

There's a whole world out there of people that need you to serve them. You are now investing your time and your energy, and you are stepping up to be that person and that woman who makes investments like this, who takes her business seriously, who's willing to go on, who is driven, who is ambitious, who is going to make happen no matter what.

This is the million dollar business podcast. Here's your host, Jenna Faith.

Hello, and welcome to the million dollar business podcast for entrepreneurs who want to create wealth and freedom with their business. If you're looking for the mindset and strategy to get seen, known and paid online, you are absolutely in the right place. I'm your host, Jennifer, the success and mindset strategist for entrepreneurs who want to start a movement, leave a legacy and build a seven figure business and brand new today's episode. I'm going to be going over some questions to ask yourself. If you are thinking about doing a black Friday offer or special or sale, this is prime time to start getting ready for that to start getting ready for the holidays. It's something that comes up a lot in my coaching sessions. Should I do one shouldn't I do one. That's what I'm going to answer in today's episode. So let's go ahead and get started.

Uh, the infamous black Friday. It is now the season to start thinking about your holiday offers black Friday offers. Do you want to do them and also start thinking about how you're going to wrap up this end of the year. This is actually a really prime time to make a crap load of money, honestly, because people are coming up against the end of the fiscal year. A lot of people actually have to spend money. At the end of the year. People are really taking a look at it and evaluating what's been happening throughout the previous year and previous months and deciding what to do going forward. People love to spend money at the end of the year. So just because we're coming up at the end of the fourth quarter, don't think that people are going to take a break. This is actually a really, really great time to make money and capitalize off of things where people are already seeking to spend money.

People are already seeking sales. People are already seeking the things that they need to move forward in their business and their life and their relationships. So black Friday, that's what I'm going to specifically be talking about today, because this is something that is just every single year. It's a big question, mark, for a lot of people. And I think that traditionally black Friday was always a in-person thing, right? Like retail shopping. And, and we all know what black Friday is when it comes to that. But how does that translate to online now, obviously there's now cyber Monday, which is also an online fail, very similar to black Friday that is geared specifically towards online shopping. So let's go through some questions to ask yourself first, before you decide to move forward. The first question is, do you want to, so this is probably going to blow a lot of people's minds because they're sitting there thinking I should do it, or everybody else is doing it.

And so I kind of usually get people in two camps. They're either like, well, everybody else is doing it. So it must work. Let me jump in and see if I can make some money. Then you have the people who are like, well, everybody else is doing it. And I don't want to flood people's inboxes. So I'm not going to do it. Right. The question comes from a desire. Do you desire to do it? Do you want to do it? Do you have the time, energy and space to create something epic where you know, it's going to result in something good for you and you know, it's also a good deal for your clients. So the first thing desire do you want to, if you get an immediate hit of like, oh, I'm not sure. Definitely not. If there's any hesitation, I would say take that as a note, right?

If you were excited about it and you're like, hell yes, I want to capitalize on this. I want to leverage this. I know we can make a lot of money. I know we have something to offer, then go for it. The second question is, do you already have something to package and sell now, by the time that this podcast airs, it's going to be end of October. So it's like, you have to start now, if you really decide that you want to do this probably should have already gotten started. But it's definitely something that needs to be put

into high gear right now, if you want to make it special. And if you want to make it successful for you on black Friday, do you have something already that you can package and sell? And so here's where it gets a little tricky online, right?

So a lot of people, obviously for black Friday, we want it to be a really good deal. Really, really juicy something that people just can't say no to, right? If you're going to give like 10% off, honestly, in my opinion, doesn't really matter. Like that's not going to really phase people, but on the same side, you don't want to take something that you've been selling. You don't want to take something that people have bought, especially a lot of people and then turn around and slashed the prices to 50% off because that just doesn't feel fair. Right. And that's where I get a lot of pushback from a lot of people. It's like, yeah, I don't want to give a discount. And I'll talk about what to do in a few minutes. If you don't want to give a huge discount like that. The other thing is because you're going to be pressed for time here, obviously for next year, it could be planned out better.

But if you're going to be pressed for time, look at what you already have in your content arsenal. Is there something that you can put together as a bundle or a special deal of a couple of different products that you have put together? Or is it something that you're excited about launching new that you want to launch on black, black Friday? My professional advice is to do something that you already have because you're going to be spending a lot of time in the promotion and marketing of this. It's going to be a lot for you to spend the time doing the marketing, the promotions, to showing up and also creating a new product. So that's why I always look to what do I already have that I could sell? Or what products do I have that I can package together or put in a bundle and then sell that.

So discounts versus bonuses, a lot of people who don't want to discount fully because of the integrity of their product, or they just know like, this is the price of the product, and I don't want to cut it down. Another thing you can do is offer a bonus instead. So instead of giving a discount, they're going to purchase at the same normal price, but they're going to get something extra on top of it. Maybe it could be an extra like mini course. It could be a call with you. It could be a group mastermind call. It could be physical product. So instead of slashing the price, we're just stacking value on something and then selling it for the same price. Another thing that you can do is to actually offer some sort of like trial month or a free month. So this is really good.

If you have some sort of subscription or membership, I actually did this back in. I believe it was 2018. I did it totally last minute. So I didn't have anything prepared. And I was talking to my coach and I was like, Hey, let's just put something out there and see if it works. So I had already had the membership, I was already selling the membership. So what I did for black Friday was I did a first month for \$1. It's crazy because I didn't make a whole lot of money, but we made a whole lot of sales. So we had 113 people buy. And so it was only \$113 that day. But the majority of those people stayed in the membership after that initial month, which created over \$5,000 of recurring revenue for me going forward. So it was a really good deal for me in that way.

And it was a really good deal for people to just spend \$1 they're already spending money. They're already looking at things that they want to purchase and want to buy. So that's another idea of something that you can do as well. Uh, another idea, actually, maybe you can collaborate with somebody and you can take some of your products and your content and mix it with their products and their content, and then sell that as a bundle as well. So it doesn't always have to be you, it doesn't have to be something that you have to deliver on or things like that. So those are just some different ideas of things that you can do, but definitely make whatever the product is, the least access to you and the least amount of energy or time that you have to create it, right? Because you're going to be spending a lot of time fighting in the newsfeed to actually get this deal or the sale, whatever you have seen and heard.

And so the final question too is, do you have an audience of buyers? Do you have people who will want to buy this and will want to take advantage of your offer? I'm specifically talking about an, an email list and the reason why is because your newsfeed is going to be flooded that day, that weekend with sales cyber Monday black Friday, it's going to be really hard to get noticed unless you have a dedicated group of people who have been following you, email list, Facebook group, something along those lines. So I wanted to just quickly come on today and put those little things in your ear. Should you do a black Friday deal again? The number one question, the most important thing is going to be, do you want to, if you want to then definitely take some of the notes and some of the ideas that I gave you in today's show and apply that.

So that's it really, I mean, it's really about if you want to do it, take action starting right now. If you don't want to do it, turn your blinders on. Don't worry that everybody else is probably going to do one. It doesn't matter. It's whatever you're feeling energetically aligned to do, if you want to do it. Yes. If you don't don't so there is no correct answer. It's just, what's in alignment for you as always, please take what I've shared in today's episode and apply it. You know, even if you're not going to do a black Friday deal, some of the things that I mentioned could also be good things for just a quick cash injection anytime of the year, as always head on over to the show notes@jennscalvia.com forward slash E one 17, that is a letter E and the number one 17. And over there, I have some links to some really cool things that I have going on.

New offers that we have mindset for millions, a new offer cashflow queen is a new offer. Some other exciting things that we're doing here for Q4, and those links will be over@theshownotesatjennscalvia.com forward slash E one 17. And as always, if you're loving the podcast, please make sure that you're subscribed. And also please leave us a positive review on iTunes so that we can get in front of more amazing entrepreneurs. Just like you. I'll see you back here next week, where you'll get another quick bite training on how to build your business from the inside out.

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