

Copy + Paste Email Templates

Black Friday isn't luck. It is engineered. This download includes 5 proven email templates that we have used to engineer our own 5 and even 6-figure Black Friday sales. Send these emails, and you will have your audience lining up to buy whatever you want to put on sale during Black Friday.

Each email is designed to be messed with, tweaked, and adapted to your brand. Please feel free to add and remove as you see fit. But the general outline is what we're going for. Build a wait list, bring a great offer, and then close it down.

That's the game plan. Let's get to it...

Scott Moran
SamCart, Co-Founder



Email #1: Build A Wait List

SEND THIS EMAIL 5-7 DAYS BEFORE YOUR SALE STARTS.

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

Email #2: Build A Wait List Part II

SEND THIS EMAIL 1-2 DAYS BEFORE YOUR SALE STARTS.

SUBJECT: Your Black Friday Discount Link

SUBJECT: Ready?

SUBJECT: It's almost here!

Our Black Friday specials are almost here!

Just a few more hours, and you can save up to 53% off on my very best templates, courses, services, and more. Click this link to join the Priority Wait List!

There will be special gifts and discounts that you will not find anywhere else! But do not save this for later, because these deals are available for 24 hours only.

Stay tuned to your inbox, because I will send you the special link to claim your discounts at Midnight on Black Friday! So keep your eyes peeled for that next message, and be first in line when these deals are live.

Talk then

Scott

Email #3: The Sale Begins

SEND THIS EMAIL AT 12 AM ON BLACK FRIDAY, WHEN YOUR SALES BEGINS.

SUBJECT: Go! Go! Go!

SUBJECT: We are live!

SUBJECT: Black Friday deals are here!

It's here! Black Friday has officially started, and here is the special link you need to access these exclusive deals: [\[INSERT URL HERE\]](#)

For the next 24 hours only, you can save up to 53% on all of my best templates, courses, and services!

Click the link below, and secure your discounts now...

>> [\[INSERT LINK HERE\]](#)

Scott

P.S. These deals are for Black Friday only. Which means you do not want to "bookmark this for later". 24 hours, and they are gone!

Email #4: The 3-Bullet Close

SEND THIS EMAIL AT 1 PM ON BLACK FRIDAY.

SUBJECT: Time is running out

SUBJECT: Closing soon

SUBJECT: Did you miss this?

There are only a few hours left to grab your copy of my widget at an exclusive 53% discount. Our Black Friday special discounts are closing down in just a few hours!

Here is the link you need >> [\[INSERT LINK HERE\]](#)

When you grab your copy of **[NAME OF PRODUCT]** today, here's what you'll discover...

- How to finally get **[Big Benefit]** without **[Big Objection]**

- Discover exactly how to [Desired Result] so that [Big Benefit]
- How to overcome [Big Myth] with my XYZ method

Click that link now, and see how you can secure over \$492 in discounts, free gifts

Scott

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Email #5: Last Call

SEND THIS EMAIL 5 HOURS BEFORE YOUR SALE ENDS.

SUBJECT: Goodbye

SUBJECT: Last call!

SUBJECT: We're closing down...

There are only 5 hours left, and then these special Black Friday deals are gone for good! After midnight, all of the free gifts plus the special 53% discount will be closed down.

Click the link below, and grab your Black Friday special now, before it's too late!

>> [\[INSERT LINK HERE\]](#)

Scott

P.S. There is still time! This is the final notice we will send out, so do not sit on the sidelines here. Click here, and grab your copy of my widget at this hugely discounted special offer.

But don't wait, midnight is coming up fast!