

10 Tips for a Successful Black Friday Sale in Your Direct Sales, Network Marketing, Home Party Plan Business

How many times have we heard the biggest shopping day of the year is the day after Thanksgiving? And yet, many of us either forget or don't make the time to offer a **Black Friday Sale** in our network marketing, home party plan businesses. When we're trying to make the most of [holiday sales](#) in our home party plan businesses, having a Black Friday Sale is **as easy as sending an email** to our customer list.

Here are a few tips to make it easy and get it done . . .

1) Don't Think About It Too Much: So often we think marketing ideas in our home party plan businesses have to be elaborate or labor intensive. Often just thinking about doing a special sale or promo takes up all our energy and can become a big ordeal for us . . . but only if we allow this to happen.



So . . . don't think about it.

Let's read this article, sit down, set a timer for sixty minutes and write our direct sales, home party plan Black Friday Sale email.

2) Make a List of Company Specials: Next we should make a list of which specials the company is running. **These are deals which don't cost us any out of pocket money.** So we'll put these specials on a list.

3) Make a List of Specials We Could Offer: These are the specials which would come out of our commission . . . our own personal specials. For example, if we make 30% on an item, we could offer it for 20% off and still make a little bit. We should remember to include items as a set. For example, if our customers buy one more expensive item, could we throw in a companion item for free?

4) What's the Best We Can Do?: Now we want to think of our best **door buster deal**. What would be the absolute best deal we could give a customer? For example, if we make 30% commission, then the best we could offer would be a 30% discount. Now we need to make a decision . . . is there is any benefit for our overall home party plan businesses to offer this deal? Would sales made on Black Friday help us to reach a company bonus? This is a personal decision and sometimes it's a good idea to sell things at our cost, but if this seems too extreme, we can always cut our best deal door buster discount back a little bit so there is still some profit in the sale.



5) Can We Sweeten the Pot?: Sometimes we have items which we get for incredible deals during specials from our network marketing companies. Can we sweeten the pot and add one of these items as a bonus for orders over a certain total? For example, if a customer orders over \$100, **could we throw in a free bonus?** Otherwise, could we offer a drawing? We can tell our customers anyone who orders will be **put into a drawing** for a free item.

6) Remember Booking Specials and Signing Specials: Black Friday is the perfect time to offer incredible deals for booking a party and/or for joining our direct sales, home party plan teams. If our customers have been thinking of booking or joining our team, our Black Friday deal may be just the impetus to help them make that decision.

7) Include Benefits: When we are writing our email we should make sure to include the benefits of the product. Remember, many people buy on emotion because they can picture themselves using our products. In our descriptions of this special promo we should **make sure to include those vivid descriptions and benefits.**

8) Use Color and Different Sized Fonts: If it's possible to do with our email systems we should use bold text, different color fonts, and different sizes fonts to make certain words or specials to stand out. The **VAST majority of people** will only **skim their email** and so make sure certain words, prices, and phrases stand out.

9) Put It All Together: We should consider doing time-based specials and send our emails to our customer list on Thursday, Thanksgiving Day. Here is a rough outline of how our emails could be formatted:



* Opening Attention Grabbing Sentences: We can write a few sentences which grab people's attention, such as:

Black Friday is tomorrow and (our home party plan company name) is celebrating!

We're offering our best deals on product, hosting an in-home party, or joining my team right now!

* Next List Our Time-Based Specials: We can let our customers know if we receive orders during certain times of the day, certain specials will apply. (We know with some company systems this may require us to physically change codes on our website, but a HUGE day may just be worth it.) **We can list our specials by time . . .**

If I receive your order between 3:00 AM and 7:00 AM, you receive (this should be our biggest door buster deal). By the way, the time can start as early as Midnight on Thanksgiving.

If I receive your order between 7:01 AM and 11:00 AM, you receive (this should be a good deal, but less than our door buster discount).

If I receive your order between 11:01 AM and 3:00 PM, you receive (this should be a different deal).

Continue listing the times with different specials.

* Next List Our Booking and Signing Specials: We can list these up front as well. Depending on which system we use to format our emails. Many times people will not "read down the page" to check out all of our deals and so we may want to consider including this special at the top.

There are two schools of thought here . . .



Most of the time people are thinking about shopping on Black Friday and so it may be a good idea to put our shopping specials at the top because people will keep their email open long enough to see the booking and signing specials. The other line of thinking is to have our booking or signing specials at the top because if they close the email right away, they will at least see those specials. **Each of us**

has to decide which system works into our current business goals best.

* Big closing statement: Make sure to give a big hurrah at the end of the email. For example . . .
These are the best prices we've offered all year and so don't miss out on these incredible deals!

10) Do It Right Now: Set the timer right now. It shouldn't take us more than an hour and may even take as little as thirty minutes. There is no reason why our network marketing, home party plan businesses shouldn't be part of the action. We've had many success stories of thousands of dollars worth of sales coming in on Black Friday. Wouldn't it be nice to have a piece of that?

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