

Black Friday Ideas for ya!

1. **Pull modules/lessons/downloads** out of a course or group program and package 'em up into their own product
2. **Create a Year-End Planning Bundle:** Package together resources focused on goal-setting, planning, and productivity to help your audience prepare for the upcoming year.
3. **Customized Action Plan:** Offer a one-off, personalized roadmap or action plan based on your area of expertise (e.g., marketing plan, social media calendar, fitness routine).
4. **Bundle two of your products** together for a discounted rate
5. Open up a **limited number of spots for 1:1 “strategy sessions”** (8 weeks, 3 months, 6 month offers)
6. **Launch a 'Pick My Brain' Session:** Offer a short, 30-minute Q&A session where buyers can ask anything.
7. Or maybe host a **pop-up 'Pick My Brain' Facebook group** where people pay to join a Facebook group that will be active for XX days and where you will commit to check every day answering questions / reviewing copy / whatever makes sense for your brand.
8. **Sell your course, membership, or main program at the fast action rate** you sell it for during your launches
9. **Grab literally ANY templates** you've created - graphics, spreadsheets, calculators, captions, copy and turn them into an offer
10. **Open up a limited number of spots for 1:1 “Day/ Month of Voxer” coaching.** Can also do slack coaching, or another format.
11. **Gift Card or Voucher for Future Services:** Sell gift cards that can be redeemed for future offerings, adding flexibility and locking in future business.
12. **Pull together your own stuff that has worked really well and sell them as examples.** For example, a business coach might sell their personal launch sequence so someone can have a starting point when they make theirs. (Or turn your own stuff into templates)
13. **Give first dibs on spots in your 2025 mastermind** or group program (through in a fast action bonus to juice it up)

14. **Sell a past workshop you've given live** and package up as a recorded program (throw a workbook or some downloads to juice it up)
15. **Do a collab** with a colleague where you bundle your stuff up together for a cool deal
16. Pre-sell a **NEW** product idea you've been meaning to launch to validate the idea – if it sells, now you have to create it!
17. **Offer a Mini Course:** Take one section of a larger course or workshop and sell it as a bite-sized, standalone course for a fraction of the price.
18. **Exclusive 2025 Preview:** Sell a fast action ticket to something happening in 2025. Maybe there's an early bird discount or a bonus to purchase now.
19. **Host a Small Group Intensive:** Run a short-term, high-impact group session (like a 2-4 week boot camp or mastermind) to tackle a specific topic or goal.
20. **Offer a 'Bundle & Save' Content Library:** Package your best-performing resources, templates, and guides into an exclusive content library that buyers can access anytime.
21. **Sell Access to your Private Community for a Limited Time:** Offer a short-term pass to your group program or membership community to give them a taste of the value you provide and an opportunity for them to get questions answered.
22. **Behind-the-Scenes Workshop:** Run a live or recorded workshop where you walk through your own processes or strategies, providing an insider look, and promise hot-seats at the end.
23. **Offer a Done-With-You Workshop:** Host a session where you guide participants through completing a key task (IE. creating a marketing plan or writing web copy or writing a talk or preparing for a talk).
24. **Monthly Content Kits or Subscription:** Sell access to monthly content packs (e.g., social media prompts, templates, or email sequences) for a set number of months.
25. **Create a VIP Pass to Your Vault:** Give limited access to a collection of all your past workshops, classes, and training sessions at one set price.
26. **'Done in a Day' VIP Intensive:** Offer a VIP day where you work one-on-one with the client to tackle a major area of need in a day, giving them fast results.
27. **"5 pack" of lazer coaching sessions.** Maybe you have five 30 minute lazer coaching sessions that they can use whenever they want within the span of one year. So they can save them to use in a particular season next year, or they can keep them in their back

pocket for whenever they're stuck.

28. **Personalized Feedback Bundle:** Offer a bundle that includes detailed feedback on client work, like copy critiques, design reviews, or progress checks.
29. **90-Day Accountability Partnership:** Give clients access to check-ins or touchpoints for 90 days to support goal tracking or habit-building with accountability prompts.
30. **Lifetime Access Upgrade:** Let customers purchase lifetime access to a course, membership, or resource library they're currently subscribed to.
31. **Host a Workshop Series Pass:** Sell a pass that gives them access to a sequence of mini-workshops on different topics relevant to their needs or interests.
32. **'How I Did It' Case Study:** Offer a paid case study or blueprint on a specific success story that includes steps, tools, and methods you used.
33. **Seasonal Content Creation Kit:** Provide seasonal resources like holiday email templates, social media graphics, or content prompts they can use in Q4 or Q1.
34. **Pop-Up Office Hours:** Offer a few days of open office hours where clients can book short slots to get feedback, advice, or coaching directly from you.
35. **Exclusive Discount on High-Ticket Offers:** Provide a discount on your premium services or products but keep it exclusive and limited to encourage fast action.
36. **Host a 'Book Club' for a Niche Topic:** Pick a niche book or popular topic, then host a guided discussion with weekly sessions and live Q&As.
37. **Sell Access to 'Secret' Content:** Unlock behind-the-scenes content, like private case studies, unedited training sessions, or off-the-cuff content only a few people have seen.
38. **One-Time Upgrade to Your Group Program:** Give current customers a one-time option to upgrade to a VIP level, which includes extra support or content.
39. **Curated Digital Toolbox:** Bundle together the tools, plugins, apps, and resources you recommend, and add detailed guides on how to use each one effectively.
40. **Offer a Team Training Package:** Create a package specifically for small teams or startups needing training in your area of expertise.
41. **Challenge Pack:** Develop a 5- or 10-day challenge where you deliver mini-tasks daily to help participants achieve a specific goal by the end.

42. **Offer 'Productized' Services:** Create easy-to-buy, one-time services that you can deliver repeatedly, like writing LinkedIn bios, designing one-pagers, or editing résumés.
43. **'Done-For-You' Marketing Campaign:** Offer a pre-packaged set of emails, social posts, or a content calendar for small businesses to launch a holiday or seasonal campaign.
44. **Content Audit + Strategy Session:** Do a deep dive into clients' content (social media, blog, website) and provide actionable insights for improvement.
45. **Limited Edition Resource Vault:** Give access to all of your previously paid content or resources (webinars, PDF guides, etc.) at a one-time price.