



shop and order between 11/26 and 11/27

The Black Friday Sales Planner

Plan your Black Friday or Cyber Monday Instagram Sale with this Workbook

The Instagram Plan

Time to put the plan into action. Use our Masterplan guide the Google sheet to plan your pre-launch. We've created a Google sheet to follow, make a



- ### 3 STEPS TO YOUR LAUNCH
- This is the exact Masterplan we used to launch our members on Instagram. The great thing: This pattern can be used for any product or service you are selling a high-ticket offer.
- STEP 1: FIRST ANNOUNCEMENT + FILL THE WAITLIST**
Start with telling your audience that there is something coming for them. If you are also launching with a website or an email campaign, this is the right time to start filling your waitlist or regular newsletter list.
 - STEP 2: WARM YOUR AUDIENCE UP**
Nobody wants to launch to a cold audience. Ask your who isn't warmed up for your offer. Use 2-3 weeks to create and send pre-launch content that makes your audience excited for what's to come.
 - STEP 3: LAUNCH WEEK!**
The most exciting week of your launch. It's time to go out and start selling your amazing offer. Use all the tactics Instagram gives you to get the word out in the world and convert your audience into happy clients.

LET'S PLAN YOUR LAUNCH TOGETHER

WWW.MYSOCIALBOUTIQUE.CO



Cyber Week Sales Plan - Instagram

Get inspiration what to post during the sale week! Use the templates from the Sales Power Black Friday Pack to batch create your content.

BEFORE THE SALE STARTS

Save the Date post or teaser to hype up for what's coming



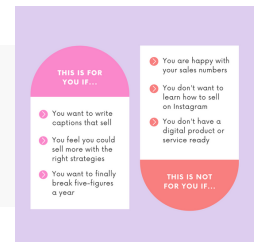
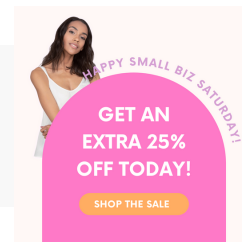
BLACK FRIDAY

Announce the Sale with a Carousel or Single Post and a Story



SMALL BIZ SATURDAY

Celebrate Small Biz Saturday and boost objections in a post or story



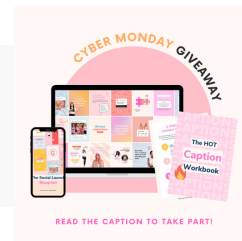
SUNDAY

Share a testimonial to add some social proof



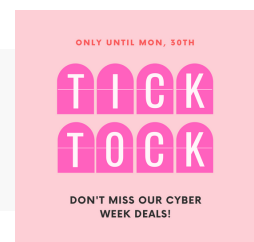
CYBER MONDAY

Present your Cyber Monday deal or share pain points before the sale ends



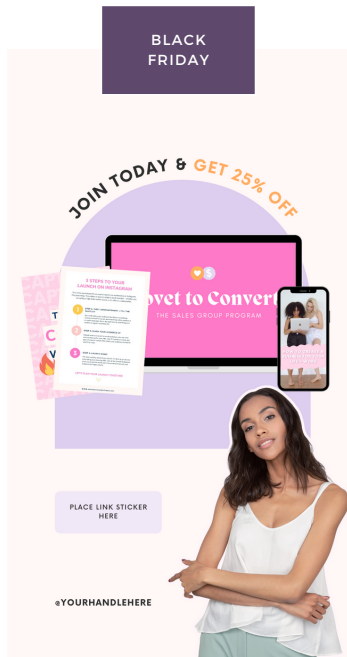
SALE ENDS

Reminder that the sale ends soon!

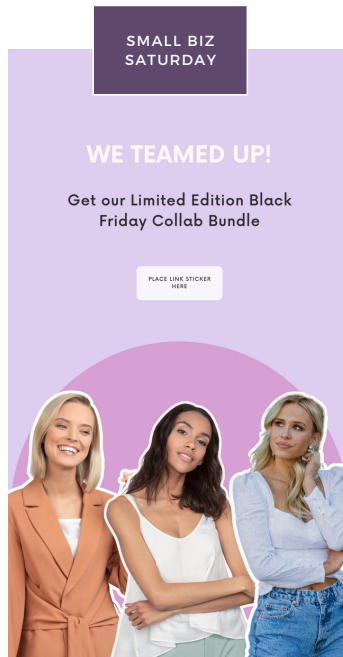


Cyber Week Sales Plan - IG Stories

Get inspiration what to post on your stories! Use the templates from the Sales Power Black Friday Pack to batch create your content.



Sale Announcement



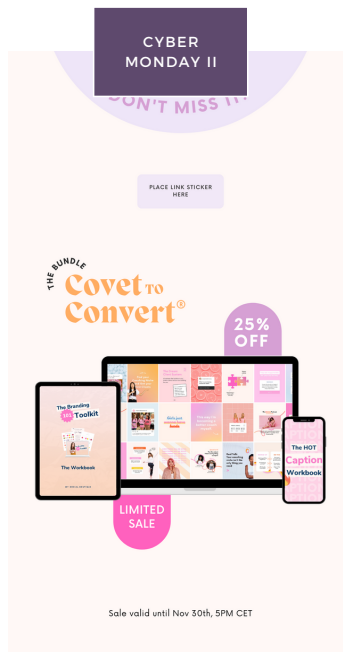
Small Biz Collaboration



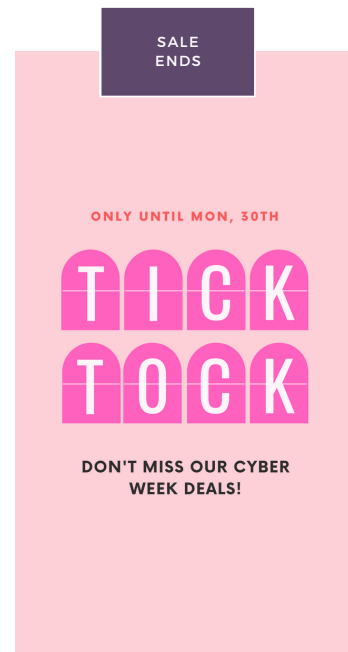
"Go from this to this..."



Cyber Monday Sale



Reminder not to miss the special deal



Last Chance

Cyber Week Sales Planner

Use this sheet to plan your own Cyber Week Posting Schedule

	FEED	STORY	REELS
BEFORE THE SALE STARTS			
BLACK FRIDAY			
SMALL BIZ SATURDAY			
SUNDAY			
CYBER MONDAY			
SALE ENDS			