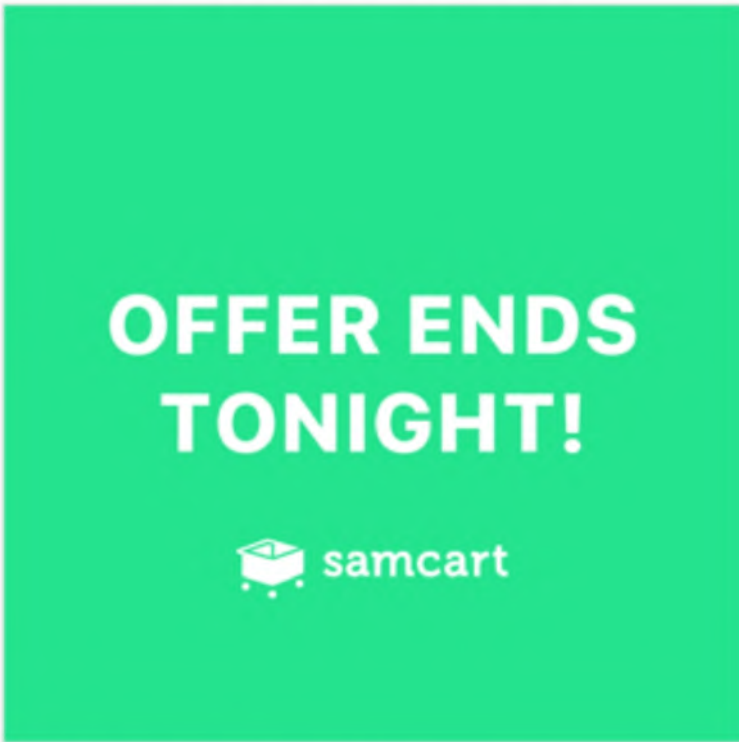
**80% OF YOUR SALES  
IN THE LAST 6 HOURS**



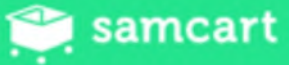
# STEP 6: RETARGET PROSPECTS

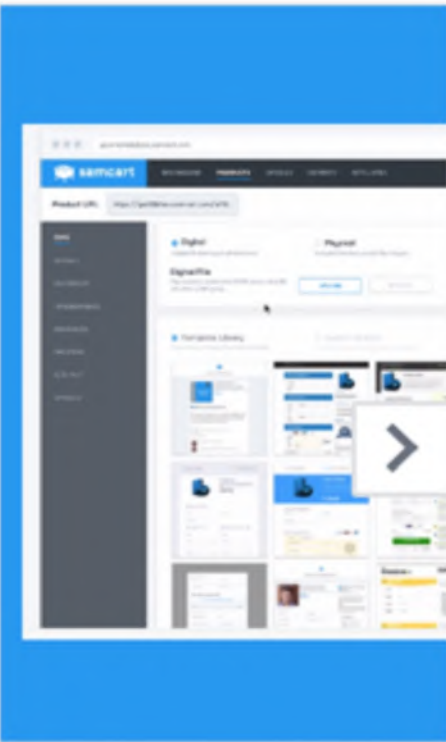
 **SamCart**  
Sponsored · 

Last Chance  
Get SamCart Basic FREE for 30 Days






**OFFER ENDS  
TONIGHT!**








Choose from 18+ Templates

**\$393 Worth Of Bonuses** [Learn More](#)

 Like  Comment  Share

 **Solo Stove**  
Sponsored · 



Wow Your Family & Friends With This Spectacular NEW Fire Pit!



**\$740**  
Save \$311 Now!

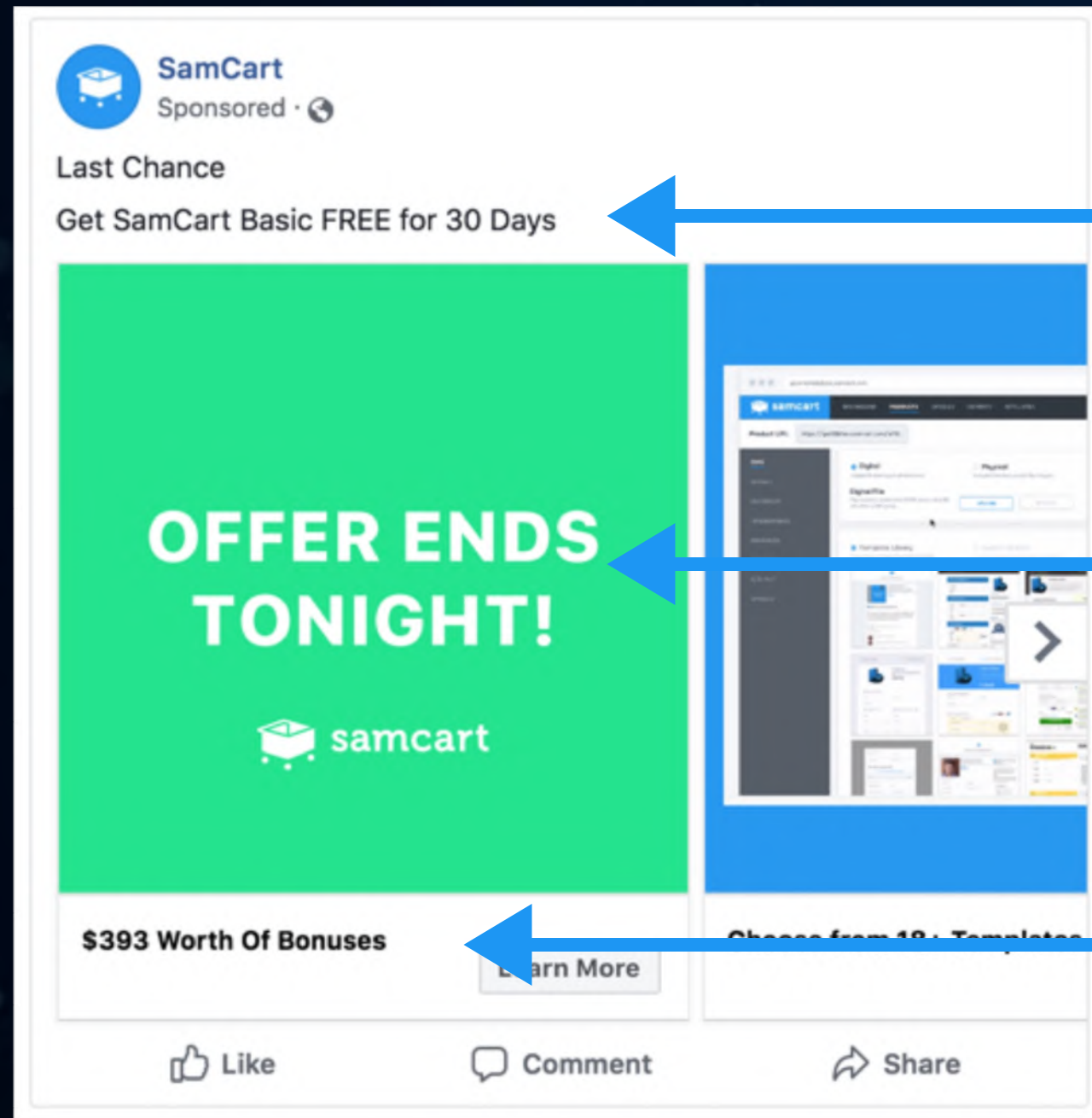
[Shop Now](#) [Shop Now](#) [Order Now Or](#)

**Get The Yukon Stand & Shipping FREE!**

  14 2 Comments 2 Shares



# STEP 6: RETARGET PROSPECTS



**SCARCITY + THE OFFER**

**PICTURE OF WHAT  
IS FOR SALE**

**A LINK TO YOUR  
SAMCART SALES PAGE**

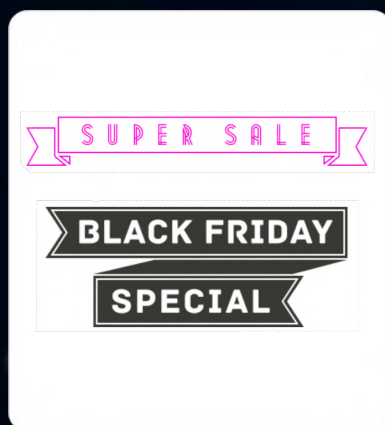
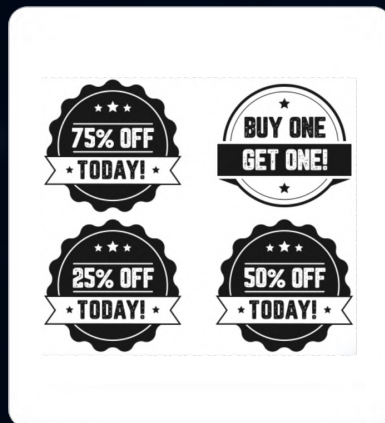
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- 1 Make a Great Offer
- 2 Give Everything a Fresh Look
- 3 Build a Wait List
- 4 Email 2-3x (Killer Subject Lines!)
- 5 Countdown Timers
- 6 Retarget Visitors For 5-10x ROI



# FOR YOU: THE BLACK FRIDAY BUNDLE

## GRAPHICS



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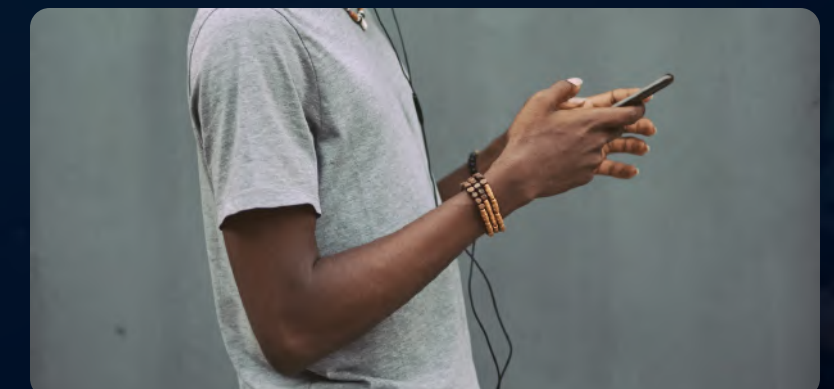
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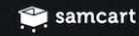
Scott

## SUBJECT LINES

- ✓ "Go, Go, Go!"
- ✓ "It's Here!"
- ✓ "Black Friday is LIVE!"
- ✓ "Woah"

## TEXTS





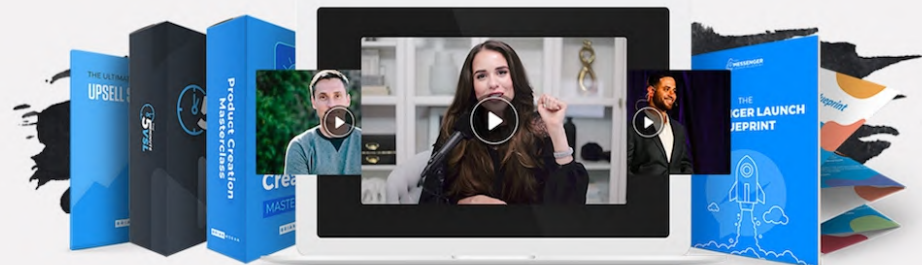
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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer quis



TRY SAMCART NOW

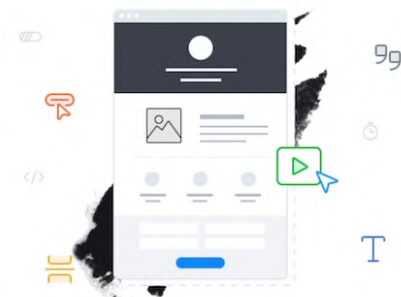
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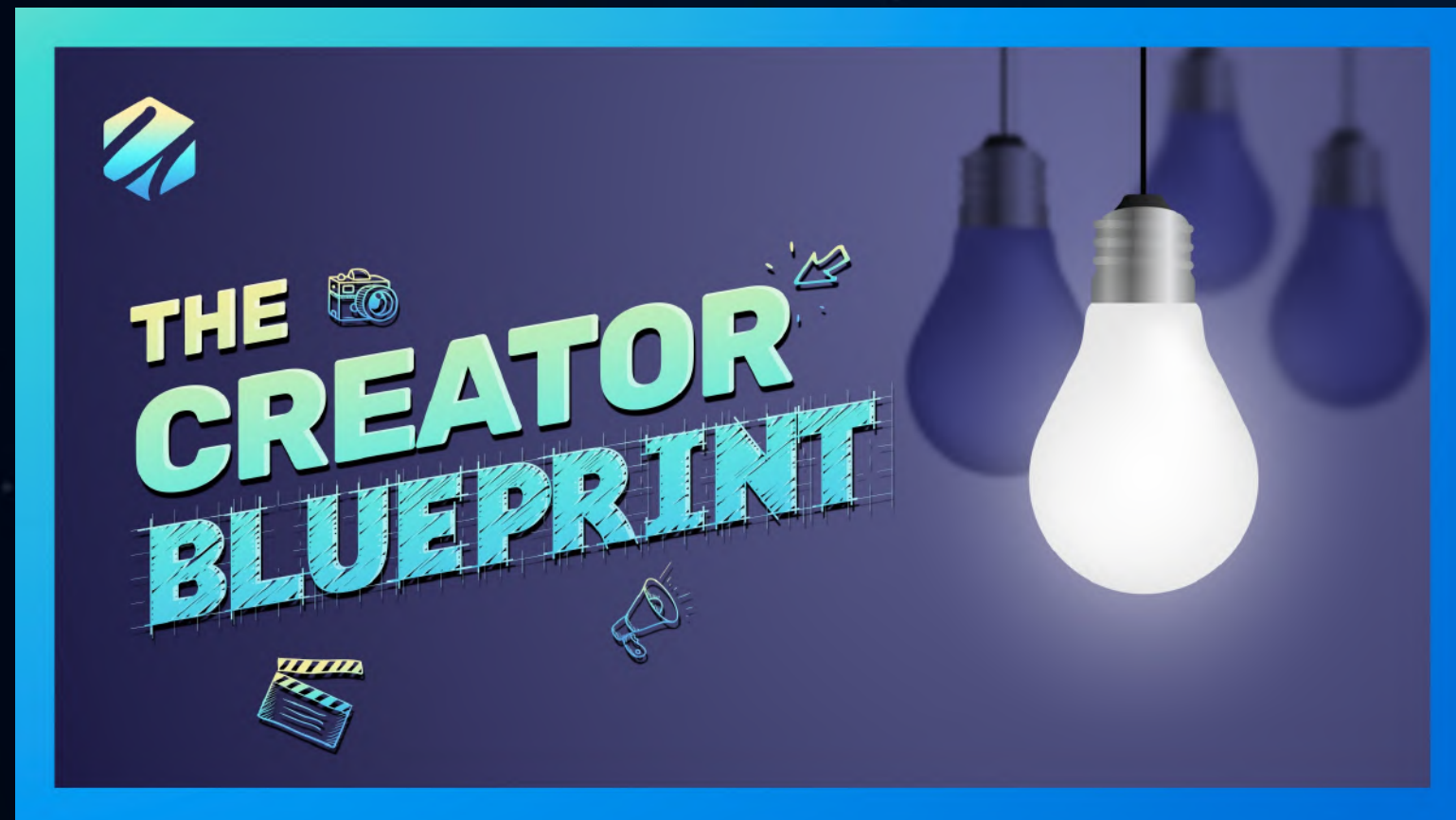
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# WHAT'S NEXT...



*Make a killer business idea, see if it works, and learn how to market it with this 1-page business plan.*



*It's time to launch! Watch me setup and customize one single page designed to sell your new offer.*