**14-Day Marketing Template**

This marketing template is broken down into two parts so that you can use it as a guide for your pre-sale ramp up and during the live flash sale.

**Part 1: Pre-sale ramp up**

The pre-sale ramp up is the 10-14 days leading up to the sale. The intention of this part is to get your audience primed, agitated and excited for the ‘thing’ you are about to offer them.

The content listed below can be published on all of your platforms. I recommend creating the emails first and then reusing the content from the emails in your social media posts and live’s (if you’re going to do live’s).

**Day 1 – 10: Prime and agitate**

During this period you can send 2-3 emails per week and 3 or more social media posts. Below is an outline you can model. You don’t have to create all of the suggested pieces of content. You can pull whatever content themes you feel comfortable with.

Day 1: Backstory

Day 3: Trigger moment

Day 5: Trial and error

Day 7: Trial and error

Day 10: Discovery of the solution

**Day 11 – 14: Excite**

This is when you switch the content theme. You move away from priming and agitating towards building up excitement for the offer that you’re about to make them. This is where you announce that you’ve been working on something that you’ve seen your community struggle with and that you’re excited to share more details over the next coming days.

Day 12: Struggle and rationale

Day 13: This will solve X problem

Day 14: 1 more sleep and why you should pay attention

**Part 2: Live Flash Sale**

During the live flash sale is when you are in active sales mode. The intention of this phase is to sell the program, to highlight the special promotion and push the deadline.

The content listed below can be published on all of your platforms. I recommend creating the emails first and then reusing the content from the emails in your social media posts and live’s (if you’re going to do live’s).

NOTE: Depending on the size of your Facebook group you might only want to publish one post per day during the 3 days of your flash sale. You can publish two posts (one in the morning and one 1 hour before the deadline).

Day 1 of 3: Big annoucement and overview of the program (if you have an urgency based on bonus include it here and in the rest of the content until the bonus is sold out)

Day 1 of 3: Why you need this (solve the problem)

Day 2 of 3: FAQ’s

Day 2 of 3: Imagine not havin this problem & focus on the savings and the deadline

Day 3 of 3: Outline of what’s included and testimonials (reminder of the deadline, fear of loss) (send at 7am)

Day 3 of 3: What will happen if they do nothing (reminder of the deadline, fear of loss) (send at 3pm)

Day 3 of 3: Last chance and outline of what they’re getting (send 1 hour before the deadline)

NOTE: If you don’t have a sales page, link to the checkout page so that your prospects can purchase without a hassle.