

# The Black Friday Email Sequence Templates

*Xander*  
Sharp



The Funnel  
Marketing Kit

## **Email #1: Black Friday Morning**

### **SUBJECTS:**

- Our BIGGEST Sale EVER!
- The BIGGEST sale of the year
- Black Friday Sale!
- Huge sale for Black Friday!
- Black Friday is finally here!
- Are you ready for our Black Friday blowout?

### **EMAIL BODY:**

Hey [FIRSTNAME]!

It's Black Friday... and we're having our **BIGGEST sale EVER!**

This only happens once per year and I want you to take advantage of the BEST deal we've ever offered.

From now through Cyber Monday, November [XX]th at 11:59pm PT, you will get [XX]% off our best-selling product: [\[Title of Product\]](#)

**[Click Here To Get This Special Black Friday Deal](#)**

This deal will automatically expire on Cyber Monday at 11:59pm PT. No extensions. No exceptions.

**[COUNTDOWN CLOCK]**

[Don't have an email countdown clock? Try [Deadline Funnel](#)]

Any questions? Please tap reply and I'll be happy to help!

Talk soon,

[YOUR NAME]

## **Email #2: Black Friday Evening Reminder**

### **SUBJECTS:**

- LOWEST prices of the year!
- Our BIGGEST deal yet
- Reminder: Our BIGGEST deal ever
- This is the BIGGEST deal we've ever offered

### **EMAIL BODY:**

Hey [FIRSTNAME],

Do you smell that? It's the smell of a hot Black Friday deal! So hot... it's sizzling! 🔥

From now through Cyber Monday, we're running a big-time, epic, once-a-year sale. Just how big of a sale?

**It's our BIGGEST, best sale ever.**

**We're NEVER going to repeat these prices again.**

From now through Cyber Monday, November [XX]th at 11:59pm PT, you will get [XX]% off our best-selling product: [\[Title of Product\]](#)

**[Click Here To Access This Hot Deal](#)**

This price will only last until Cyber Monday at 11:59 PT. No exceptions.

**[COUNTDOWN CLOCK]**

[Don't have an email countdown clock? Try [Deadline Funnel](#)]

Questions about this deal? Hit reply and let me know. I'm here for you.

Talk soon,

[YOUR NAME]

## Email #3: Saturday

### SUBJECTS:

- Your questions answered...
- Answering ALL your questions
- FAQs...
- Got a question?

### EMAIL BODY:

Hey [FIRSTNAME],

As you know, we're running our BIGGEST deal ever for Black Friday. You'll NEVER see this price again.

From now through Cyber Monday, November [XX]th at 11:59pm PT, you will get [XX]% off our best-selling product: [\[Title of Product\]](#)

I've been getting a lot of questions about [\[Title of Product\]](#) and I wanted to take a few minutes to answer them.

*Here goes...*

- **Q: Who is this for?**  
**A:** [\[Title of Product\]](#) is for anyone who wants to [\[Achieve Specific Results\]](#). If you've struggled with [\[Struggle\]](#), [\[Struggle\]](#), or [\[Struggle\]](#), then this is for you.
- **Q: Do you offer any sort of payment plan?**  
**A:** Yes! You can pay for [\[Title of Product\]](#) in [XX] installments of \$[XX].
- **Q: What's the guarantee?**  
**A:** I offer 30-day "action taker" guarantee. If you implement the strategies in [\[Title of Product\]](#) and don't see results, I'll refund your money, no questions asked.
- **Q: How do I access [\[Title of Product\]](#)?**  
**A:** You'll be given a digital access link as soon as you purchase [\[Title of Product\]](#). Just

click the link and you'll get immediate access to your purchase.

- **Q: How long will I have access to [Title of Product]?**

**A:** You have lifetime access to it! You can access [Title of Product] any time you want!

- **Q: [Question]**

**A:** [Answer]

**Bottom line: This deal is never going to be repeated again.**

**[Click Here To Secure Your Spot](#)**

But remember, it expires Cyber Monday at 11:59pm PT. At the stroke of midnight, all prices return to normal.

**[COUNTDOWN CLOCK]**

[Don't have an email countdown clock? Try [Deadline Funnel](#)]

Have questions about this deal? Just hit "Reply" and let me know. I'm here for you.

Talk soon,

[YOUR NAME]

## **Email #3: Sunday**

### **SUBJECTS:**

- Here's what people are saying...
- Can you believe what [CLIENT NAME] said?
- Join [XX] people who have used [PRODUCT]
- What real clients are saying...

### **EMAIL BODY:**

Hey [FIRSTNAME],

As you know, we're running our **biggest sale EVER** on [\[Title of Product\]](#)

You can get it for a whopping [XX]% off, until TOMORROW night.

**We've never offered our signature program for this price...**

**...and you won't see it at this price again** any time soon – or possibly ever.

So what do real clients say about [PRODUCT]?

**Here are just a few testimonials:**

- [INSERT TESTIMONIAL]
- [INSERT TESTIMONIAL]

Are you ready to start getting results like [CLIENT NAME] and [CLIENT NAME]?

**Start Getting Results Now!**

Remember, you've only got until TOMORROW – Cyber Monday to get in on this deal!

**[COUNTDOWN CLOCK]**

[Don't have an email countdown clock? Try [Deadline Funnel](#)]

If you have any questions, hit “Reply” and let me know.

Talk soon!

[YOUR NAME]

## **Email #4: Monday Morning**

### **SUBJECTS:**

- Cyber Monday deal ends TONIGHT!
- Tick... tock... time's running out! 🕒
- Don't miss our LOWEST price ever
- Our BIGGEST sale ends TONIGHT!
- LAST DAY!

### **EMAIL BODY:**

Hey [FIRSTNAME]!

Just a quick reminder that today is the **LAST day to get in on our BIGGEST sale ever.**

There are just a few hours left to get [XX]% off our best-selling product: [\[Title of Product\]](#)

Why should you purchase [PRODUCT]?

Just imagine. With [PRODUCT] you'll be able to...

- [BENEFIT #1]
- [BENEFIT #2]
- [BENEFIT #3]
- [BENEFIT #4]

Don't let this **never-to-be-repeated deal** pass you by. We've never offered [PRODUCT] at this crazy low rate... and you won't see this price again any time soon.

**Click Here To Get The Cyber Monday Deal**

**[COUNTDOWN CLOCK]**

[\[Don't have an email countdown clock? Try Deadline Funnel\]](#)

If you have any last minute questions about this deal, let me know.

- [YOUR NAME]

**P.S.** Once this special deal is done. It's done. No extensions. No exceptions.



## **Email #5: Monday Evening**

### **SUBJECTS:**

- 🚨 LAST CALL! Get our BIGGEST deal ever
- Only a few hours left!
- Time's almost up! Don't miss out!
- Cyber Monday sale is EXPIRING!
- Don't miss our LOWEST price ever

### **EMAIL BODY:**

Hey [FIRSTNAME],

Just a quick reminder that our Cyber Monday sale ends TONIGHT at 11:59pm PT!

It's your last chance to get [XX]% off our flagship product: [\[Title of Product\]](#)

**Get In On This Cyber Monday Deal**

**[COUNTDOWN CLOCK]**

[Don't have an email countdown clock? Try [Deadline Funnel](#)]

Talk soon,

[YOUR NAME]

**P.S.** Once the countdown hits zero, the deal is done. No extensions. No exceptions.