

Black Friday Sales: Leverage or Leave It for Coaches?



Black Friday: Opportunity or Risk?



Considerations Before Diving In

- Aligning with Your Business Values.
- Understanding Your Target Audience: Is this what they want?
- Pros: Visibility boost, revenue spike.
- Cons: Potential devaluation of your services, non dream clients.

Ask Yourself These Questions

- Does my audience need this kind of offer right now?
- Is what I'm doing in line with my personal and business values?
- How can I keep my offer valuable without undermining long-term pricing?

Types of Offers You Could Run

- Discounts on Initial Coaching Packages.
- Limited-Time Bonuses (e.g., a free course access, extra 1-on-1 session).
- Price increase opportunity
- Bundled Packages (e.g., group coaching + 121 intro set up call).
- Value Add: Providing more, rather than discounting.

Timing Is Everything

- Consider seasonality: What are your clients struggling with right now?
- Address common holiday problems (stress, weight management, lack of time).
- Craft a message around the conversation that's going on in their mind - Urgent Problem Finder

Email/Content Flow

SCM
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Black Friday Content Flow

Email/Post 1 - Monday or Tuesday

This is the tease

You can send a regular content email here if you like, and simply add a PS. But
likewise, you could also keep this one short, punchy, and simply give a glimpse of

ANY QUESTIONS?



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"I hope this email finds you well"

how it found me:

