Flash Sale
Cash Injection Strategy

The Flash Sale Cash Injection Strategy is designed for you to offer a flash sale on something that you have already created t experience a cash injection.

Examples Include:
- Digital course
- Program you're closing that still works
- Beta Program
- Book
- Live event tickets

Start by determining what you have to offer a flash sale on. About to update a course? Previous version still add value? Do a flash sale on it before you update and raise the price.

To work this strategy, you just need an email list of 500 OR a Facebook group of 550 or 500 contacts on Linked In.

You are going to send every email in this sequence plus send DMs to those you have been courting to work with you.

What you offer depends on the amount of cash you need to inject in your business.

The Flash Sale Sequence

Note from Darnyelle: This is a sequence of 4 must-have emails designed for you to easily conduct a flash sale during holidays, launches, or whenever you feel like it! Unless you run an ultra-luxurious premium brand, you should almost certainly be conducting flash sales to your list periodically because it will give you a huge boost in sales. This first email announces that a flash sale is happening tomorrow. This gets your subscribers excited and preempts them in advance - they start anticipating the upcoming flash sale and can't wait to hear from you tomorrow!

Subject: Announcement: 24h flash sale happening tomorrow

Email Copy:

Hey [First Name],

A few days ago, I had a flash back for a time in my life when nothing seemed to go right... [talk about where your prospects are at now by sharing a story from your past - agitate the problem and compel them to seek the solution that you want to sell them in this email]

I faced a couple of problems:

- [Point out the symptoms that your prospects are encountering now]
- [Symptom #2]
- [Symptom #3]

Did I give up? Thankfully, no. Instead, I wholeheartedly devoted myself to [the journey that your Audience of One will be on].

Today, I have... [Talk about your relevant wins and successes]. I detail all my best strategies in [Offer Name].

I have an ANNOUNCEMENT to make about [Offer Name].

If you've been thinking about joining [Offer Name], TOMORROW's the best time to do it.

We are running a [the occasion - e.g. Labor Day] FLASH SALE for [Offer Name] tomorrow... for just [#] hours :)

[Offer Name] is THE [describe your offer briefly – e.g. complete, step-by-step system] that I have created for [Audience of One] to [SPICE Solution].

Oh, how I wish I had this when I was first starting out!

It took me years of hard work and trial-and-error to get here... but with [Offer Name], you can skip all that and get straight to doing the work that will help you [SPICE Solution].

Does [Offer Name] sound like something you would be interested in?

If yes, stay tuned for the email tomorrow because it will be on sale tomorrow. This flash sale is happening only because I want to celebrate [the occasion - e.g. Labor Day!] with you guys!

Don't miss this,
Your Closing
Your Name

The Flash Sales Sequence Email 2

Note from Darnyelle: This is a sequence of 4 must-have emails designed for you to easily run a flash sale for your products & services during holidays, launches, or whenever you feel like it! Unless you run an ultra-luxurious premium brand, you should almost certainly be conducting flash sales to

your list periodically because it will give you a huge boost in sales. This second email announces the start of the flash sale, usually in conjunction with a holiday or occasion (i.e. the reason why you are having the flash sale in the first place).

If you prefer not to give discounts for your course like me, what I do instead is to offer flash bonuses instead for that 24H

Subject Line: 24H [the occasion - e.g. labor day] flash sale starts NOW!

Email Copy:

Hey [First Name]!

If you have been thinking about investing in [Offer Name], NOW is the best time...

We're having a flash sale for my [describe your offer – e.g. signature list building system], [Offer Name] :) [link to sales page]

This flash sale is only available for the next 24 hours. We are only running this flash sale because of [talk about why you are having this flash sale - e.g. Labor Day - you want to give the impression that you don't run flash sales often, and it's ONLY because of this occasion that you decided to have one...]

24 Hours Flash Sale For [Offer Name] Starts Now!

When you enroll in [Offer Name] within the next 24 hours, you get $[#] off and save [#]%.

[Insert Timer Here]

This is the best offer you'll get for [Offer Name], ever.

So grab yours before it's too late.

Click here to learn more about [Offer Name] before the flash sale ends in 24 hours. [link to sales page]

You have 2 choices right now.

If you're looking for an organized, proven [system/roadmap/formula/solution/etc.] to [SPICE Solution], this is it.

You could continue being where you are now, and nothing would change in your life. We all know that if you keep doing the same thing, you'll get the same results.

Or you could take advantage of this 24H flash sale, get the [specify what they will get - e.g. help/training/roadmap/plan/support] you need to [SPICE Solution], and start moving towards [Ultimate Life result] TODAY.

It's your choice, my friend! Where will you be [#] days from now?

You can do this!

Enroll in [Offer Name] and get a $[#] discount before the 24H flash sale ends. [link to sales page]

See you inside,
Your Closing
Your Name

Flash Sale Sequence Email 3

Note from Darnyelle: This is a sequence of 4 must-have emails designed for you to easily run a flash sale for your products & services during holidays, launches, or whenever you feel like it! Unless you run an ultra-luxurious premium brand, you should almost certainly be conducting flash sales to your list periodically because it will give you a huge boost in sales. This third email announces that the flash sale is ending soon.

If you prefer not to give discounts for your courses like me, what I do instead is to offer flash bonuses instead for that 24H

Subject Line: [#]% flash sale is ending soon!

Email Copy:

Hey [First Name],

How have you been?

I wanted to send you a quick reminder about the [#]% OFF flash sale that's happening because of [e.g. Labor Day] today.

You get $[#] OFF when you enroll in [Offer Name] before the flash sale ends in [#] hours...

Click here to learn more about [Offer Name] and enroll before the flash sale ends in [#] hours! [link to sales page]

When you make a smart decision today, you are investing in something real - yourself.

[Elaborate on why your offer is so amazing and talk about the end results that it has brought for your customers]

And it's the BEST on the internet that will do that for you. (or at least, these customers say so!) [link to sales page]

[What will they get when they invest?]

[What are some of the results that this course has achieved for yourself or for others?]

So yes, [first name]... it's time for you to sign up for [Offer Name] [link to sales page] and get everything you need to [SPICE Solution] now!

[Insert Timer Here]

The 24h Flash Sale Ends In Less Than [#] Hours! Get $[#] Off [Offer Name] When You Sign Up Now.

I believe that there is a reason why you're seeing this email today.

Imagine where you would be in a few months if you started today! Even a little progress everyday beats doing nothing by a long shot. You can do this :)

Take advantage of this 24-hour flash sale happening right now before it's too late...

The 24H flash sale, and the special opportunity to get $[#] off [Offer Name], ends in less than [#] hours. [link to sales page]

If not now, then when?

See you on the other side!

Your Closing
Your Name

The Flash Sale Sequence Email 4

Note from Darnyelle: This is a sequence of 4 must-have emails designed for you to easily run a flash sale for your products & services during holidays, launches, or whenever you feel like it! Unless you run an ultra-luxurious premium brand, you should almost certainly be conducting flash sales to your list periodically because it will give you a huge boost in sales.

This is the last of 4 emails. This is a short last call email to get everyone who wanted to take advantage of the flash sales a last chance to enroll before the sale ends.

If you prefer not to give discounts for your courses like me, what I do instead is to offer flash bonuses instead for that 24H

Subject: Last Call - Your Chance To Get $[#] OFF Ends In 6 Hours...

Email Copy:

Hey [First Name],

You know what they say - all good things come to an end...

This is a quick last call email to remind you that the [what the occasion is - e.g. Labor Day] flash sale ends in 6 hours.

This is the last call for you to get $[#] off [Offer Name]!

If you're ready to [SPICE Solution], then I would be honored to have you enroll in [Offer Name] and join [#] happy customers who are on the same journey as you.

[Offer Name] is my... [describe your offer – e.g. signature 360° step-by-step system] that will help you go from [where they are] to [where they want to be].

This is the exact [solution / tried-and-tested system / product] that I have used for myself and countless past [Offer Name] customers to [reach SPICE Solution].

Last Call: Get $[#] Off [Offer Name] When You Enroll Before The Flash Sale Ends In 6 Hours.

At 11.59 PM EST/PST TONIGHT (in less than 6 hours), the opportunity to get [Offer Name] at a $[#] discount will disappear.

When you sign up, you will get instant access to... [what will they get? – e.g. all the course content, worksheets, checklists, tech tutorials, case studies, special bonuses, and more] - basically, EVERYTHING YOU NEED to [SPICE Solution].

I can't believe that it all ends in less than 6 hours!

Click here to join the [Offer Name] family and get $[#] OFF today. [link to sales page]

P.S. Jumped to the end? Last call! When you enroll in [Offer Name] within the next 6 hours, you also get $[#] off. Don't miss out on this flash sale!

Don't miss this,
Your Closing
Your Name