

Subject: You asked for this.

Hi *First Name*,

Sara here again from [Company Name Hidden].

Yesterday, I sent you an email about our Black Friday Sale on a select number of our books.

And while a LOT of people ordered some amazing new books for their kids & grandkids yesterday...

I got a few email replies saying,

[Name Hidden], I LOVED the books that were on sale yesterday... But, I had to go while I was browsing, and I completely forgot to check out before the sale was up. Is there anything you can do to help?"

At first, I wanted to say no. After all, we just had a BIG sale yesterday. And our prices are already so low.

But after talking to my team, we decided to extend our sale & offer our most popular Christmas books at HUGE savings today.

In fact, when you click the link below, we're going to give you up to 50% off our Christmas book bundle!

So, simply click the link below, pick out some books on the page, and complete your order by midnight PST to receive up to 50% off Christmas books for your child!

You can choose as many books as you would like. But please do remember that this sale ENDS tonight at midnight PST.

If the link doesn't work, it's too late. So make sure to order now:

[50% Off Christmas Books \(today only\)](#)

I can't wait to hear how much your child loves his or her new books!

Have a great weekend,
[Name Hidden]