

## Email #1:

### Subject Line: Black Friday is coming – Will you fall into the trap?

Hi there,

It's that time of year again when retailers start bombarding us with ads for Black Friday sales. And just like every other year, we're tempted to spend, spend, spend.

And while it's tempting to take advantage of all the sales and buy a bunch of stuff we don't really need, I want to encourage you to think about investing in something that will actually help you reach your goals.

I'm talking about coaching, knowledge, and tools that will help you get ahead and make lasting changes in your life.

So before you go out and spend money on things you don't need, consider investing in yourself. It's the best investment you can make.

To help you take advantage of this Black Friday, I'm offering a special deal:

For the next 72 hours [make an offer]

If you want to [promise > the result of the solution you offer] then this is your chance.

- Benefit
- Benefit
- Benefit
- Benefit
- Benefit

You can find all the details >>here<<

If you're interested in learning more about this offer, please click here.

Thanks for considering coaching, and have a great Black Friday week!

YOUR NAME

## Email #2:

### Subject Line: Stuff or Skills? What will you invest in this Black Friday?

Hi there,

yesterday I talked about why investing in coaching and knowledge-based products that will help you to acquire a skill, is a much better investment than buying things that will just clutter up your home.

As a coach myself, I will always value my personal growth over my material possessions.

And yet, I know that it can be really tempting to take advantage of all the Black Friday sales and buy things we don't really need.

It's easy to fall into the trap of thinking that stuff will make us happy. But the reality is, it's just temporary.

The good news is, skills and knowledge are something that you can keep forever. They will never go out of style. And they will always be there for you when you need them.

So this Black Friday, I encourage you to think about what you can do to invest in yourself. Consider taking a coaching program or buying a course that will teach you a new skill.

I promise you, it will be the best investment you ever make.

And to help you get started, I'm offering a Black Friday Special.

[Your special offer] will be only available for the next 48h, so don't wait too long.

Here's a reminder of what's included:

- What they'll get so that they can
- What they'll get so that they can
- What they'll get so that they can

Get instant access NOW >>LINK<<

I hope you take advantage of this special offer and invest in yourself this Black Friday.

YOUR NAME

**Email #3:**

**Subject Line: [24 hrs left] Make yourself a priority this Black Friday**

Hi there,

I hope you're having a great Black Friday.

I also hope you're taking advantage of my special offer and investing in yourself.

Here is why you shouldn't pass up this opportunity:

- Reason
- Reason
- Reason
- Reason
- Reason

[Your special offer] will be only available for the next 24h, so don't wait too long.

Here's a reminder of what's included:

- What they'll get so that they can
- What they'll get so that they can
- What they'll get so that they can

Get instant access NOW >>LINK<<

Don't wait until New Year's to make a resolution to invest in yourself.  
Do it now and see the results before the end of the year.

I promise you, you won't regret it.

YOUR NAME

**Email #4:**

**Subject Line: [Offer Expires] Invest in yourself this Black Friday**

Hi there,

Today is your last chance to take advantage of my special Black Friday offer.

Don't wait until New Year's to make a resolution to invest in yourself. Do it now and see the results before the end of the year.

Remember, coaching, courses and knowledge-based products that help you grow are an investment that will pay off for the rest of your life. It's not just a temporary fix.

And with my special offer, you can get started right away.

Here is what you'll get:

What they'll get so that they can  
What they'll get so that they can  
What they'll get so that they can

Get instant access NOW >>LINK<<

This offer expires in just a few hours, so don't wait. Invest in yourself today and see the results tomorrow.

YOUR NAME

## Email #5:

### Subject Line: Exit 2023 with a bang [3hrs left]

Hi there,

This is your last chance to take advantage of my special Black Friday offer.

Don't wait until New Year's to make a resolution to invest in yourself. Do it now and see the results before the end of the year.

Remember, coaching, courses and knowledge-based products that help you grow are an investment that will pay off for the rest of your life. It's not just a temporary fix.

And with my special offer, you can get started right away.

Here is what you'll get:

- What they'll get so that they can
- What they'll get so that they can
- What they'll get so that they can

Get instant access NOW >>LINK<<

So if you've always wanted to:

- Outcome
- Outcome
- Outcome

Without

- Objection

Then this is for you >>LINK<<.

Don't wait for a sign because this email literally is your sign.

You can still turn things around. Exit 2023 with a bang.

This offer expires in just a few hours, so don't wait. Invest in yourself today and see the results tomorrow.

YOUR NAME