THE E-COMMERCE PLAYBOOK

Black Friday, Engineered

for a Record-Breaking Sale

The step-by-step playbook for online stores: offers, banners, pop-ups, pages, email and checkout.

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A BookChef Playbook

Black Friday, Engineered for a Record-Breaking Sale

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Every store is different. The tactics in this book may work well for one store and not for another. Results depend on your products, prices, traffic, timing, effort and many other things. The author and publisher do not promise or guarantee any results or income. Example numbers in this book are made up to show the math, and they are marked that way.

Statistics come from the sources named next to them and were checked when this book was written. They may change over time.

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Welcome: How to Use This Book

Black Friday is one of the biggest sales moments of the year for online stores. It is also the moment when ad costs rise, inboxes get crowded and shoppers get picky.

This book gives you a clear plan. It is not theory. It gives you actions to take, in order, with words you can copy and checklists you can check off.

Who this book is for

Anyone who sells online. You might use Shopify, WooCommerce, BigCommerce or another platform. You might be a one-person shop or a growing team. You do not need to be technical.

How it is written

I use plain words and short sentences. I use real numbers, and I name the source next to each one. When something is my own rule of thumb and not a researched fact, I say so.

How the book is built

There are nine chapters. Each one solves one part of the problem:

1. **The Plan:** the facts, the dates and your goal
2. **Offer:** what you will sell, and how to keep your profit safe
3. **Banners, Timers and Urgency:** make the offer visible everywhere
4. **Pop-ups:** collect emails and push offers without annoying shoppers
5. **Landing and Product Pages:** keep the promise your ad made
6. **Email and SMS:** sell to people who already know you
7. **Cart and Checkout:** raise order size and stop last-step exits
8. **Mobile and Compliance:** protect your phone shoppers and your business
9. **Operations and the War Room:** stay online, stay profitable

How each tactic is laid out

Every tactic in this book follows the same simple pattern, so you always know where to look. Each one starts with a goal and a short reason why it works. Then come the setup steps, the exact words you can copy, and one common trap to avoid. You will also see an effort rating (low, medium or high) and a "Start small" idea for days when you are short on time. Along the way, three kinds of boxes call out what matters most: "Do this today" for quick actions, "Common mistake" for traps that cost stores sales, and "Remember this" for the main idea of a section.

Do not try to do everything

Pick the tactics that fit your store, your time and your budget. A few good actions that you finish beat a long list that you never start.

One promise from me

I will not tell you to use fake timers, fake stock numbers or fake reviews. Those tricks break trust, and they can break the law. Everything in this book works with honest tactics.

Need a hand?

If you have a question, or you want a second opinion on your offer, pages or ads, message me directly. WhatsApp is the quickest way to reach me: **+880 1985 660798**. You can also email **mihad.hossain@outlook.com** or find me on LinkedIn (**linkedin.com/in/md-mihad-hossain**).

Let's get started.

Md Mihad Hossain

The 7-Day Quick Start

Short on time? Use this plan. It puts the most important actions into seven days. Each day should take about one to two hours.

Day 1

Set your goal and your offer

- Write down your visitors, conversion rate and average order value.
- Pick your main goal.
- Work out your maximum discount and choose your main offer.

Read: Chapters 1 and 2.

Day 2

Make your offer easy to see

- Add one announcement bar at the top of your site.
- Write the headline for your sale page.
- Check that every ad and email opens the right page.

Read: Chapters 3 and 5.

Day 3

Start collecting emails

- Add one sliding pop-up that asks for an email address.
- Make sure it closes easily on a phone.

Read: Chapter 4.

Day 4

Improve your cart

- If you offer free shipping, show it in your top bar and in your cart.
- Add one cart add-on.
- Turn on guest checkout.

Read: Chapters 3 and 7.

Day 5

Write your emails

- Write your launch email and your last-chance email.
- Turn on your abandoned cart email.

Read: Chapter 6.

Day 6

Check the basics

- Check your store on a phone.
- Check your prices, timers and reviews against the rules.
- Check your stock and shipping dates.

Read: Chapters 8 and 9.

Day 7

Test and launch

- Do a full test purchase.
- Build your war-room sheet.
- Go live.

Read: Chapter 9.

Skip for now

Spin-to-win, full-screen pop-ups, text messages, order bumps and one-click upsells. They help, but they are not needed for a strong first sale.

REMEMBER THIS

A simple plan that you finish beats a perfect plan that you never launch.

NEED A HAND?

Want a second pair of eyes on your plan before launch? Send me your store link. WhatsApp: +880 1985 660798 (quickest response). Email: mihad.hossain@outlook.com.

CHAPTER 1

1 The Plan

Black Friday is a race, not a day

Black Friday is a race, not a day

Most stores think Black Friday is one day. They post a discount on Friday morning and hope for the best.

The stores that win start early. They know their offer, their dates and their numbers before the rush begins.

In this chapter you will learn:

- How much money is on the table, and where your shoppers are
- The dates that matter in 2026
- A simple plan that fits your time and budget
- How to set your goal, and which numbers matter

It takes about 10 minutes to read. After that, you will know your first move.

1. The money is real, and it is on phones

The big picture

- Adobe Analytics expects U.S. shoppers to spend a record **$275.1 billion** online this season, up 6.7%.
- The five biggest days, which Adobe calls "Cyber Week," should bring in **$47.5 billion**. That is **17.3%** of the whole season in just five days, or about **$9.5 billion a day**.
- **Cyber Monday** is forecast to pass **$15 billion** in one day. That would be a new record.
- **Black Friday** is forecast at **$12.9 billion**, up 9.2%. It is growing faster than Cyber Monday, as shoppers go for earlier deals.

You do not need a big piece of that. You need a small, smart piece for your store.



Cyber Week is five days, but it brings in about one-fifth of the season's online sales.

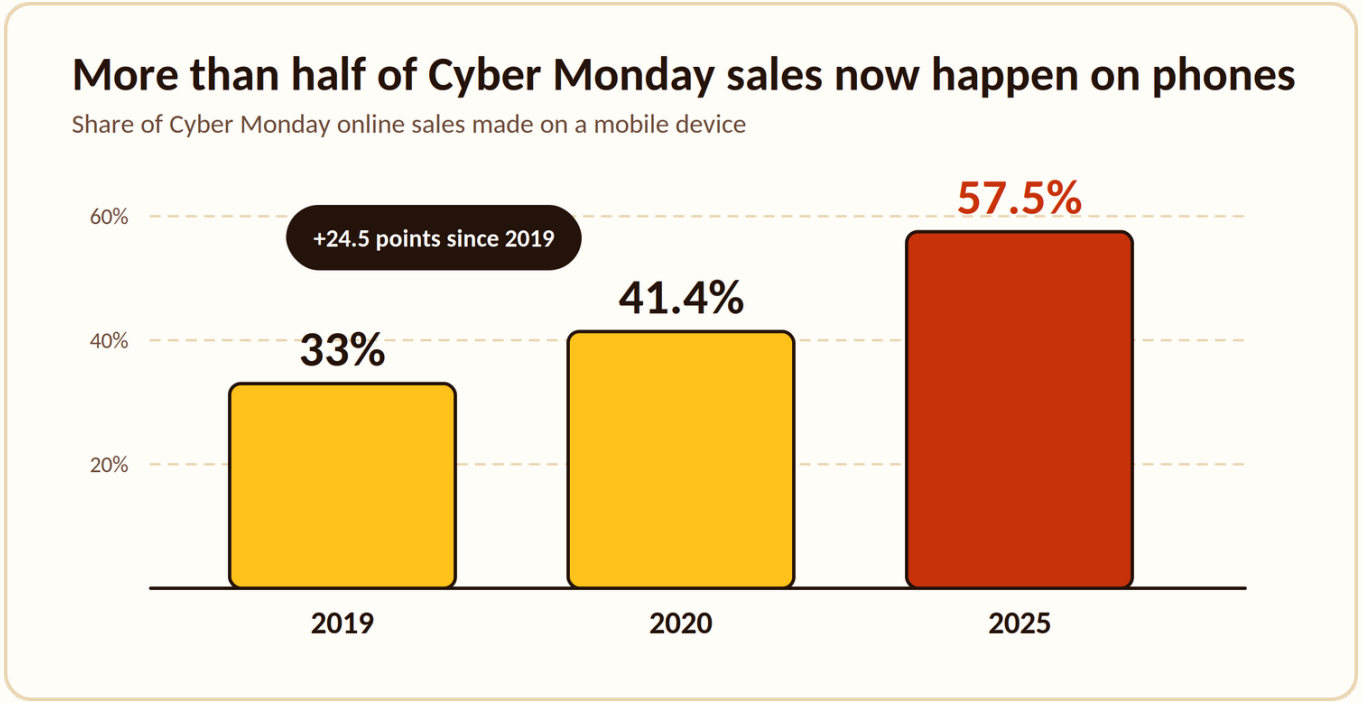
Source: Adobe Analytics, 2026 forecast, U.S. online sales.

REMEMBER THIS

Black Friday does not create new shoppers. It puts them all in one place. Your job is to be the store they pick.

Your shoppers are on their phones

Look at how fast phones took over on Cyber Monday:



Phones went from one-third of Cyber Monday sales to well over half.

Source: Adobe Analytics, U.S. online sales.

Adobe expects phones to drive **57.4%** of online spending across the whole season, up from 56.4% last year. In six years, phones went from one-third of Cyber Monday sales to well over half.

What this means for you: Open your store on your phone right now. If a pop-up covers the screen, or a button is too small to tap, you are losing sales today.

Two more shifts to know

- **"Buy now, pay later" is big.** It passed **$1 billion** in a single day for the first time on Cyber Monday 2025. About **82%** of it is expected to happen on phones. Offering it at checkout can make a price feel easier to say yes to.
- **Social media is growing.** Its share of Cyber Monday sales was 3.6% in 2025, up **56.5%** from the year before. It is still small, but it is moving fast.

The money is spread out

Which day is the best? The honest answer is: all of them. Cyber Monday 2025 brought in $14.25 billion of the $44.2 billion Cyber Week total. That is about 32%. So about two-thirds of the money came on the other four days. Be ready for the whole stretch, not just one day.

> **DO THIS TODAY**
> Open your store on your phone. Tap through the home page, a product page and the cart. Write down anything slow, small or confusing. You will fix it in later chapters.

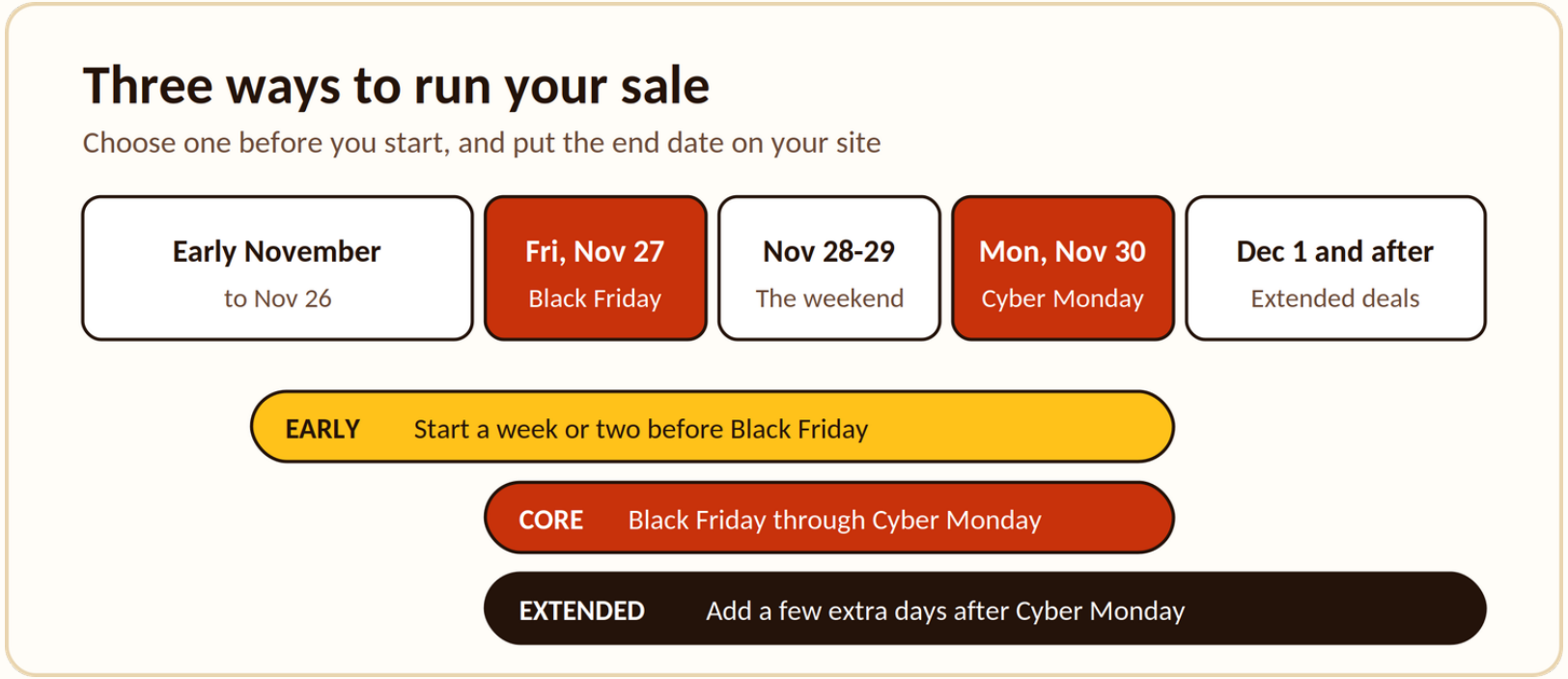
2. The dates for 2026

When	What happens
Early November to Nov 26	**Early Black Friday.** Many stores start their deals weeks before the big day.
Friday, Nov 27	**Black Friday**
Saturday and Sunday, Nov 28 and 29	The weekend. Many deals keep running.
Monday, Nov 30	**Cyber Monday**
Dec 1 and after	**Extended sale.** Some stores stretch their deals a few days past Cyber Monday.

Black Friday is always the Friday after the fourth Thursday in November. In later years, check your calendar and count back from that day.

You can run your sale in one of three ways:

- **Early:** start a week or two before Black Friday.
- **Core:** run it from Black Friday through Cyber Monday.
- **Extended:** add a few extra days after Cyber Monday.



The three ways to run a sale, shown on the 2026 calendar.

Choose one before you start, and put the end date on your site. The honest-urgency rule still applies: if you say the sale ends on Monday, it ends on Monday.

Shipping tip: Check your carrier's cutoff dates and put them on your site early. Shoppers want to know: "Will it arrive on time?"

3. Your plan: four steps that fit your time

Think of hosting a big party. You plan first, then invite people, then open the door, then keep the energy up until the end. Your Black Friday has the same four steps:

- **Step 1: Prepare** (must do): Choose your offer, check your stock and test your site on a phone.
- **Step 2: Tease** (optional, but powerful): Tell people a deal is coming and collect their emails.
- **Step 3: Launch** (must do): Turn on your banners, timers and pop-ups, and send your first emails.
- **Step 4: Close** (must do): Run your sale to its final day, whether that is Cyber Monday or your extended end date. Send "last chance" messages and watch your stock.



The four steps of your Black Friday plan. Step 2 is optional.

How much time do you have before Black Friday?

- **Three weeks or more:** Give each of the first three steps about a week.
- **Two weeks:** Prepare for 3 days, tease for 4 days and launch for 7 days.
- **One week:** Prepare for 2 days, skip the tease and launch for 5 days.

You do not have to do everything.

- **No email list?** Skip Step 2 and build your list during Step 3.
- **Do not want early access?** Go live on Black Friday morning. That is fine.
- **Working alone?** Do the "Start small" idea in each chapter and nothing else.
- **Have a team and a budget?** Do it all.

> **COMMON MISTAKE**
> Installing tools before choosing an offer. A great pop-up on a weak offer still fails. Decide your offer first (Chapter 2), then add the tools.

4. Set your goal

Most stores skip this step. Do not. A clear goal tells you what to do first, and what to leave alone.

You can track several numbers, such as sales, order size and email sign-ups. The rule is simple: pick **one main goal** to guide your choices. Goals can pull in different directions. A deep discount can bring more orders and shrink your profit. A pop-up can bring more sign-ups and fewer sales. When that happens, your main goal decides which one wins. Add one or two supporting numbers if you like.

Your sales come from three things:

Sales = Visitors × Conversion Rate × Average Order Value

- **Visitors:** how many people come to your store
- **Conversion rate:** the percent of them who buy
- **Average order value (AOV):** how much each buyer spends

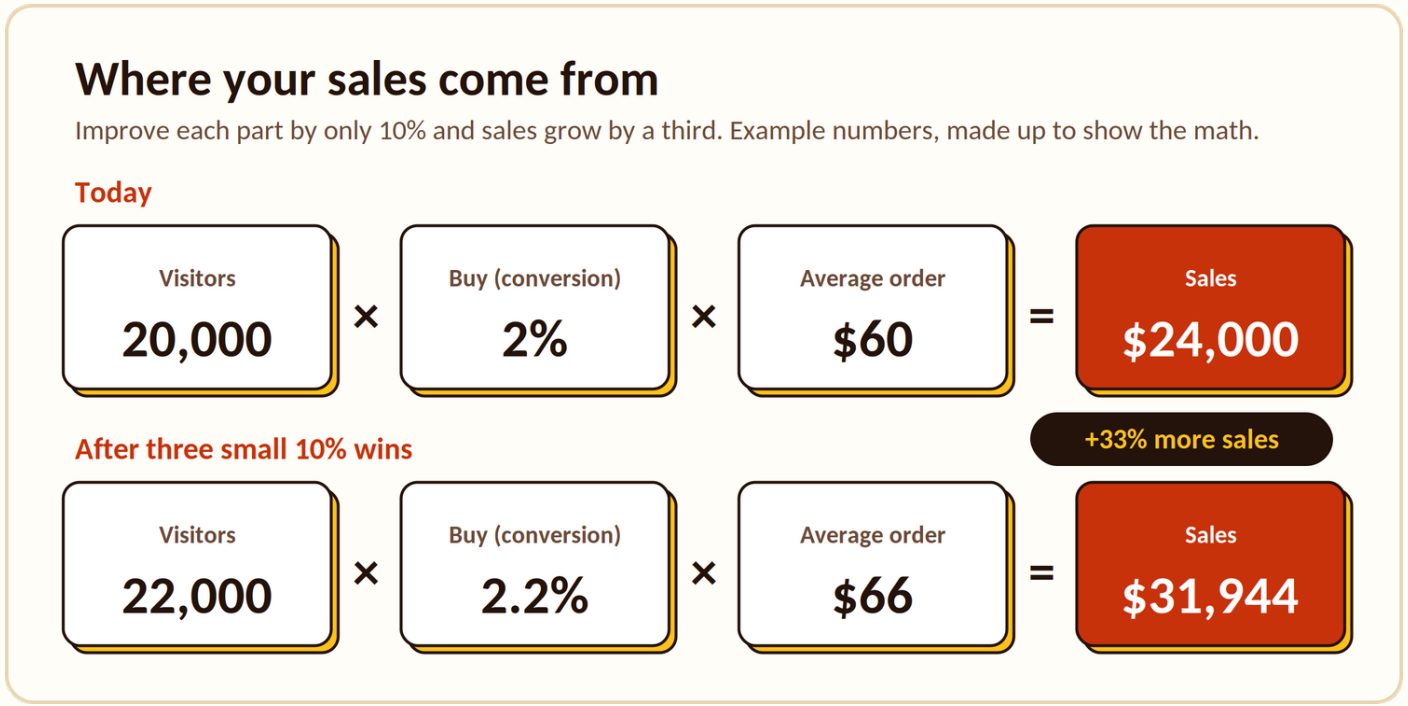
Example. These numbers are made up to show the math. They are not industry averages.

- 20,000 visitors × 2% buy × $60 per order = **$24,000**

Now improve each part by only 10%:

- 22,000 visitors × 2.2% buy × $66 per order = **$31,944**

That is **33% more sales** from three small wins. You did not need a miracle.



Three small wins of 10% each add up to a third more sales.

Here is how the rest of the book maps to it:

- **Turn more visitors into buyers:** Chapters 3, 4 and 5
- **Raise order size:** Chapters 2 and 7
- **Bring more people back:** Chapters 6 and 9

Your worksheet

1. Write down your visitors, conversion rate and AOV. Use last year's Black Friday week, or last month if your store is new. You can find all three in your store's reports.
2. Pick your main goal: more sales, bigger orders or more email sign-ups.
3. Write it as one number. Example: "Raise AOV from $60 to $66."
4. If you like, add one or two supporting numbers. Example: "Collect 500 email sign-ups."

Put them next to your screen. Every choice you make from here should help your main goal.

Chapter 1 checklist

- [ ] I know the dates: Nov 27 to Nov 30
- [ ] I checked my store on my phone
- [ ] I picked my time plan (3+ weeks, 2 weeks or 1 week)
- [ ] I wrote down my three numbers
- [ ] I chose my main goal

CHAPTER 2

2

Build an Offer That Sells

A great offer beats a great pop-up

A great offer beats a great pop-up

Here is a hard truth. You can have the best banner, the best timer and the best email. If your offer is weak, shoppers walk away.

The opposite is also true. If your offer is too generous, you sell a lot and still lose money. That is the worst way to win.

This chapter shows you how to build an offer that:

- Makes shoppers say, "Yes, I want that"
- Keeps your profit safe
- Is easy to explain in one sentence

If you cannot explain your offer in one sentence, shoppers cannot either.

1. Do the math first

What shoppers expect

- Adobe Analytics found that discounts on Black Friday 2025 averaged about 23.7% across the categories it measured.
- For this year, Adobe expects discounts of up to 30% off the listed price during Cyber Week. Last year, Cyber Monday discounts peaked at 31% for electronics and 25% for apparel.

Notice the words "up to" and "peak." Those are the deepest cuts, not what every shopper gets on every item. You do not have to match the biggest brands, and you may not be able to. You do need to know your own numbers.

Your margin is your limit

Margin is the money you keep after paying for the product, shipping and payment fees.

Example:

- You sell a product for **$100**.
- Your total cost is **$50**. Your profit is **$50**, so your margin is **50%**.
- You give **20% off**. The price is now **$80**, and your profit drops to **$30**.

To earn the same total profit as before, you now need to sell **5 for every 3** you used to sell. That is **67% more orders** just to stay even.



A discount comes out of your profit, so you need more orders just to stay even.

Here is how much extra sales you need to keep the same profit:

Your margin	10% off	20% off	30% off
30%	+50%	+200%	Zero profit
40%	+33%	+100%	+300%
50%	+25%	+67%	+150%
60%	+20%	+50%	+100%

How to read it: at a 40% margin, a 20% discount means you need twice the orders to earn the same profit.

Your maximum discount rule:

Maximum discount = your margin − the profit you want to keep

Example: your margin is 50% and you want to keep at least 20%. Your maximum discount is **30%**. Go lower if you pay for ads, because every order also carries an ad cost.

> **DO THIS TODAY**
> Open a spreadsheet like Google Sheets or Excel. List your top 5 best-selling products. Write each one's price, total cost and margin. Mark the maximum discount for each one. Circle any product that cannot take a big discount.

Good news: a deep percentage off is not your only option. Bundles, gifts and spend levels often feel valuable to shoppers while costing you less. That is what the seven offers below are for.

2. Pick your offer

Find your starting point in this table.

If this sounds like you...	Start with
Low margins, cannot cut deep	**Offer 3** (free gift) or **Offer 2** (bundles)
You want bigger orders	**Offer 1** (spend more, save more)
You have one popular product	**Offer 5** (one big deal)
You sell items people buy in multiples	**Offer 4** (buy 2, save more)
You have an email or text list	**Offer 6** (VIP early access)
You want shoppers to keep coming back	**Offer 7** (flash deals)

You can combine two offers. For example, a bundle plus VIP early access. But do not run five at once. Confused shoppers do not buy.

Shopify, WooCommerce, BigCommerce and most other platforms have built-in discount tools that can run these offers. Some, like bundles, may need an extra app or plugin.

Offer 1

Spend more, save more

Effort: Low **Best for:** raising your average order value (AOV)

GOAL

Get shoppers to add one more item to reach the next level.

WHY IT WORKS

People like to unlock rewards. A message like "$20 away from 15% off" makes them look for one more thing to add.

Setup

1. Check your AOV in your store reports.
2. Set the first level a little above it. If your AOV is $60, make the first level $75.
3. Use 2 or 3 levels at most. Example: spend $75, save 10%. Spend $125, save 15%.
4. Show the levels in your banner and in the cart.



Spend more, save more: the cart shows how close the shopper is to the next reward.

Copy to use

- "Spend $75, save 10%. Spend $125, save 15%."
- "Build your basket. The more you add, the more you save."

Avoid this

Do not set the top level so high that nobody reaches it.

Start small

One level only. "Spend $75, get 10% off."

Offer 2

Bundles

Effort: Medium **Best for:** protecting your margin

GOAL

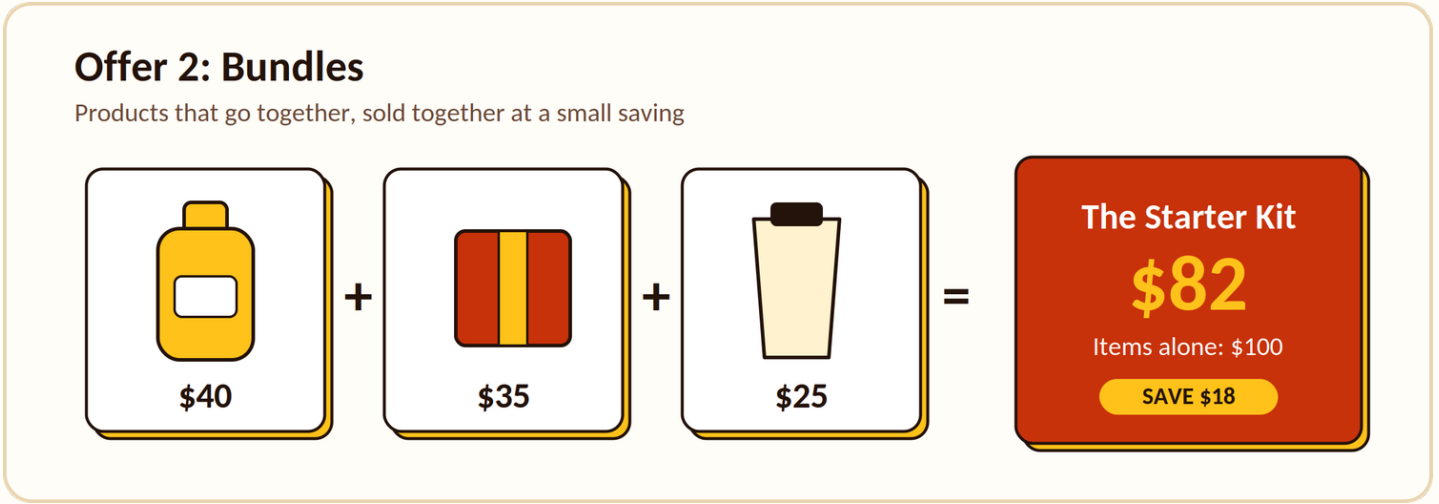
Sell products together at a small saving.

WHY IT WORKS

A bundle makes the choice easy. Shoppers do not have to decide what goes together, and your discount is spread over a bigger order.

Setup

1. Pick 2 or 3 products that go well together.
2. Price the bundle a little below the total of the items alone.
3. Give it a clear name, like "The Starter Kit."
4. Show the savings: "Save $18 when you buy together."



A bundle sells products together at a small saving.

Copy to use

- "Everything you need in one kit. Save $18."
- "Our best sellers, together, for less."

Avoid this

Do not bundle items that do not belong together. It looks like you are clearing out old stock.

Start small

One bundle of your best sellers.

Offer 3

Free gift with purchase

Effort: Low **Best for:** stores with tight margins

GOAL

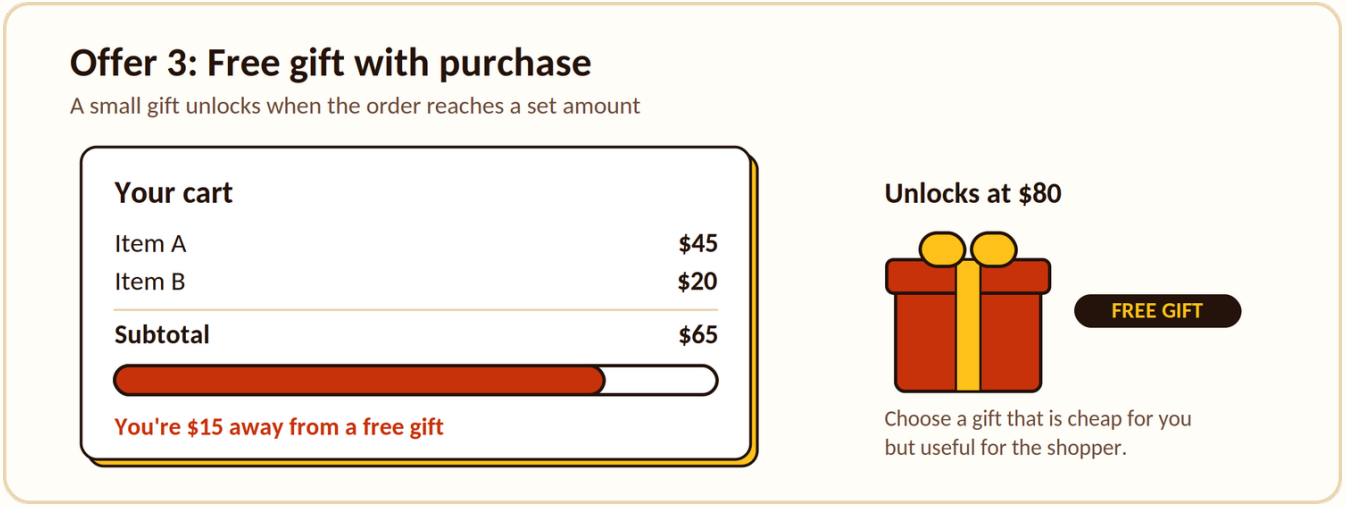
Give a free item when an order reaches a set amount.

WHY IT WORKS

"Free" feels powerful. And a small gift often costs you less than the same value in discount.

Setup

1. Choose a gift that is cheap for you but looks useful: a sample, an accessory, a mini size.
2. Set a spend level above your AOV.
3. Say it clearly: "Free [gift] with every order over $80."
4. Show a progress message in the cart: "You're $15 away from a free gift."



A free gift unlocks when the order reaches a set amount.

Copy to use

- "Free gift with every order over $80."
- "Spend $15 more and your gift is free."

Avoid this

Make sure the gift is something people really want. Track your gift stock so you do not run out.

Start small

One gift, one spend level.

Offer 4

Buy 2, save more

Effort: Low **Best for:** items people buy more than one of

GOAL

Increase the number of items in each order.

WHY IT WORKS

The deal is simple, and shoppers understand it right away.

Setup

1. Choose items people buy in pairs or in sets.
2. Pick a deal: "Buy 2, get 15% off," "Buy 3, save 20%," or "Buy one, get one half off."
3. Check the deal against the margin table in Section 1.
4. Mention it on the product page, not only in the banner.



Buy 2, save more: the saving grows with the quantity.

Copy to use

- "Buy 2, get 15% off."
- "Buy one, get one half off."

Avoid this

"Buy one, get one free" is costly because you give away a whole item. Check that your margin can take it.

Start small

"Buy 2, save 10%" on one category.

Offer 5

One big deal

Effort: Low **Best for:** getting attention and traffic

GOAL

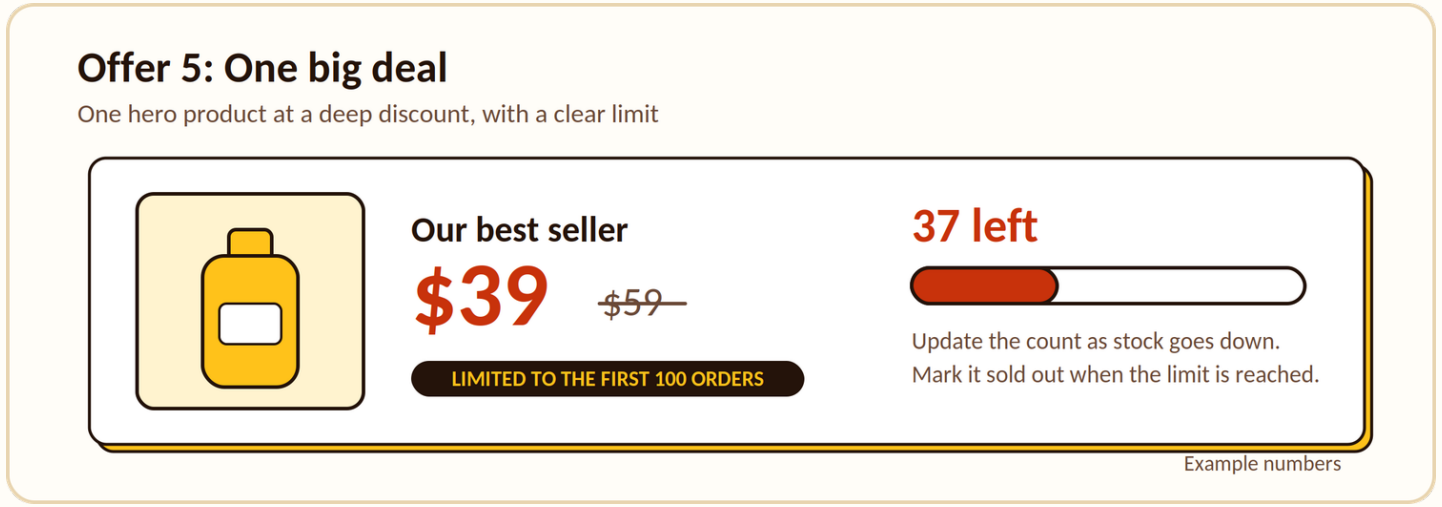
Use one hero product at a deep discount to bring people in.

WHY IT WORKS

A bold deal gets noticed. Once shoppers are in your store, many add other items.

Setup

1. Pick one product. Choose it so a deep discount is affordable, or limit the number of units.
2. Set the price and a clear limit, such as "first 100 orders."
3. Put it at the top of your home page.
4. Be honest about the limit, and mark the product sold out when it is.



One hero product at a deep discount, with a clear limit.

Copy to use

- "Our best seller. Now $39. Limited to the first 100 orders."
- "One deal. One day."

Avoid this

If you cannot afford to lose money on it, keep the limit small. Never sell below cost without a plan.

Start small

One product, one price, one limit.

Offer 6

VIP early access

Effort: Medium **Best for:** stores with an email or text list

GOAL

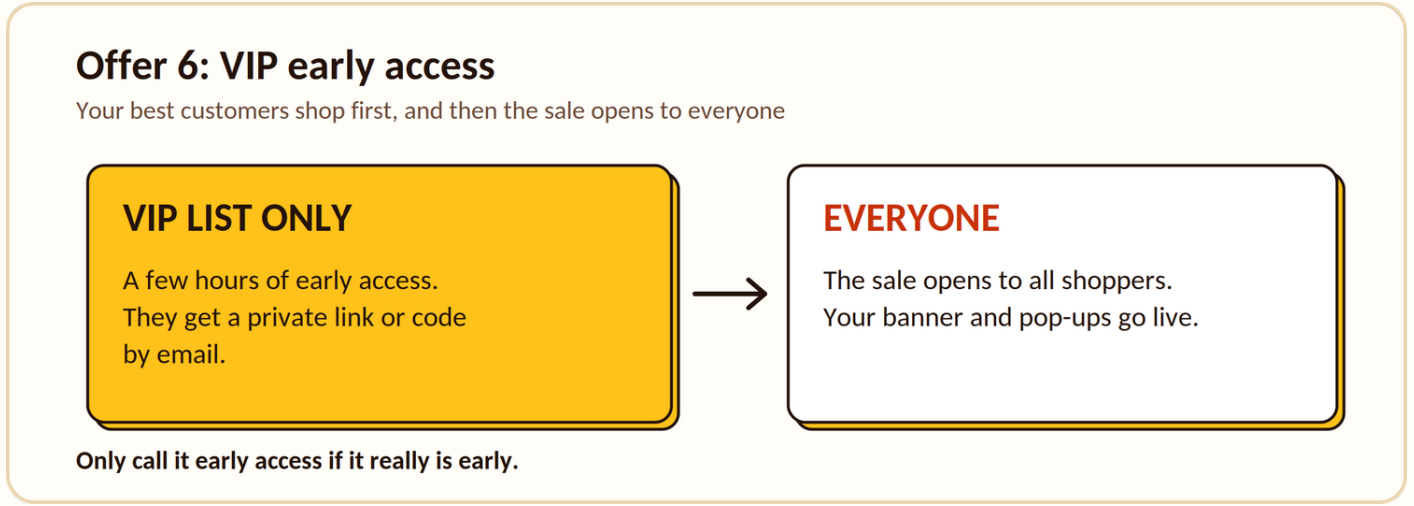
Give your best customers the deal first.

WHY IT WORKS

People like to feel special. An early window lets you test your offer before the biggest rush, and it gives shoppers a reason to join your list.

Setup

1. Make a sign-up form with a clear promise: "Get early access to our Black Friday deals."
2. Choose how early: a few hours or a day. An email tool such as Klaviyo or Mailchimp can handle the form and the emails.
3. Send your list a private link or code.
4. Open the offer to everyone afterwards.



VIP early access: your best customers shop first.

Copy to use

- "You're on the VIP list. Shop our sale before anyone else."
- "Early access starts now. Just for you."

Avoid this

Only call it early access if it really is early.

Start small

One email to your list a few hours before launch.

Offer 7

Flash deals

Effort: Medium **Best for:** keeping shoppers coming back

GOAL

Run short mini-offers during your sale.

WHY IT WORKS

A short deal gives shoppers a reason to check your store again and act without waiting.

Setup

1. Plan 2 or 3 deals, each with its own product or discount.
2. Set a real start and end time, such as 24 hours or 6 hours.
3. Announce each deal in your banner and by email.
4. End it on time.



Flash deals: short mini-offers during the sale.

Copy to use

- "Flash deal: 6 hours only."
- "New deal drops at noon."

Avoid this

Do not extend a deal every time it ends. Shoppers learn that your deadlines are not real.

Start small

One 24-hour flash deal.

3. The honest-urgency rule

Urgency works when it is true. Fake urgency breaks trust, and it can break the law.

Always:

- Use **real deadlines.** If the deal ends Monday, it ends Monday.
- Use **real stock.** Only say "only 5 left" if only 5 are left.
- Use **real "was" prices.** The "before" price must be a price you truly charged.

Why this matters:

- Shoppers compare prices. Many now check whether a "sale" price is really lower than the usual price. Honest stores stand out.
- **Rules exist.** In the U.S., the FTC can act against deceptive pricing and fake urgency. In the EU, when you show a price reduction, you generally must also show the lowest price from the previous 30 days. Rules differ by country, so check the ones that apply to you. This is general information, not legal advice.

> **COMMON MISTAKE**
> Raising prices before the sale so the discount looks bigger. Shoppers notice, and so do regulators.

Your offer worksheet

Fill this in before you move on.

1. **My maximum discount** (from Section 1): _____ %
2. **My main offer** (pick one): _____
3. **My second offer, if any** (optional): _____
4. **Start date and time:** _____ **End date and time:** _____
5. **My offer in one sentence:** "_____"

Test your sentence. Show it to one friend. If they cannot repeat it back, make it simpler.

Chapter 2 checklist

- [ ] I know my margin on my top 5 products
- [ ] I know my maximum discount
- [ ] I picked one main offer
- [ ] I set real start and end times
- [ ] I can say my offer in one sentence
- [ ] My "was" prices and stock claims are true

CHAPTER 3

3

Banners, Timers and Urgency

Make your offer impossible to miss

Make your offer impossible to miss

Think about walking into a store with a big sale. The signs are on the door, on the walls and at the register. You cannot miss them.

Now think about an online store. A shopper might land on your product page from an ad, on your blog from a search, or on your home page from an email. If your offer only lives on the home page, many shoppers never see it.

This chapter fixes that. You will learn how to:

- Put your offer in front of every visitor in one second
- Use timers and stock messages honestly
- Change your message as Black Friday gets closer

1. Why the top of the page matters

Shoppers decide fast. In Chapter 1, you saw that more than half of Cyber Monday sales in 2025 came from phones, and Adobe expects phones to drive 57.4% of online spending across this whole season. On a phone, the screen is small. You get a few seconds and a few words.

A bar at the top of every page does three jobs:

1. **It tells shoppers about the deal,** no matter which page they land on.
2. **It answers a quiet question:** "Is there a sale?"
3. **It can remove a surprise.** Baymard Institute, a research group that studies online checkout, found that about 70% of online carts are abandoned. Among shoppers who gave a reason for leaving, "extra costs were too high" (shipping, tax and fees) was the biggest one, at about 39%. If your bar says "Free shipping over $75," shoppers know the cost before they reach checkout.

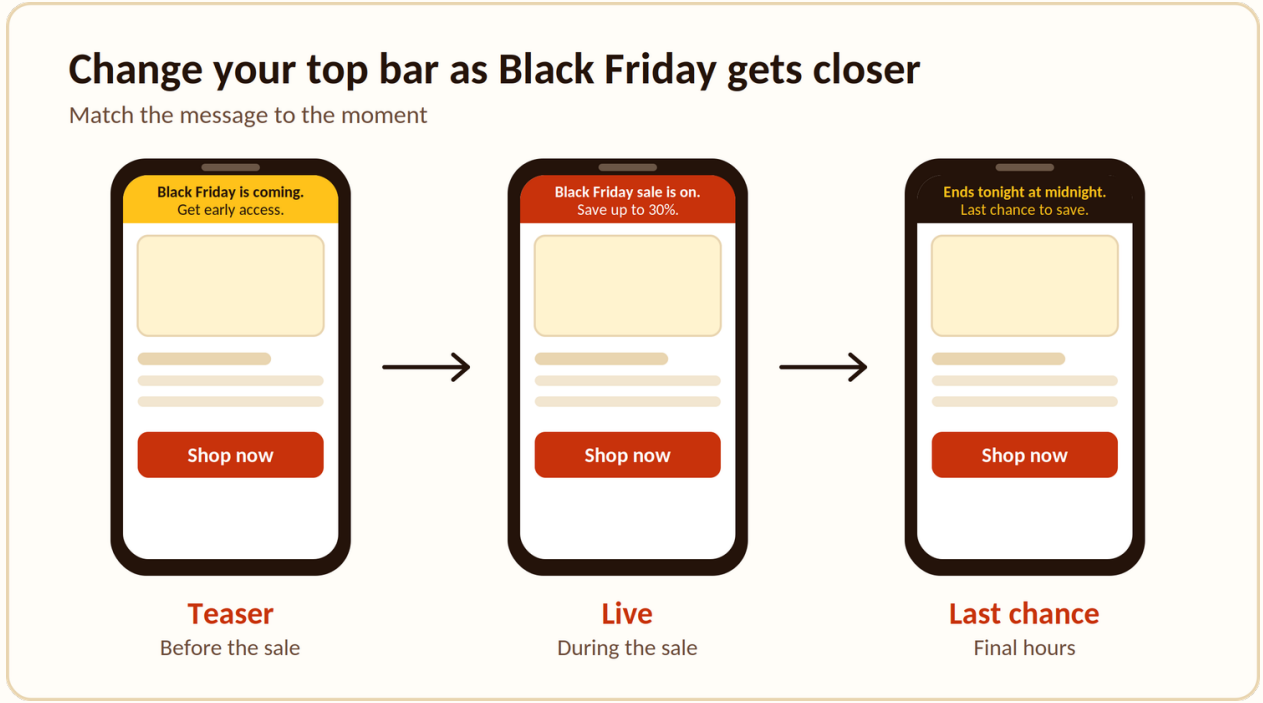
DO THIS TODAY

Open your store and land on a product page, not your home page. Can you tell there is a sale? If not, your offer is hidden from many of your visitors.

2. Change your message in three steps

Do not use one message for the whole season. Shoppers pay attention to what is new, so match your bar to the moment.

Step	When	What the bar does
Teaser	Before the sale	Builds interest and collects emails
Live	From launch until your sale ends	Shows the offer and how to get it
Last chance	Final hours	Tells shoppers time is almost up



The same top bar changes as the sale gets closer: teaser, live, last chance.

Example messages

- **Teaser:** "Black Friday is coming. Join the VIP list for early access."
- **Live:** "Black Friday sale is on. Save up to 30%."
- **Last chance:** "Ends tonight at midnight. Last chance to save."

Change the message at the right time. A "coming soon" bar that stays up during the sale looks like you forgot.

Chapter 3

The announcement bar

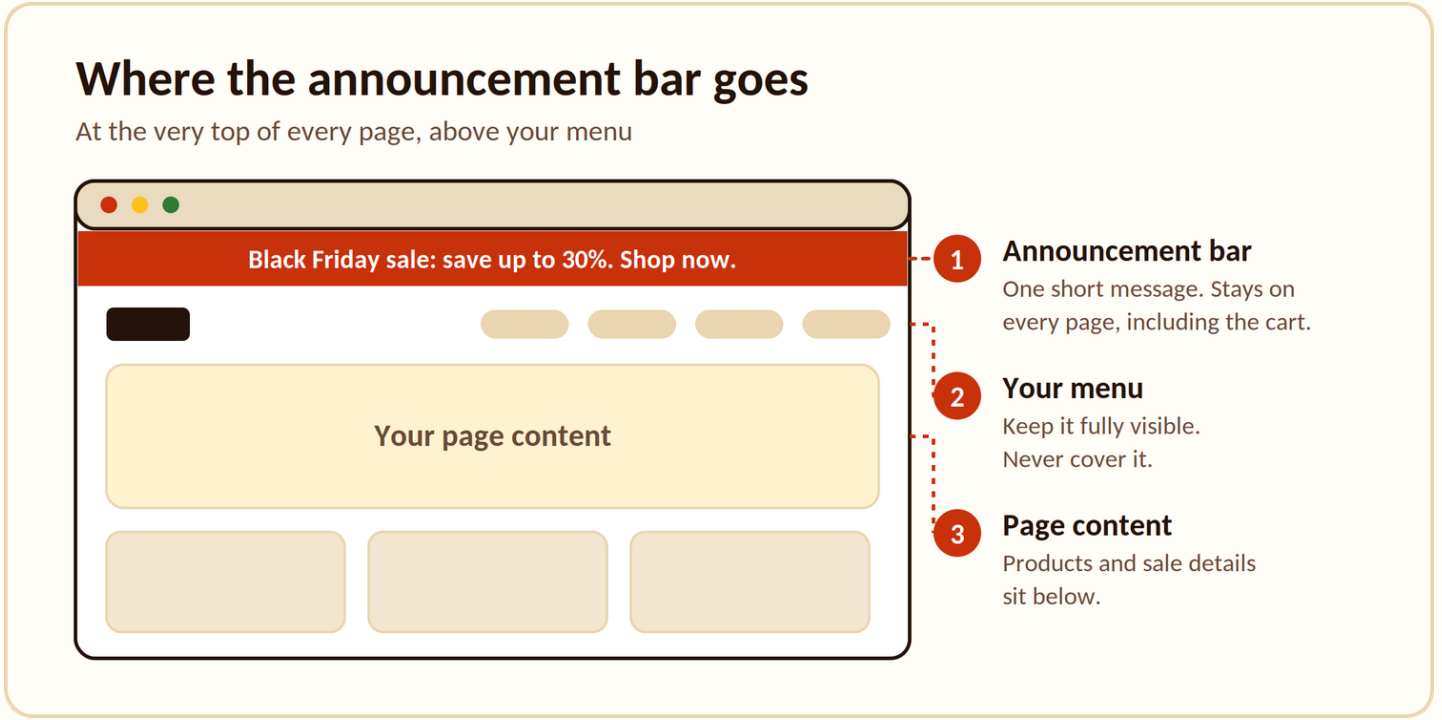
Effort: Low **Best for:** every store

GOAL

Show your offer at the top of every page.

WHY IT WORKS

The top of the page is the first thing shoppers see. It is also the one place where you can reach everyone, whatever page they land on.



The announcement bar goes at the very top of every page, above your menu.

3. The four tools

The announcement bar

Setup

1. Write one short message with one offer.
2. Add the bar at the very top of every page, above your menu, including the cart.
3. Link the bar to your sale page.
4. Change the message at each step in Section 2.

Copy to use

- "Black Friday sale: save up to 30%. Shop now."
- "Spend $75, get a free gift."

Avoid this

One bar, one message. Three offers in one bar means shoppers read none of them.

Start small

A single-line bar linked to your sale page.

Chapter 3

The countdown timer

Effort: Low to Medium

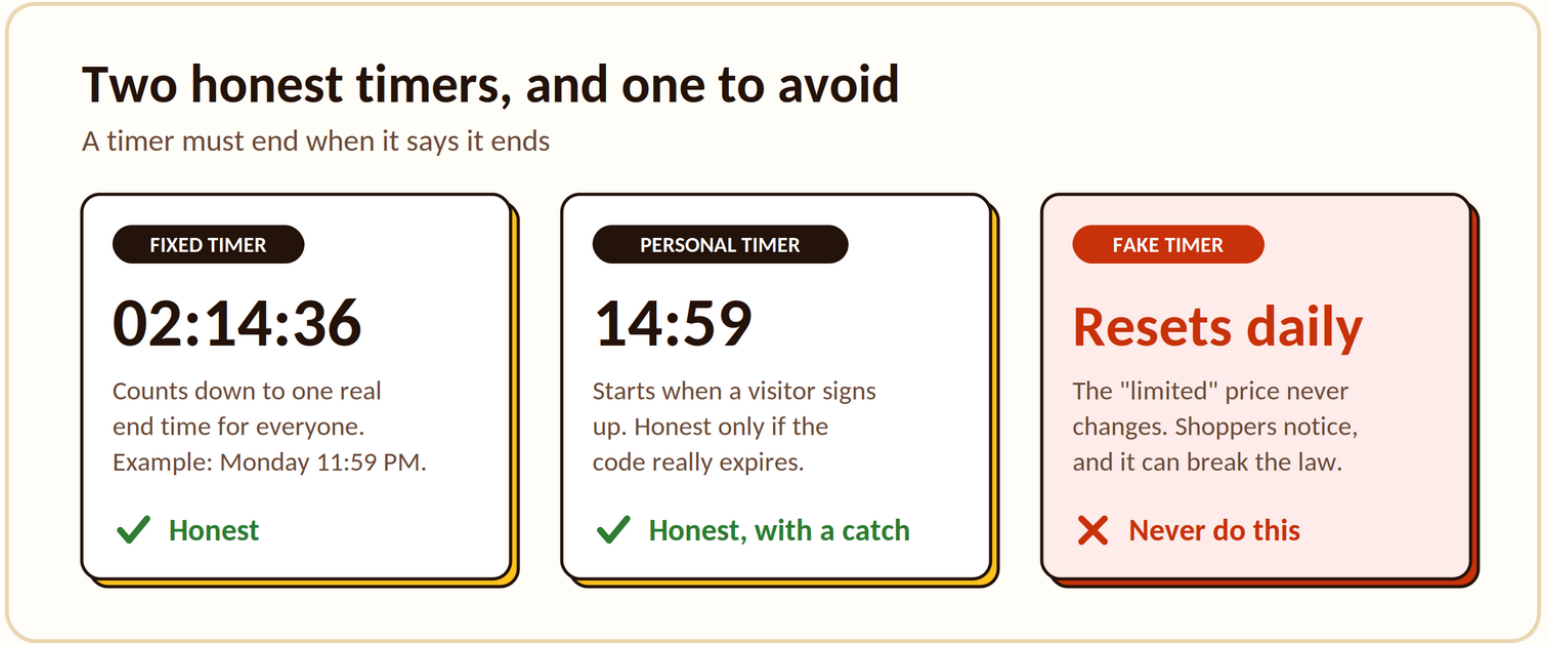
Best for: sales with a real end time

GOAL

Show how much time is left, so shoppers do not put off buying.

WHY IT WORKS

A deadline helps people decide. Without one, "I'll come back later" often becomes "never."



Two honest timers, and one to avoid.

Two kinds of timer

- **Fixed timer:** counts down to one real end time for everyone. Example: the sale ends Monday at 11:59 PM.
- **Personal timer:** starts when a visitor arrives or signs up. Only use it if the offer really ends for that person, for example a code that truly expires after 15 minutes.

Setup

1. Choose a real end date and time, and check your time zone.
2. Place the timer inside your top bar, at the top of your sale page, or both.
3. Make sure the offer really ends when the timer hits zero.
4. Plan what shows after it ends. Remove the timer and the offer, or switch to your next message.

Copy to use

- "Sale ends in 02:14:36."
- "Early access closes tonight."

Avoid this

A timer that resets every day while the "limited" price never changes is a fake timer. Shoppers notice, and it can break consumer-protection rules. (See the honest-urgency rule in Chapter 2.)

Start small

Put a timer for one real end date in your sale-page header.

Chapter 3

The low-stock message

Effort: Medium **Best for:** products that really sell out

GOAL

Tell shoppers when stock is running low.

WHY IT WORKS

People want what other people want. A real "only a few left" gives shoppers a reason not to wait.

Setup

1. Choose a low-stock number, such as 10 units.
2. Connect the message to your real inventory, so it updates by itself.
3. Show it on the product page, right under the price or next to the "Add to cart" button.
4. Hide the message when stock is above your number.



A real low-stock message sits right under the price or next to the button.

Copy to use

- "Only 4 left in stock."
- "Selling fast. Low stock."

Avoid this

Never type a stock number by hand. If it is not connected to your real inventory, do not use it.

Start small

Turn on the low-stock message on your top 3 products only.

Chapter 3

The sticky phone banner

Effort: Low

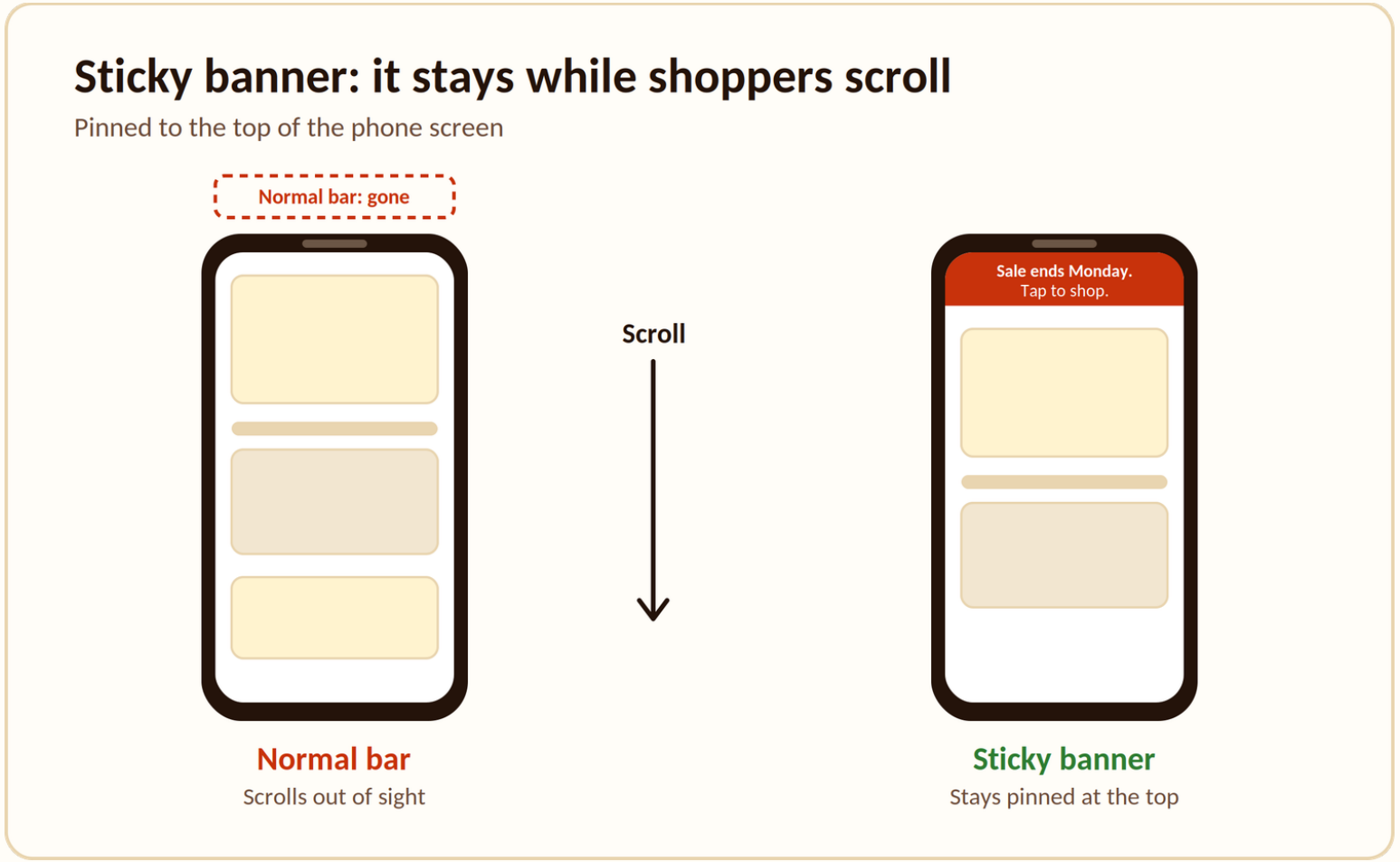
Best for: stores with a lot of phone traffic

GOAL

Keep your offer in view at the top of the phone screen while shoppers scroll.

WHY IT WORKS

Your normal announcement bar scrolls out of sight as soon as a shopper moves down the page. A thin banner pinned to the top of the screen stays visible the whole time. The top is the safest spot on a phone, because the bottom of the screen is where the browser's own buttons and your "Add to cart" button live.



A sticky banner stays pinned at the top of the phone screen while shoppers scroll.

Setup

1. Make a thin, one-line banner and pin it to the top of the screen, so it stays in place as shoppers scroll.
2. Keep it small. It should never cover more than a thin strip of the screen.
3. Make sure it does not hide your menu or cart button.
4. Test it on a real phone, not just a computer screen.

Copy to use

- "Sale ends Monday. Tap to shop."
- "Free shipping over $75."

Avoid this

A banner that makes the page hard to read or tap. If it gets in the way, remove it. A banner that blocks shopping costs you sales.

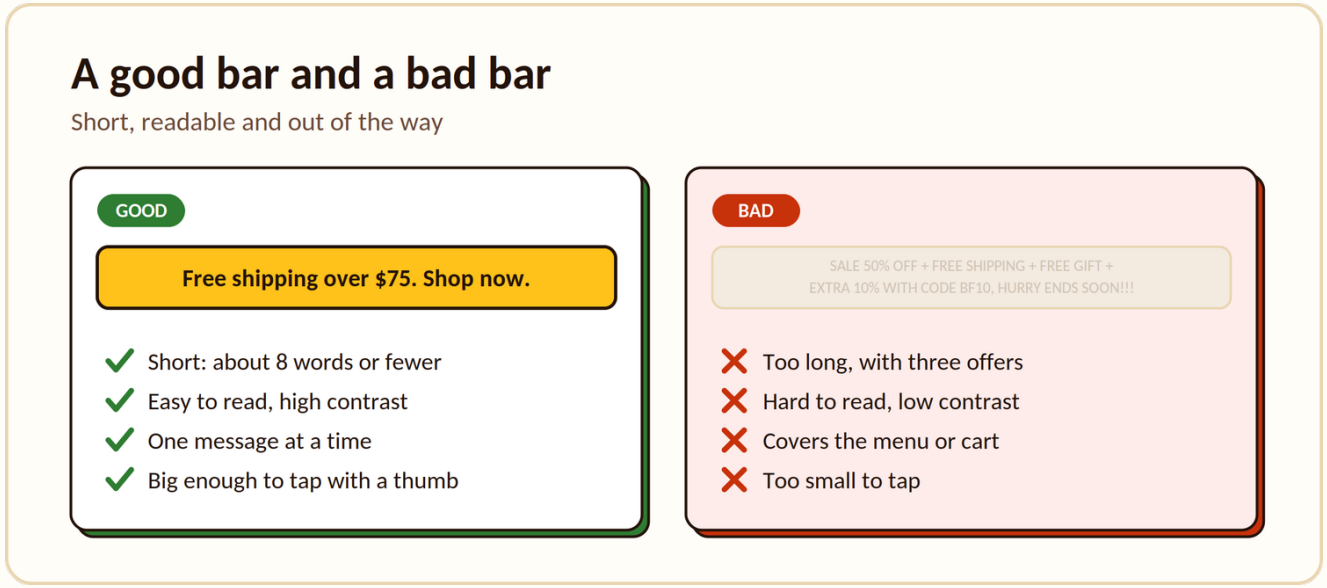
Start small

Make your existing top bar stay in place on phones.

4. Design rules for bars

Follow these six rules, and you will avoid most mistakes:

1. **Keep it short.** Aim for about 8 words or fewer.
2. **Make it readable.** Use dark text on a light background, or light text on a dark one. Do not use a color that blends in.
3. **One message at a time.**
4. **Make it tappable.** Buttons and links should be big enough for a thumb, at least about 44 pixels tall.
5. **Do not block the page.** Never cover your menu, cart or checkout button.
6. **Test on a phone.** Look at it on a real phone, at arm's length.



A good bar is short, readable and out of the way.

The "8 words" and "44 pixels" tips are general design guidelines, not research findings.

5. Copy bank: 15 bar messages

Teaser (before the sale)

1. "Black Friday is coming. Get early access."
2. "Join the VIP list. Get the deal first."
3. "Something big drops [date]. Be first."
4. "Early access starts soon. Sign up now."
5. "Our best deals of the year. Coming [date]."

Live (during the sale)

6. "Black Friday sale: save up to [X]%."
7. "Free gift with every order over $[X]."
8. "Spend $[X], save [X]%."
9. "Our biggest sale is on. Shop now."
10. "Free shipping over $[X]. Today only."

Last chance (final hours)

11. "Last chance. Sale ends tonight."
12. "Ends at midnight. Don't miss it."
13. "Final hours to save [X]%."
14. "Cyber Monday: last day to save."
15. "Only a few hours left. Shop now."

Fill in the [brackets] with your real numbers and dates.

Your bar worksheet

Write your three messages now.

1. **Teaser message:** "_____"
2. **Live message:** "_____"
3. **Last-chance message:** "_____"
4. **My real end date and time:** _____
5. **My low-stock number (if used):** _____ units

Test it. Show your live message to a friend for 3 seconds, then hide it. Ask: "What was the offer?" If they cannot tell you, shorten it.

Chapter 3 checklist

- [ ] My offer shows on every page, including product pages and the cart
- [ ] I wrote three messages: teaser, live and last chance
- [ ] My timer, if I use one, ends at a real time
- [ ] My low-stock numbers come from real inventory
- [ ] My phone banner does not block the menu or cart
- [ ] I tested everything on a real phone

CHAPTER 4

4

Pop-ups That Convert

Pop-ups work, but only if you use them right

Pop-ups work, but only if you use them right

Most people say they hate pop-ups. But stores keep using them, because they work.

A bad pop-up covers the page the second you arrive, hides the close button and begs. A good pop-up shows up at the right moment, offers something useful and is easy to close.

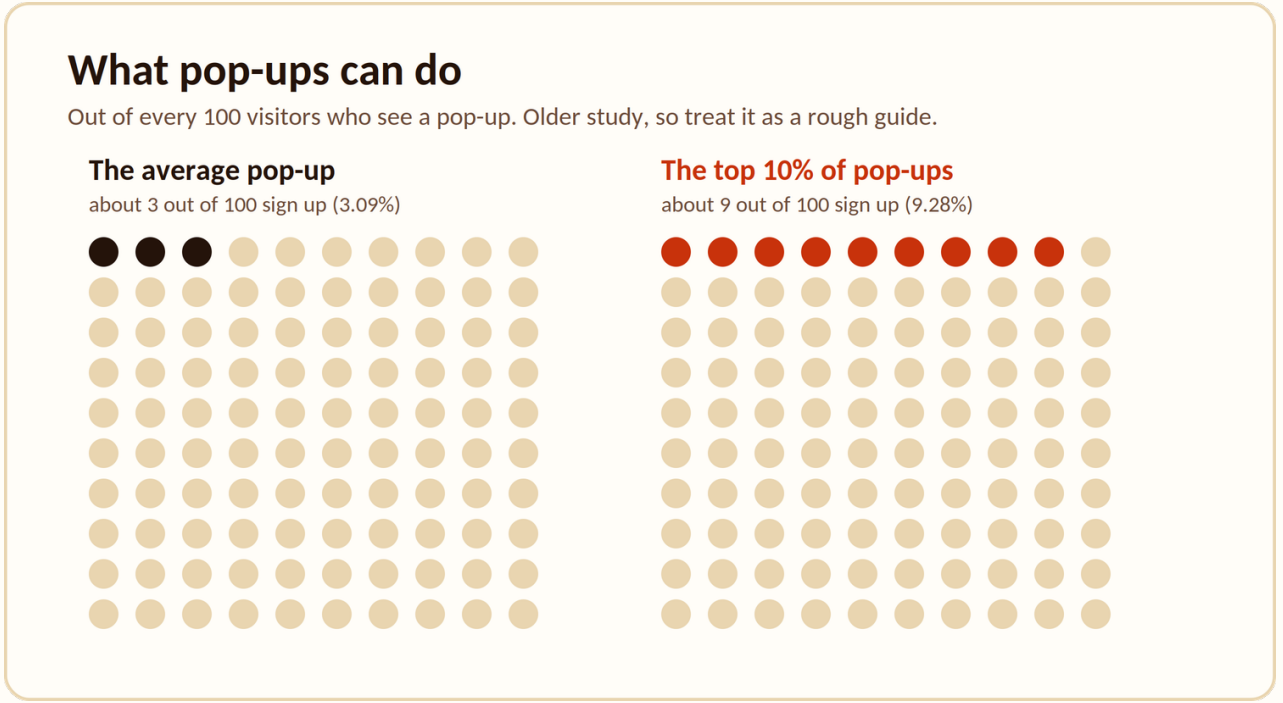
This chapter shows you how to build the good kind. You will learn:

- What results are realistic
- Six rules that keep pop-ups helpful, not annoying
- Seven pop-ups you can use during Black Friday, with copy
- How to keep Google and your phone shoppers happy

1. What pop-ups can do

Sumo, a pop-up tool company, studied about 2 billion pop-ups. Here is what it found:

- The average pop-up converted about **3 out of every 100** people who saw it (3.09%).
- The top 10% of pop-ups averaged about **9 out of 100** (9.28%).
- The best pop-ups usually did not appear right away. Of the top performers, only 8% showed up in the first 4 seconds.



Out of every 100 visitors who see a pop-up, a few sign up. The best pop-ups do much better than average.

Two warnings about these numbers. The study is a few years old, and it covers many kinds of websites, not only stores. Treat it as a rough guide, not a promise. Your own numbers matter more.

What this means for you: Ask for as little as possible. For most pop-ups, that is just an email address. The more you ask for, the more reasons a shopper has to close the box.

DO THIS TODAY

Look at your store on your phone and on a laptop. Do you have any pop-ups right now? Write down what each one says and when it appears. You will improve them by the end of this chapter.

2. Six rules for pop-ups that do not annoy

Rule 1: One pop-up, one job. Each pop-up has one offer and one button. Do not ask for an email and a phone number and a birthday.

Rule 2: Wait a little. Do not show a pop-up the moment someone lands. Give them 10 to 15 seconds, or wait until they scroll partway down the page. These are good starting points for your tests.

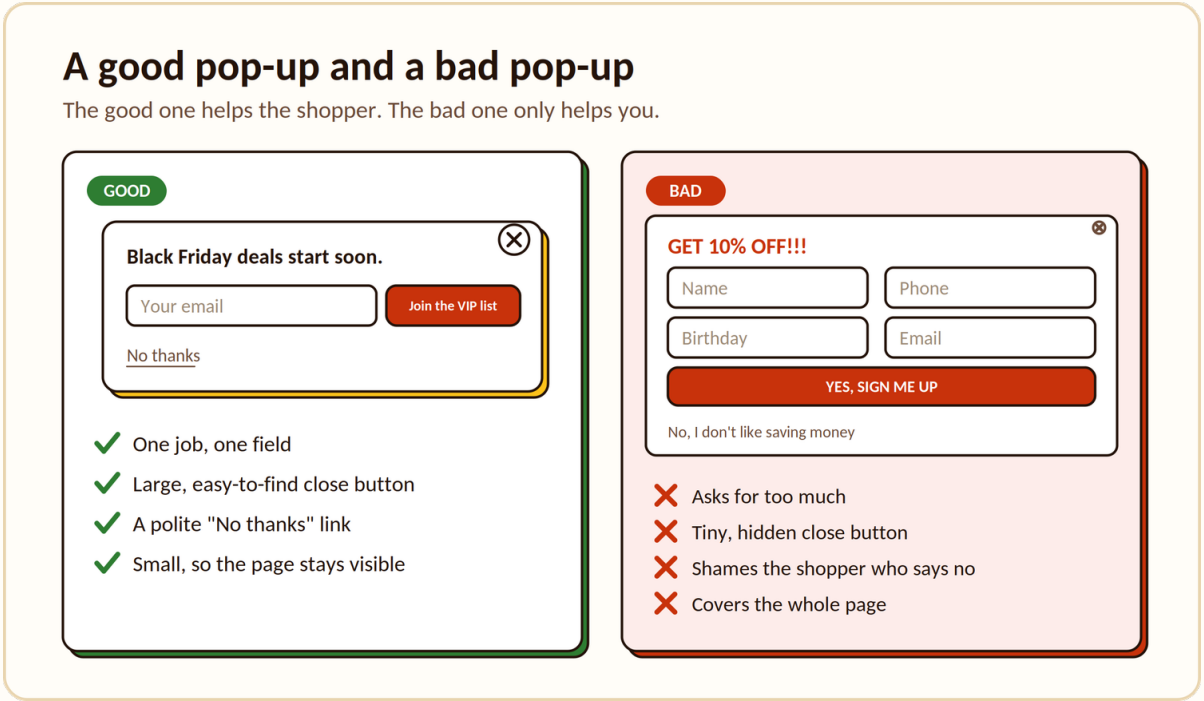
Rule 3: Do not repeat yourself. If someone closes a pop-up, do not show it again for at least a week. Never show a sign-up pop-up to someone who already signed up or already bought.

Rule 4: Make it easy to close. The close button should be large, clear and easy to tap. A hidden or tiny "X" makes shoppers angry, and some of them never come back.

Rule 5: Protect your phone shoppers. Google has said that pop-ups covering the page right after someone arrives from search can hurt your search ranking on phones. Pop-ups that are small, easy to dismiss or required by law are generally fine. On phones, use small pop-ups: a slide-in or a bottom panel.

Rule 6: Be honest about consent. If you collect emails or phone numbers, say what people will get. Do not pre-check a box that signs them up for marketing. For text messages, ask for clear permission. Rules differ by country, so check the ones that apply to you. This is general information, not legal advice. Chapter 8 covers more.

How many to run: Two or three pop-ups at the same time is plenty. Never show more than one pop-up at a time on the same page.



A good pop-up helps the shopper. A bad pop-up only helps you.

Most email tools, such as Klaviyo, Mailchimp and Omnisend, include pop-up forms, so you may not need a separate pop-up app. Check what you already pay for before you add anything.

Pop-up 1

The sliding corner pop-up

Effort: Low

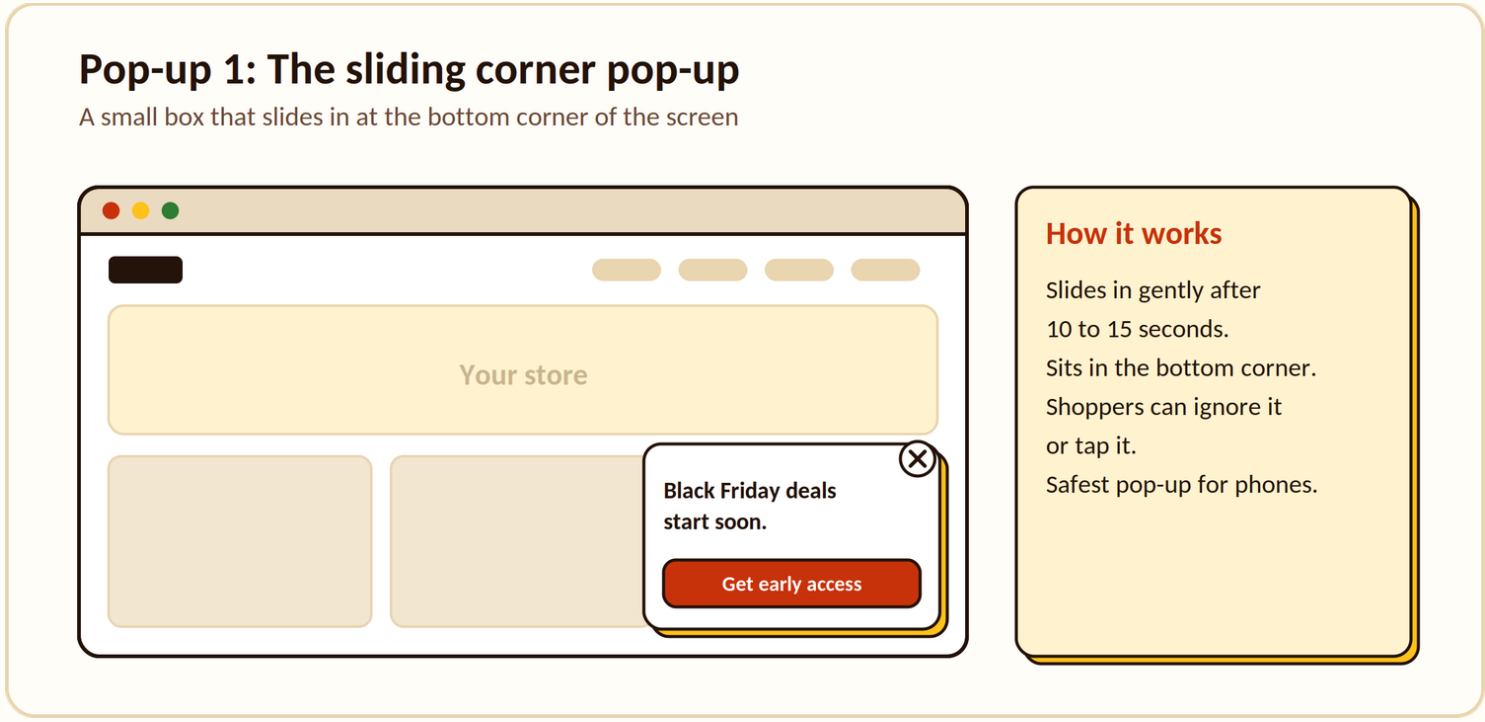
Best for: every store, on phones and laptops

GOAL

Show your offer without covering the page.

WHY IT WORKS

It slides in gently at the bottom corner of the screen. Shoppers can ignore it or tap it. That makes it the safest pop-up for phones.



The sliding corner pop-up sits in the bottom corner of the screen.

3. The seven pop-ups

The sliding corner pop-up

Setup

1. Choose one offer or one sign-up promise.
2. Set it to appear after about 10 to 15 seconds.
3. Keep it small, in the bottom corner, and make the close button easy to see.
4. Do not show it again for 7 days if it is closed.

Copy to use

- Headline: "Black Friday deals start soon."
- Button: "Get early access"

Avoid this

Do not let it cover the "Add to cart" button on a product page.

Start small

One slide-in on your home page with a sign-up for early access.

Pop-up 2

The exit pop-up (laptop only)

Effort: Low

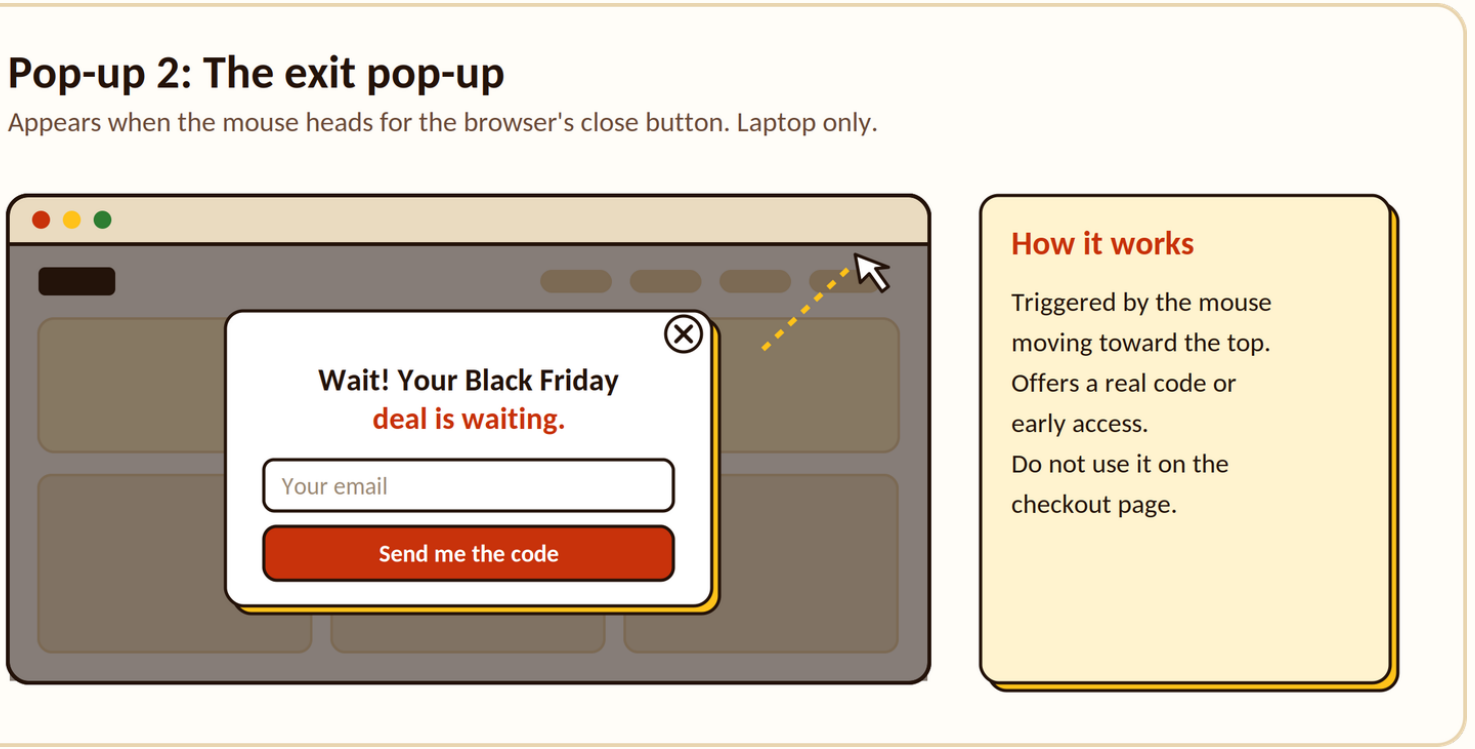
Best for: catching shoppers who are about to leave

GOAL

Give a reason to stay or come back.

WHY IT WORKS

It appears when the mouse moves toward the browser's close button. This is the shopper's last moment of attention, and a good offer can make them pause.



The exit pop-up appears when the mouse heads for the browser's close button.

The exit pop-up (laptop only)

Setup

1. Turn on the "exit intent" trigger in your pop-up tool.
2. Offer something real, like a sale code or early access.
3. Show it only on laptops. Phones have no mouse, so this trigger is not reliable there.
4. Hide it from anyone who already signed up or bought.

Copy to use

- Headline: "Wait! Your Black Friday deal is waiting."
- Button: "Send me the code"

Avoid this

Do not use it on the checkout page. Distracting someone who is paying causes lost sales.

Start small

One exit pop-up offering a sale code in exchange for an email.

Pop-up 3

The full-screen offer (laptop only)

Effort: Medium

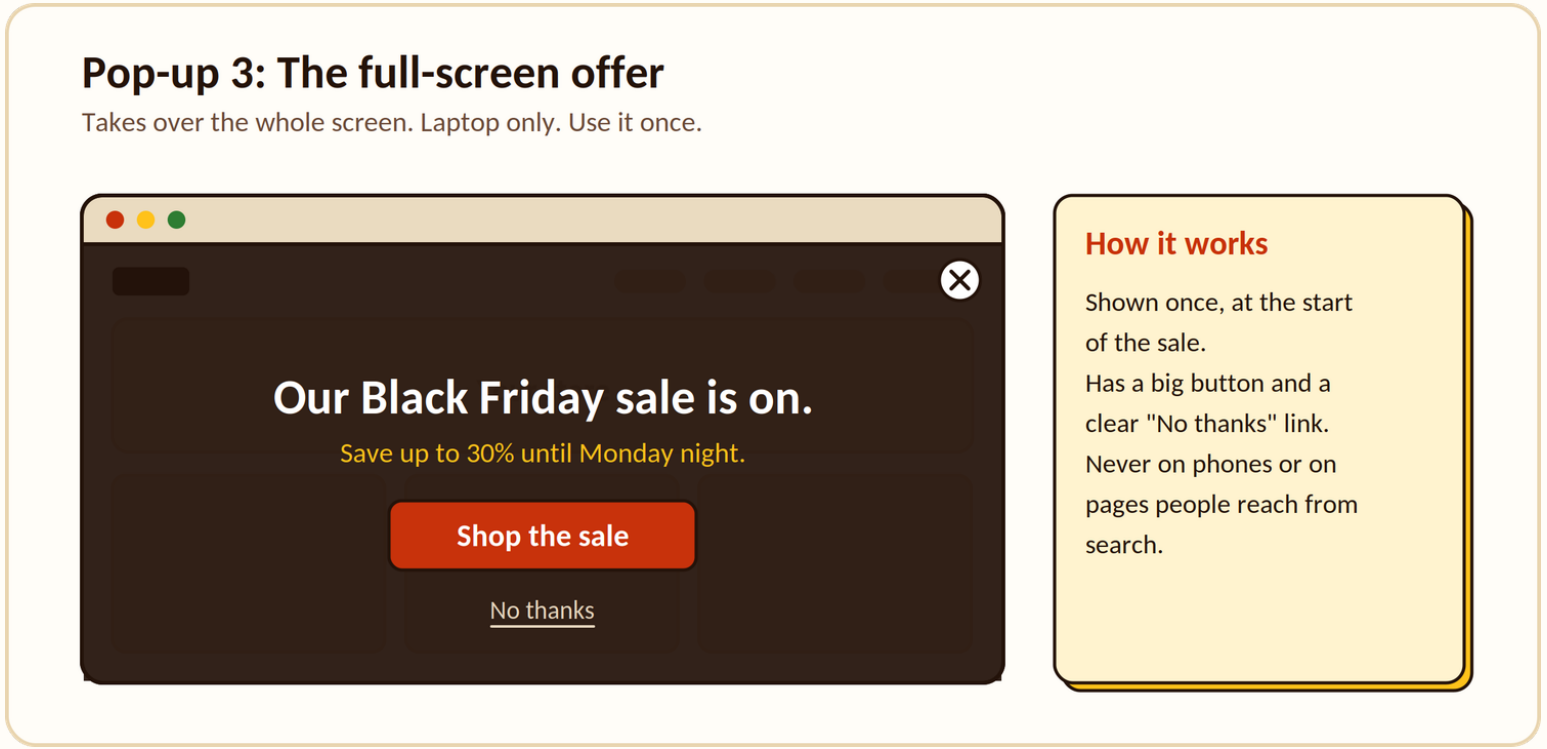
Best for: your main announcement on laptops

GOAL

Make your big offer impossible to miss.

WHY IT WORKS

It takes over the screen, so it gets full attention. That is exactly why it can also annoy people, so use it rarely.



The full-screen offer takes over the whole screen, so use it once.

The full-screen offer (laptop only)

Setup

1. Use it once per visitor, at the start of the sale.
2. Show it after the visitor has been on the site for a bit, not the second they land.
3. Put your offer, a clear button and a big "No thanks" link on the screen.
4. Do not use it on phones, or on pages people land on from search.

Copy to use

- Headline: "Our Black Friday sale is on."
- Button: "Shop the sale"

Avoid this

If it appears on every page, shoppers will leave. Once is enough.

Start small

One full-screen pop-up on laptops, shown once at the start of the sale.

Pop-up 4

Spin-to-win

Effort: Medium

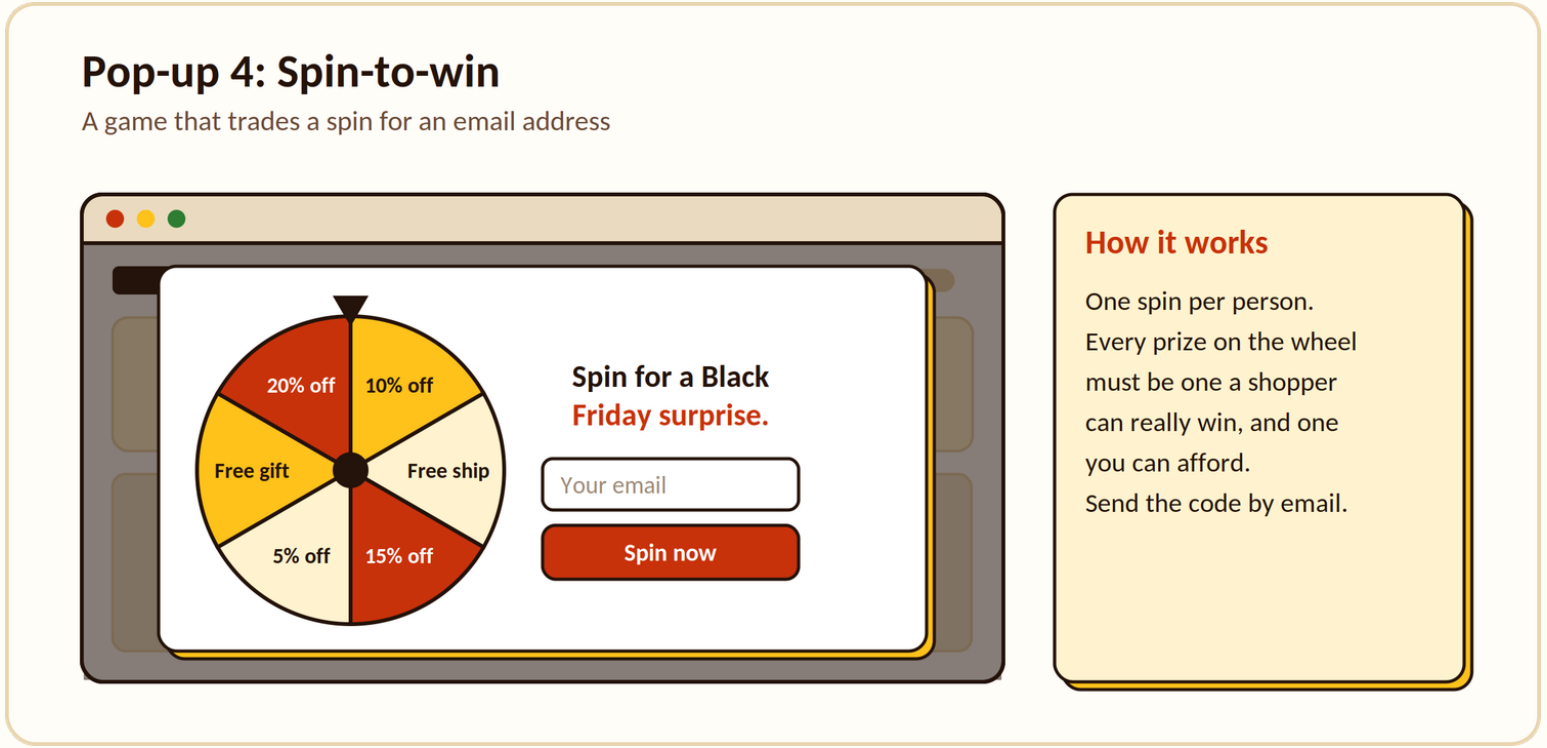
Best for: stores that want email sign-ups and have margin to spare

GOAL

Make joining your list feel like a game.

WHY IT WORKS

People enjoy trying their luck. Shoppers who play are interested enough to give their email.



Spin-to-win trades a spin for an email address.

Spin-to-win

Setup

1. Set your prizes using the maximum discount from Chapter 2. Never list a prize you cannot afford.
2. Use real prizes. If a slice says "20% off," someone must be able to win 20% off.
3. Send the code by email, and give it a real end date.
4. Say the rules clearly: one spin per person.

Copy to use

- Headline: "Spin for a Black Friday surprise."
- Button: "Spin now"

Avoid this

A wheel that always lands on the smallest prize, or shows prizes nobody can win, breaks trust and may break advertising rules.

Start small

Three prizes you can afford, one spin, code sent by email.

Pop-up 5

The timed or scroll pop-up

Effort: Low

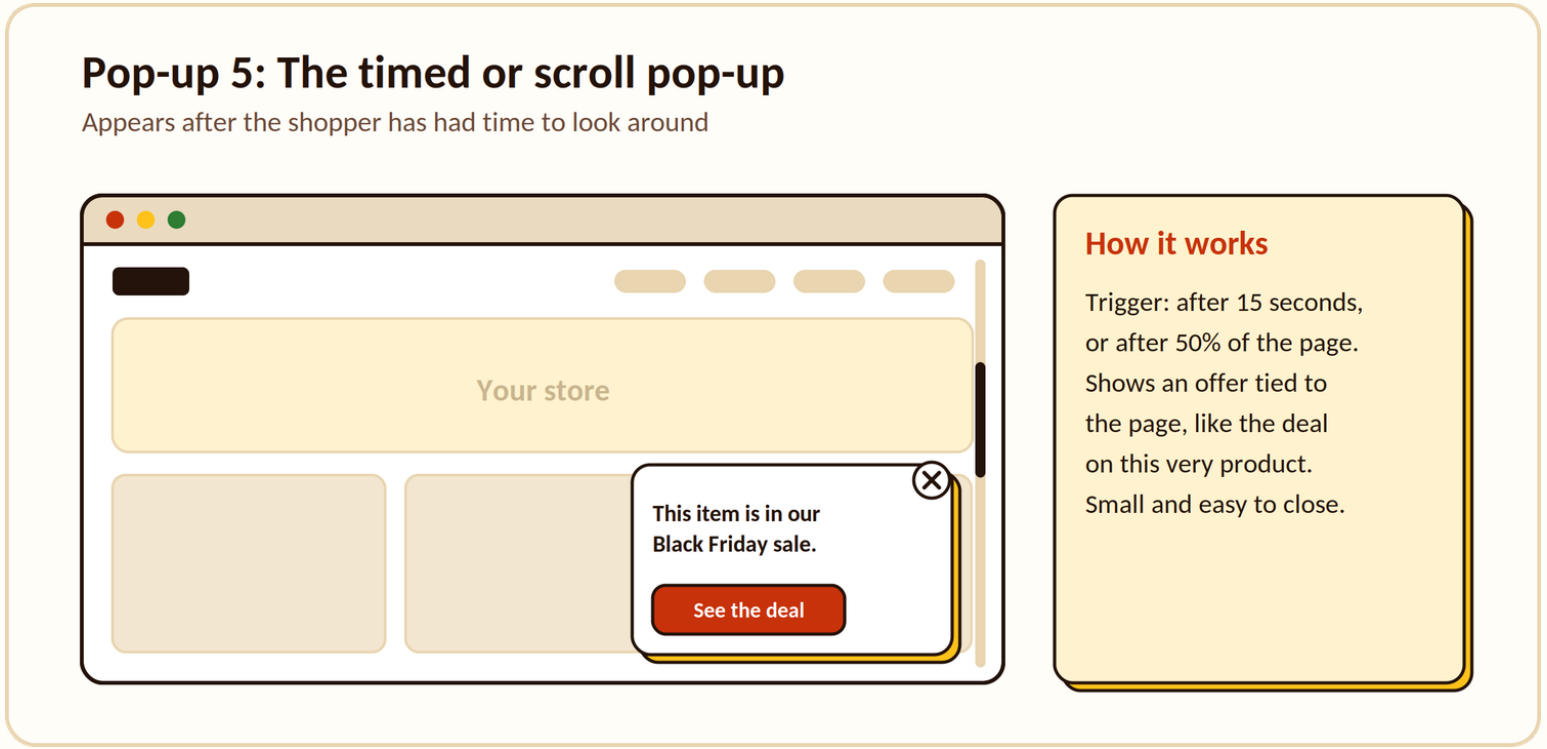
Best for: shoppers who are looking but not buying

GOAL

Show the right message after the shopper has had time to look around.

WHY IT WORKS

Someone who has scrolled halfway down a page is interested. That is the right moment to mention your offer.



The timed or scroll pop-up appears after the shopper has looked around.

The timed or scroll pop-up

Setup

1. Choose a trigger: "after 15 seconds" or "after 50% of the page."
2. Show an offer related to the page. On a product page, mention the deal on that product.
3. Make it small and easy to close.

Copy to use

- Headline: "This item is in our Black Friday sale."
- Button: "See the deal"

Avoid this

Do not stack it with another pop-up on the same page.

Start small

One timed message on your best-selling product page.

Pop-up 6

The cart reminder

Effort: Low

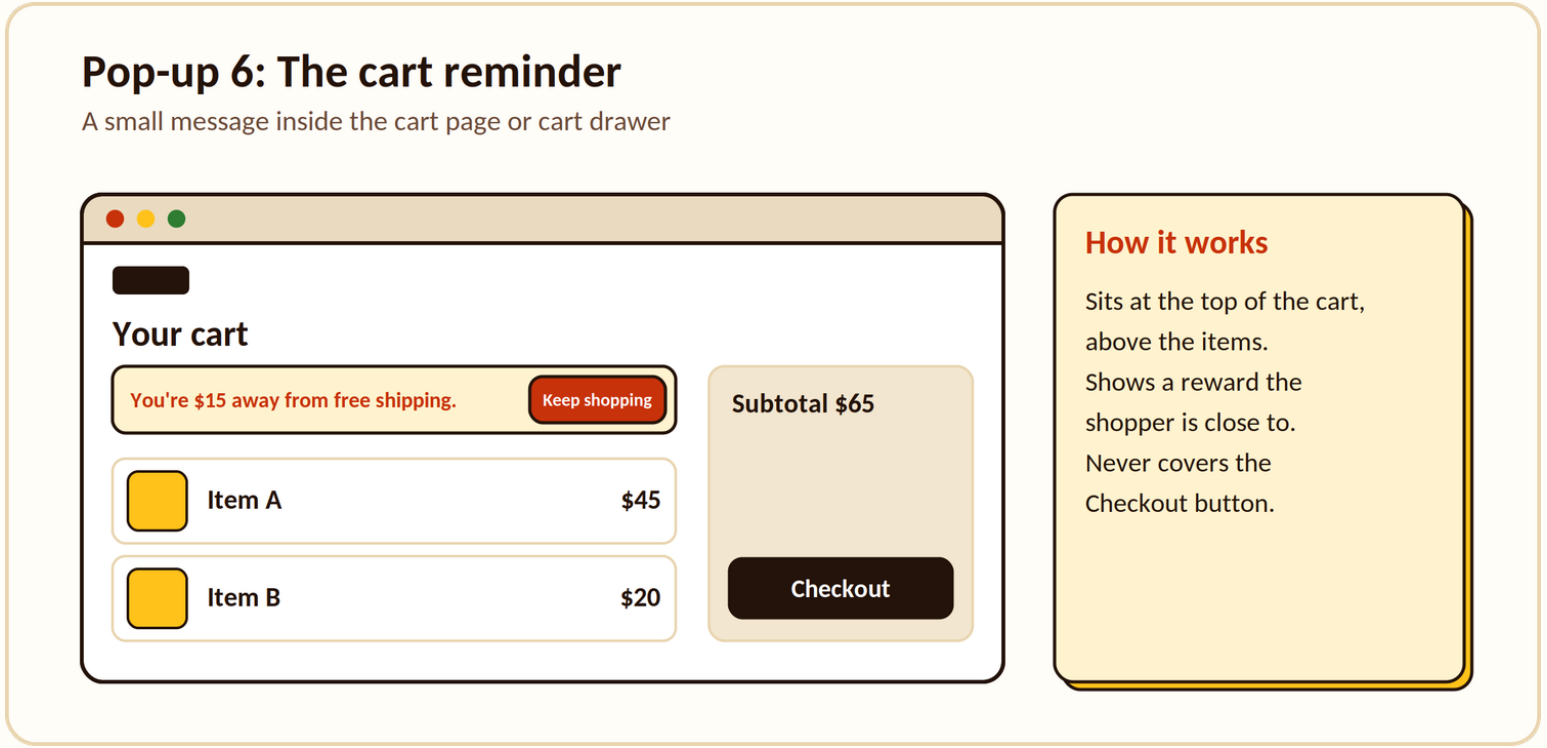
Best for: raising order size and reducing abandoned carts

GOAL

Nudge shoppers who have items in their cart.

WHY IT WORKS

Shoppers with a full cart are close to buying. Baymard Institute found that about 70% of carts are abandoned, and extra costs such as shipping were the top reason shoppers gave. A small reminder with clear costs or a reward helps.



The cart reminder sits at the top of the cart page.

The cart reminder

Setup

1. Show it as a small message inside the cart page or cart drawer.
2. Tell them about a reward they are close to: free shipping or a free gift (from Chapter 2).
3. Keep it small, not full-screen.

Copy to use

- Headline: "You're $15 away from free shipping."
- Button: "Keep shopping"

Avoid this

Do not block the checkout button.

Start small

One message showing the free-shipping or free-gift goal.

Pop-up 7

The teaser or waitlist pop-up

Effort: Low

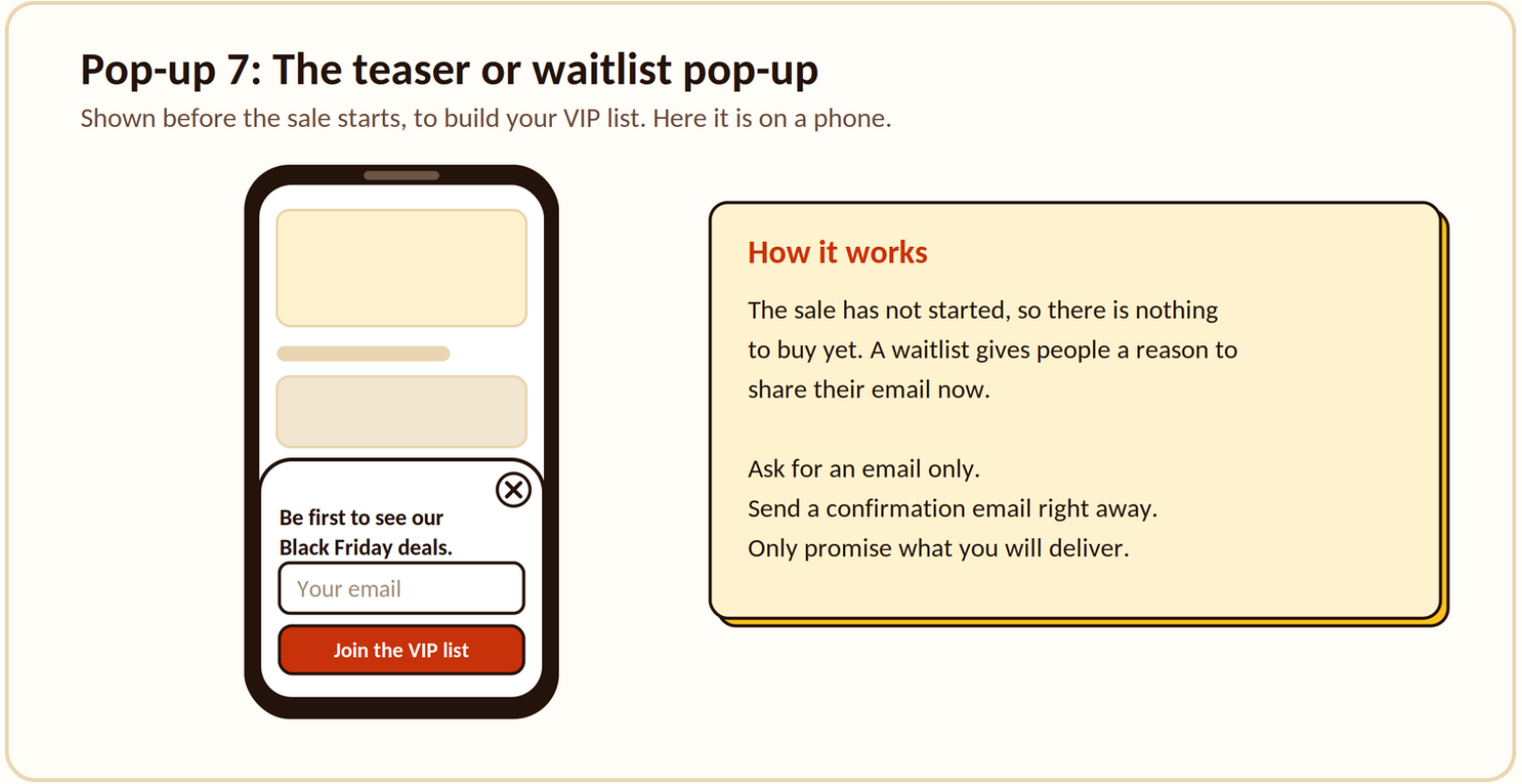
Best for: the Tease step, before the sale

GOAL

Build your VIP list before Black Friday starts.

WHY IT WORKS

The sale has not started, so there is nothing to buy yet. A waitlist gives people a reason to share their email now, and you can reach them when the sale goes live.



The waitlist pop-up on a phone, shown before the sale starts.

Pop-up 7

The teaser or waitlist pop-up

Setup

1. Offer one clear benefit: early access, a head start or a surprise.
2. Ask for an email only.
3. Send a confirmation email right away.
4. Use your list in the Launch step (Chapter 6).

Copy to use

- Headline: "Be first to see our Black Friday deals."
- Button: "Join the VIP list"

Avoid this

Only promise what you will deliver. If you say "early access," give early access.

Start small

One slide-in asking for an email, with a promise of early access.

4. Pop-ups on phones

Most shoppers are on phones, so this matters most.

- **Use small pop-ups.** A slide-in or a panel at the bottom of the screen is better than a full-screen takeover.
- **Do not cover the page.** Shoppers need to see the product and the "Add to cart" button.
- **Make buttons big.** A thumb needs space. Aim for at least about 44 pixels tall.
- **Skip the exit pop-up.** Phones have no mouse, so exit triggers do not work well.
- **Test on a real phone.** Open your store on a phone and try to close every pop-up with one thumb.

5. Copy bank

15 headlines

1. "Get early access to our Black Friday deals."
2. "Do not miss our biggest sale of the year."
3. "Your Black Friday code is waiting."
4. "Join the VIP list. Shop first."
5. "Save up to [X]% this Black Friday."
6. "Be first. Get the deal before anyone else."
7. "Wait! Take [X]% off before you go."
8. "You're $[X] away from free shipping."
9. "Unlock a free gift with your order."
10. "Spin for a Black Friday surprise."
11. "This item is in our sale."
12. "Our biggest sale starts [date]."
13. "Last chance. Sale ends tonight."
14. "Get the code. Use it before [date]."
15. "Thanks for stopping by. Here is a gift."

10 button texts

1. "Get early access"
2. "Join the VIP list"
3. "Send me the code"
4. "Shop the sale"
5. "Show me the deals"
6. "Claim my [X]% off"
7. "Spin now"
8. "Keep shopping"
9. "See the deal"
10. "Save my spot"

8 polite "no thanks" lines. Use a plain text link for these. Never use a button that shames the shopper.

1. "No thanks"
2. "Maybe later"
3. "Not right now"
4. "I'll pass"
5. "Close"
6. "Skip"
7. "I'll browse first"
8. "Not today"

Fill in the [brackets] with your real numbers and dates. Avoid "no" lines that make shoppers feel bad, like "No, I don't like saving money."

6. Testing in the short Black Friday window

Testing means showing two versions and seeing which one works better. It is simple, but keep these points in mind:

1. **Change one thing at a time.** Test the headline, or the button, or the offer. Not all three.
2. **Split your visitors evenly.** Half see Version A and half see Version B. Most pop-up tools can do this for you.
3. **Wait for enough visitors.** If each version has fewer than about 1,000 visitors, treat the result as a hint, not a fact. This is a rule of thumb, not a law.
4. **Test early.** Use the Prepare and Tease steps for testing. Do not start new tests in the final days.

5 **Pick a winner and stop.** Once you have a clear winner, use it everywhere.

Small stores: If you do not have much traffic, skip testing. Use the copy in this chapter, pick the safest pop-ups, and spend your time on the offer.

Your pop-up worksheet

1 **My Tease pop-up (Pop-up 7):** "_____"

2 **My Launch pop-up (pick Pop-up 1, 2, 4, 5 or 6):** "_____"

3 **My Close pop-up:** "_____"

4 **Where does each one appear?** (home, product, cart) _____

5 **What happens when a shopper closes it?** (I will not show it again for _____ days)

6 **Who should not see it?** (subscribers, buyers, checkout page)

Test it. Open your store on a phone and try to close each pop-up with your thumb. If you struggle, your shoppers will too.

> **REMEMBER THIS**
> A good pop-up helps the shopper. A bad pop-up only helps you. Build the first kind.

Chapter 4 checklist

- [ ] Each pop-up has one job and one button
- [ ] No pop-up appears in the first few seconds
- [ ] Shoppers who close a pop-up do not see it again for at least a week
- [ ] Subscribers and buyers do not see sign-up pop-ups
- [ ] Phone pop-ups are small and easy to close
- [ ] The close button is large and easy to find
- [ ] My spin-to-win prizes are real and affordable
- [ ] I checked my consent rules for emails and text messages
- [ ] I tested every pop-up on a real phone

CHAPTER 5

5 Landing and Product Pages

Keep the promise your ad made

Keep the promise your ad made

Picture this. A shopper sees your ad: "Free gift with every order over $80." They tap it. They land on a page that says "Welcome to our store" and shows a random product.

Where is the free gift? They do not see it. They leave.

This happens all the time, and it wastes your ad money and your emails. This chapter fixes it. You will learn how to:

- Match your page to your ad, email and pop-up
- Build a Black Friday page that sells
- Add the proof and trust that shoppers need before they buy
- Keep your pages fast enough on a phone

1. Match the message

Message match means the page says what the ad, email or pop-up said, in the same words and with the same look.

Shopper clicked on...	The page must show, at the top...
Ad: "Free gift over $80"	"Free gift over $80," plus a button to shop
Email: "Save 20% on bundles"	"Save 20% on bundles," plus the bundles
Pop-up: "VIP early access"	A "welcome, VIP" message and the early-access deals

Three rules:

1. **Same offer, same words.** If the ad says "20% off," do not write "up to 20% off" on the page.
2. **Land them on the right page.** An ad for bundles should open the bundles page, not your home page.
3. **Show it in the first screen.** On a phone, that is the top part of the page, before any scrolling.



Message match: the page repeats the promise the ad made.

COMMON MISTAKE

Sending all your ad traffic to the home page. A shopper who clicked for one deal should not have to hunt for it.

DO THIS TODAY

Write down every place you plan to promote your sale: ads, emails, pop-ups, social posts. Next to each one, write which page it should open.

2. What a Black Friday page looks like

Build one main page for your sale. Put things in this order, from top to bottom:

Keep it simple. Do not add more than you need. A short page that is clear beats a long page that is confusing.

What a Black Friday page looks like

Eight things, in this order, from top to bottom



1. **Headline with the offer and end date**
   Shoppers know the deal in one second
2. **One line on how it works**
   Example: Spend $80, get a free gift
3. **A timer, only if the deadline is real**
   Helps shoppers decide
4. **Your best products**
   Show what is on sale
5. **Reviews and proof**
   Shoppers trust other shoppers
6. **A trust row**
   Shipping, returns, secure payment
7. **Questions and answers**
   Removes the last doubts
8. **One last button**
   Shoppers who scroll down are ready

The eight parts of a Black Friday page, from top to bottom.

Chapter 5

The Black Friday collection page

Effort: Low **Best for:** every store

GOAL

Give all your sale ads and emails one place to land.

WHY IT WORKS

Shoppers who tap a sale link want to see sale items right away. One focused page is easier than a whole store.



The Black Friday collection page: one focused place for all your sale links.

3. Six things that help shoppers say yes

The Black Friday collection page

Setup

1. Make a collection or category called "Black Friday."
2. Add only the products that are really on sale.
3. Put the offer and end date at the top.
4. Sort your best sellers first.

Copy to use

- Headline: "Black Friday: save up to 30%"
- Sub-headline: "Ends Monday at 11:59 PM."

Avoid this

Do not add products that are not on sale. Shoppers will notice.

Start small

One collection with your 10 best sellers and a clear headline.

Chapter 5

The offer block on product pages

Effort: Low

Best for: shoppers who find you from search or social posts

GOAL

Show the deal right where the shopper decides.

WHY IT WORKS

Not every shopper starts on your sale page. Some land on a single product. If the sale is not there, they do not know about it.

Setup

1. Show the old price, the new price and how much they save.
2. Add one line about the end date.
3. Place it directly above the "Add to cart" button, under the price.



The offer block sits under the price and above the buy button.

Copy to use

- "Was $60. Now $48. You save $12."
- "Black Friday price. Ends Monday."

Avoid this

The "was" price must be a price you really charged. (See Chapter 2.)

Start small

Add one line of offer text under the price of your top 5 products.

Chapter 5

Reviews and proof

Effort: Medium

Best for: every store, especially higher-priced products

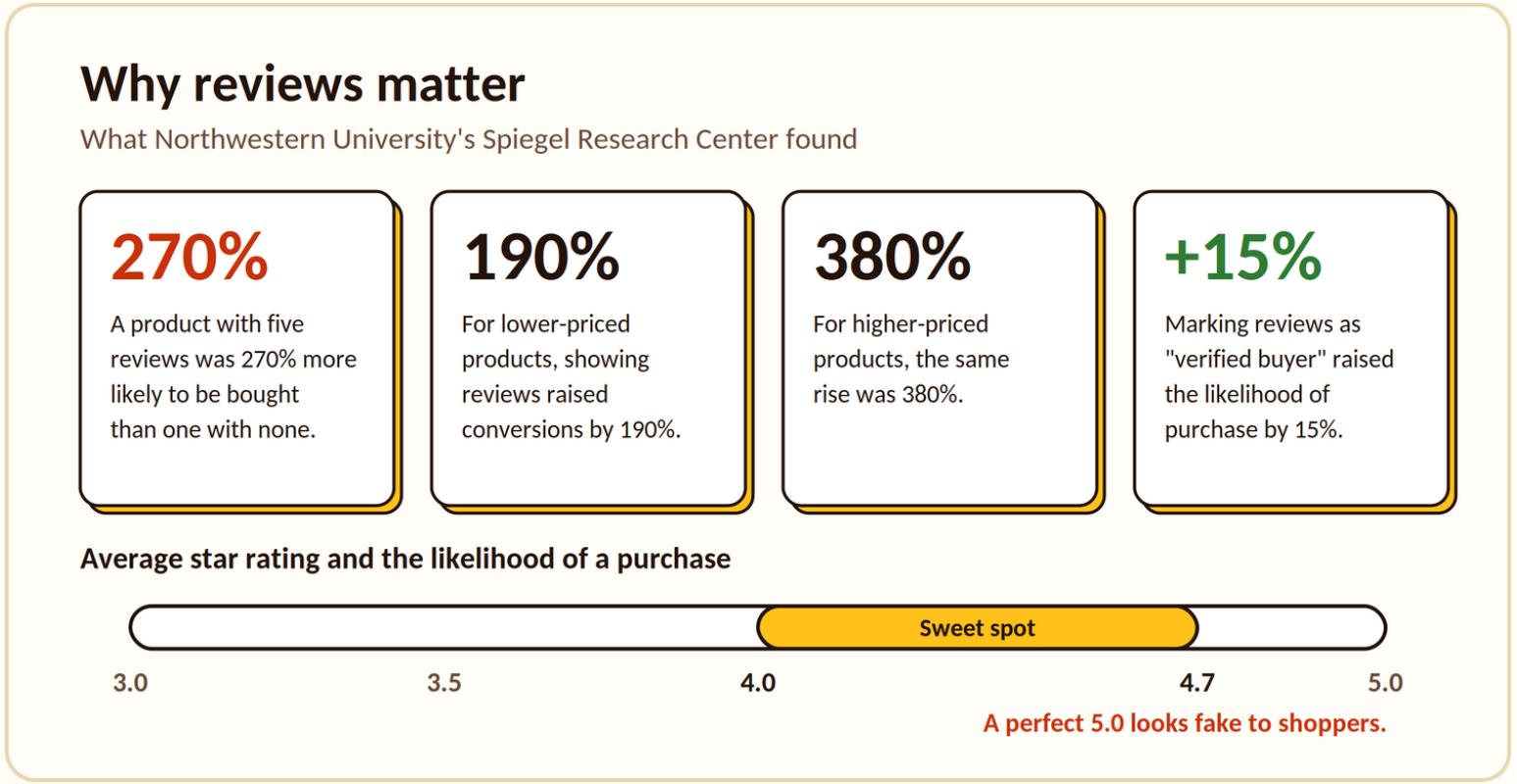
GOAL

Show shoppers that other people bought and liked your product.

WHY IT WORKS

Northwestern University's Spiegel Research Center studied how reviews affect buying. It found:

- A product with five reviews was 270% more likely to be bought than a product with none.
- For lower-priced products, showing reviews raised conversions by 190%. For higher-priced products, it was 380%.
- Purchase likelihood was highest when the average rating was between 4.0 and 4.7 stars. It went down as the rating got close to a perfect 5.0. Shoppers think a perfect score looks fake.
- Marking reviewers as "verified buyers" raised the likelihood of purchase by 15%.



What happens when shoppers see real reviews.

Setup

1. Check your top 10 products. Which ones have fewer than five reviews?
2. Email past customers and ask for an honest review. Make it a single tap or click.
3. Show your star rating and review count near the product title.
4. Mark reviews from real purchases as "verified."
5. Keep a few critical reviews. Do not delete them.

Copy to use

- "4.6 stars from 128 verified buyers"
- "Rated by customers like you"

Avoid this

Never buy or write fake reviews. In the U.S., the FTC has rules against fake reviews, and shoppers can often tell.

Start small

Add a star rating next to the price on your five best-selling products.

Chapter 5

Trust and guarantee

Effort: Low

Best for: newer stores, or stores shoppers do not know yet

GOAL

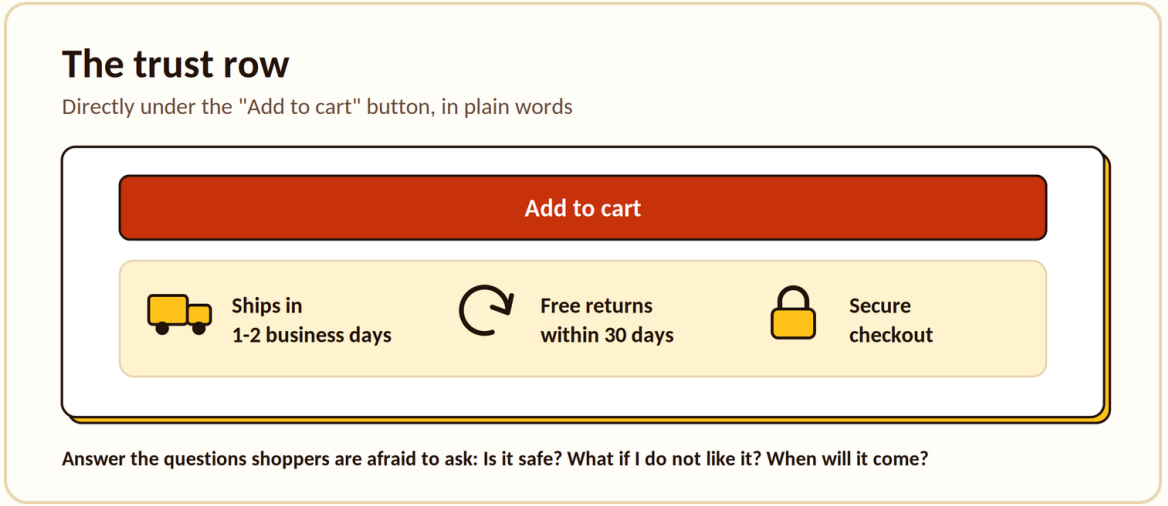
Answer the questions shoppers are afraid to ask.

WHY IT WORKS

Before shoppers pay a stranger, they wonder: "Is this safe? What if I do not like it? When will it come?" Baymard Institute found that about 19% of shoppers who left a checkout did not trust the site with their card details.

Setup

1. Put a small row directly under the "Add to cart" button with three things: shipping time, return policy and secure payment.
2. Use plain words, not fine print.
3. Link to the full policy.



The trust row sits directly under the buy button.

Copy to use

- "Free returns within 30 days."
- "Ships in 1-2 business days."
- "Secure checkout."

Avoid this

Only promise what you can do. A broken promise costs more than a missing one.

Start small

A three-line trust row under your main button.

Chapter 5

The sticky "Add to cart" button

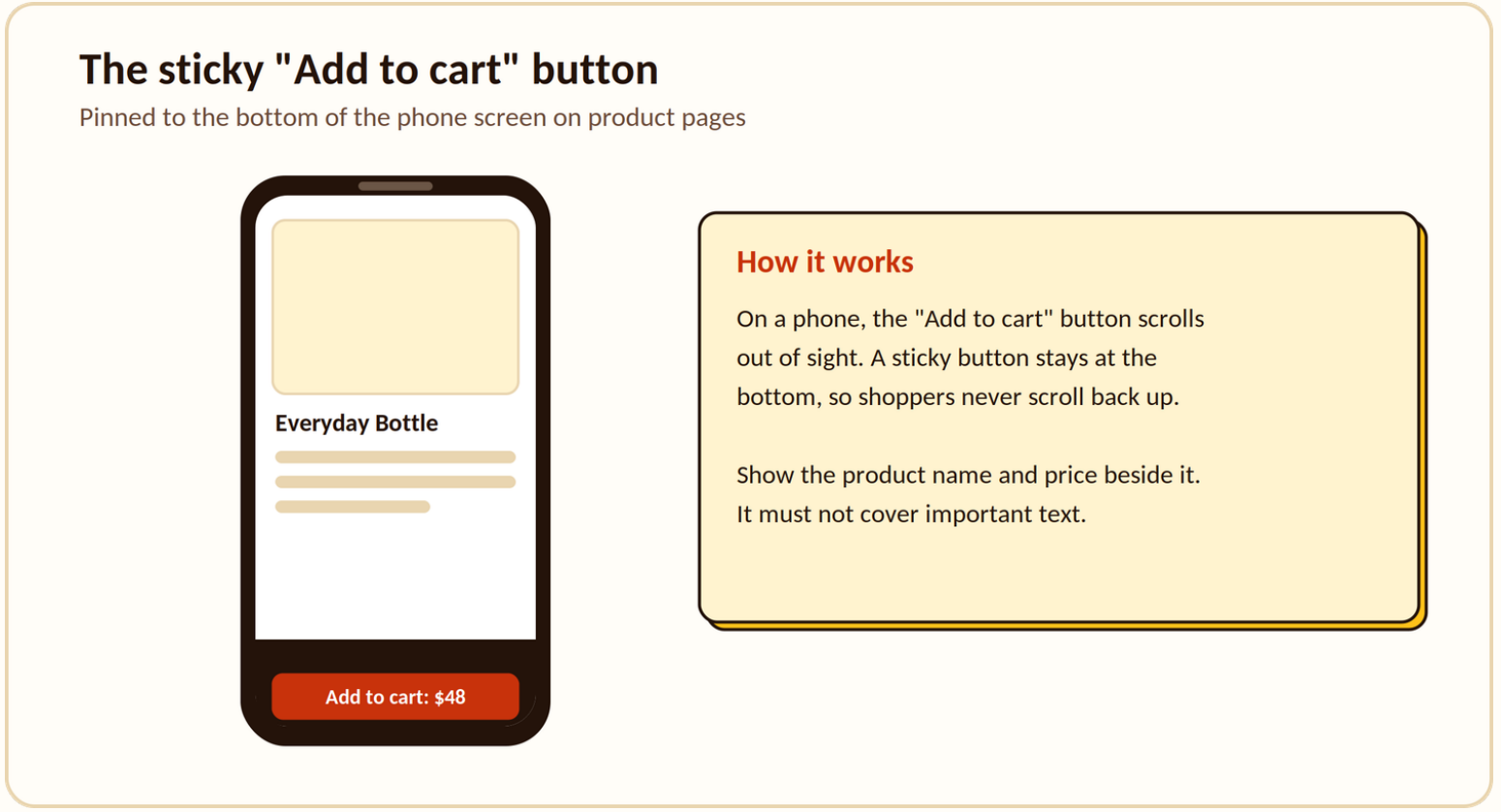
Effort: Low **Best for:** phone shoppers

GOAL

Keep the buy button in reach as shoppers scroll.

WHY IT WORKS

On a phone, the "Add to cart" button scrolls out of sight. A button that stays at the bottom saves the shopper from scrolling back up.



The sticky button stays at the bottom of the phone screen.

The sticky "Add to cart" button

Setup

1. Turn on the sticky button in your theme or with an app. It stays pinned to the bottom of the phone screen on product pages.
2. Show the product name and price next to it.
3. Make the button at least about 44 pixels tall.
4. Test it. It must not cover important text.

Copy to use

- Button: "Add to cart"
- Sale version: "Add to cart: $48"

Avoid this

If it hides the page or blocks other buttons, turn it off.

Start small

Turn on your theme's built-in sticky button, if it has one.

Chapter 5

The shop-by-budget page

Effort: Low

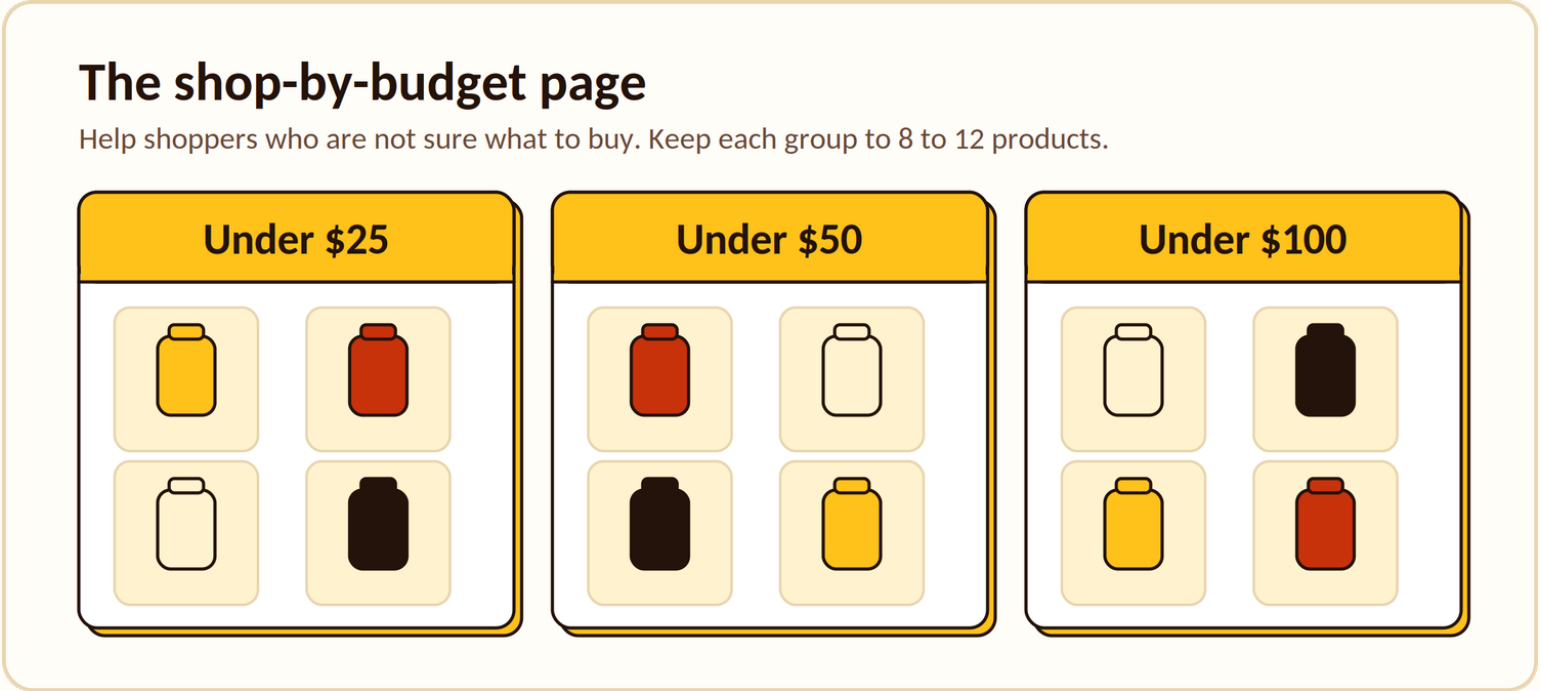
Best for: stores with a wide price range

GOAL

Help shoppers who are not sure what to buy.

WHY IT WORKS

Many shoppers do not know your products. A page like "Under $25" or "Under $50" gives them a place to start and helps them find something quickly.



The shop-by-budget page gives shoppers a place to start.

The shop-by-budget page

Setup

1. Make 3 simple groups: "Under $25," "Under $50," "Under $100."
2. Add your best sellers in each group.
3. Link to the page from your banner and your sale page.

Copy to use

- "Shop by budget. Find your deal."
- "Under $50: our best Black Friday picks."

Avoid this

Keep the groups short. Show 8 to 12 products, not your whole store.

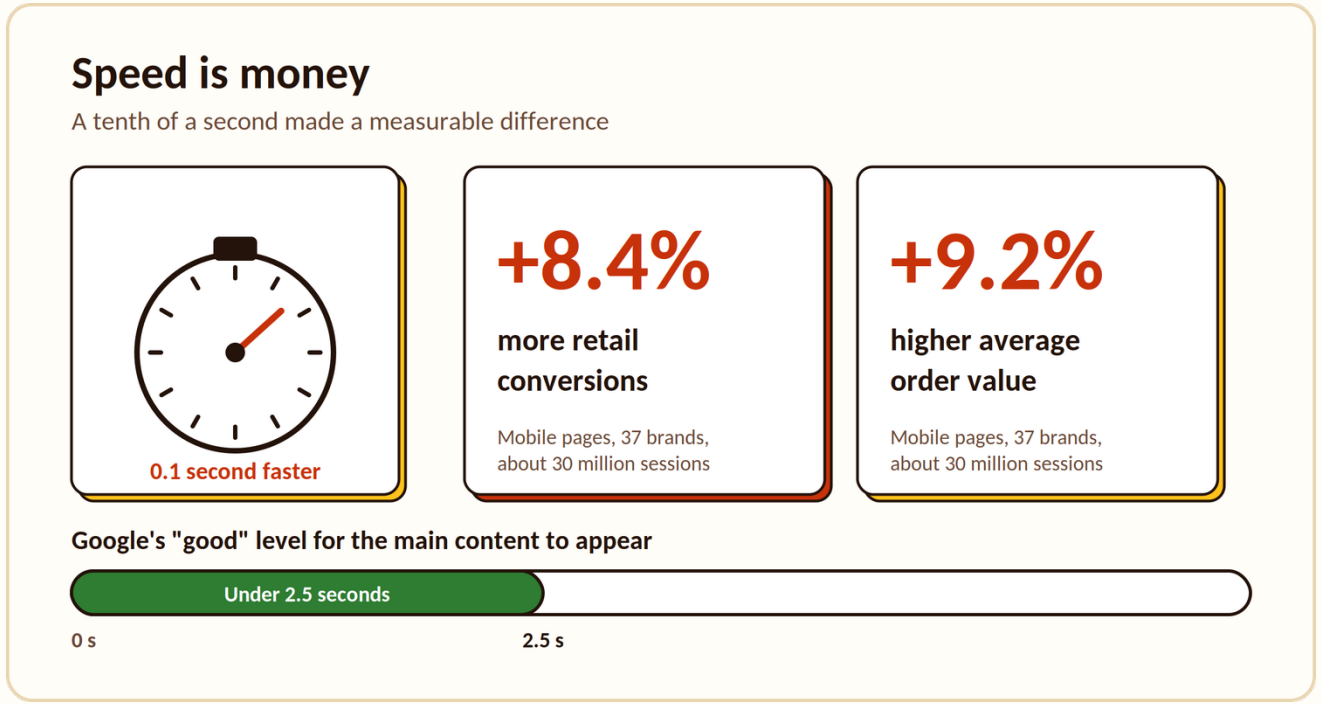
Start small

One page: "Best deals under $50."

4. Keep your pages fast

On Black Friday, many people visit at once. A slow page loses shoppers before they see your offer.

A study by Deloitte and Google, called "Milliseconds Make Millions," looked at 37 brands and about 30 million mobile sessions. It found that when mobile pages got just 0.1 second faster, retail conversions went up 8.4%, and average order value went up 9.2%.



A tenth of a second faster made a measurable difference.

That is one tenth of a second. The study looked at the same brands over time. It shows a strong link, not a guarantee for your store.

What to do:

1. **Test your speed.** Google's free tool, PageSpeed Insights, gives you a score and a list of fixes. Google's "good" level for the main content to appear is under 2.5 seconds.
2. **Shrink your images.** Huge photos are the most common reason pages are slow.
3. **Remove extras you do not need.** Every app or plugin you add can slow your store. Before Black Friday, turn off anything you are not using.
4. **Test on a phone, on mobile data,** not just on fast Wi-Fi.

Chapter 9 covers more about getting your store ready for heavy traffic.

Your page worksheet

Message match

Where I promote it	The promise	The page it opens
Ad	"_____"	_____
Email	"_____"	_____
Pop-up	"_____"	_____

My Black Friday page headline: "_____"

My end date and time: _____

Products with fewer than 5 reviews: _____

My trust row (shipping / returns / payment): _____

Test it. Open your sale page on a phone. Hold it at arm's length for 3 seconds. Can you tell what the deal is and when it ends?

NEED A HAND?

If you would like an opinion on your sale page, send me the link and tell me your goal. I will point you in the right direction. WhatsApp: +880 1985 660798 (quickest response). Email: mihad.hossain@outlook.com.

Chapter 5 checklist

- [ ] Every ad, email and pop-up opens the right page
- [ ] The top of my sale page shows the offer and end date
- [ ] My product pages show the sale price and savings
- [ ] My top products have at least 5 real reviews
- [ ] I have a trust row near my buy button
- [ ] My sticky button works on phones and does not block anything
- [ ] I tested my page speed and fixed the biggest problems
- [ ] I checked every page on a real phone

CHAPTER 6

6 Email and SMS

The cheapest sale is the one from someone who already knows you

The cheapest sale is the one from someone who already knows you

Ads cost money every time someone clicks. Pop-ups help you collect emails. But the real payoff comes after: when you message those people and they come back to buy.

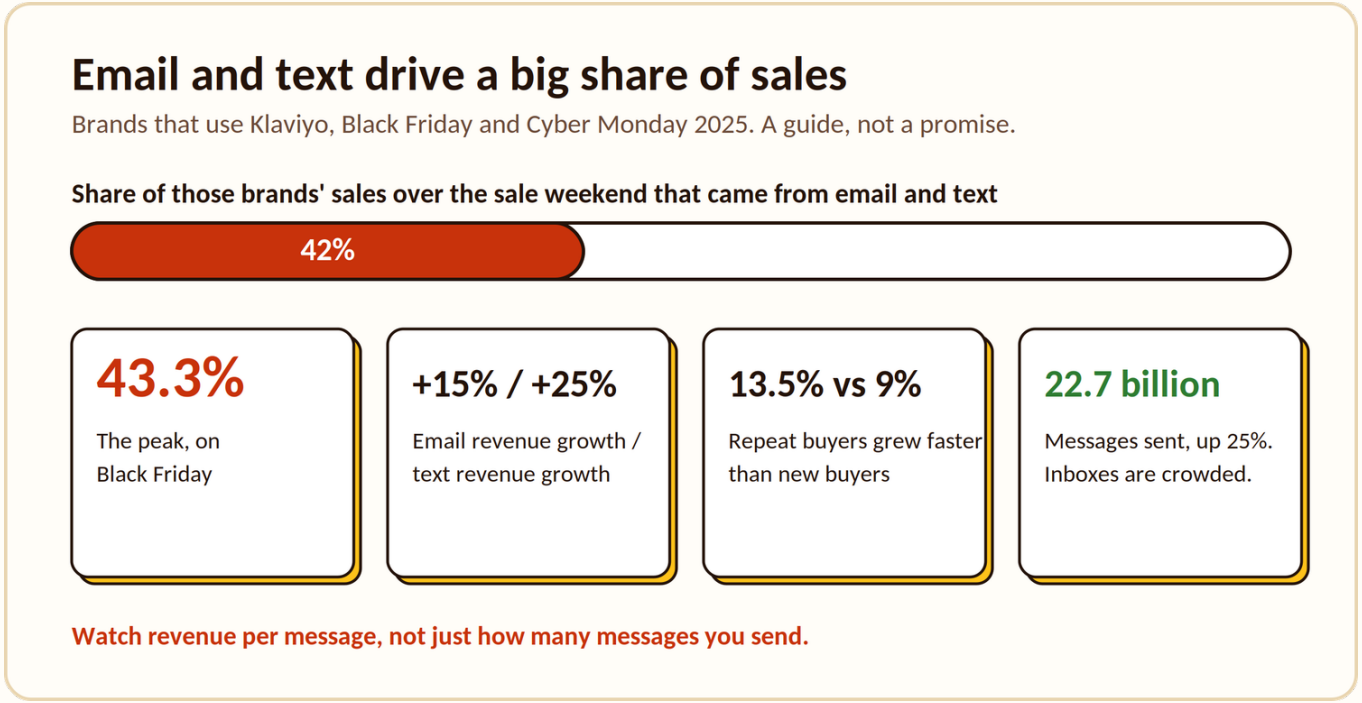
This chapter shows you how to do that without annoying anyone. You will learn:

- Why email and text matter so much on Black Friday
- A simple message calendar
- Seven messages to write, with ready-to-use copy
- The basic rules you must follow

1. Why email and text matter

Klaviyo, an email and text platform, looked at the brands that use it during Black Friday and Cyber Monday 2025. These numbers come from one platform's customers, so treat them as a guide, not a promise.

- Email and text messages drove about **42%** of those brands' total sales over the sale weekend. On Black Friday it peaked at **43.3%**.
- Email revenue grew 15% from the year before, and text revenue grew 25%.
- Sales from repeat buyers grew faster (about 13.5%) than sales from new buyers (about 9%).
- Brands on Klaviyo sent 22.7 billion messages over the weekend, up 25% from the year before.



Email and text drove a large share of sales for brands that use Klaviyo.

That last number is a warning. Inboxes get crowded on Black Friday. Klaviyo's advice is to watch revenue per message, not just the number of messages. More sends do not guarantee more sales.

What this means for you: If you have a list, it is one of your best tools. If you do not have one yet, start building it now. Even a small list helps.

DO THIS TODAY

Find out how many email addresses and phone numbers you have permission to message. Write the numbers down. That is your starting list.

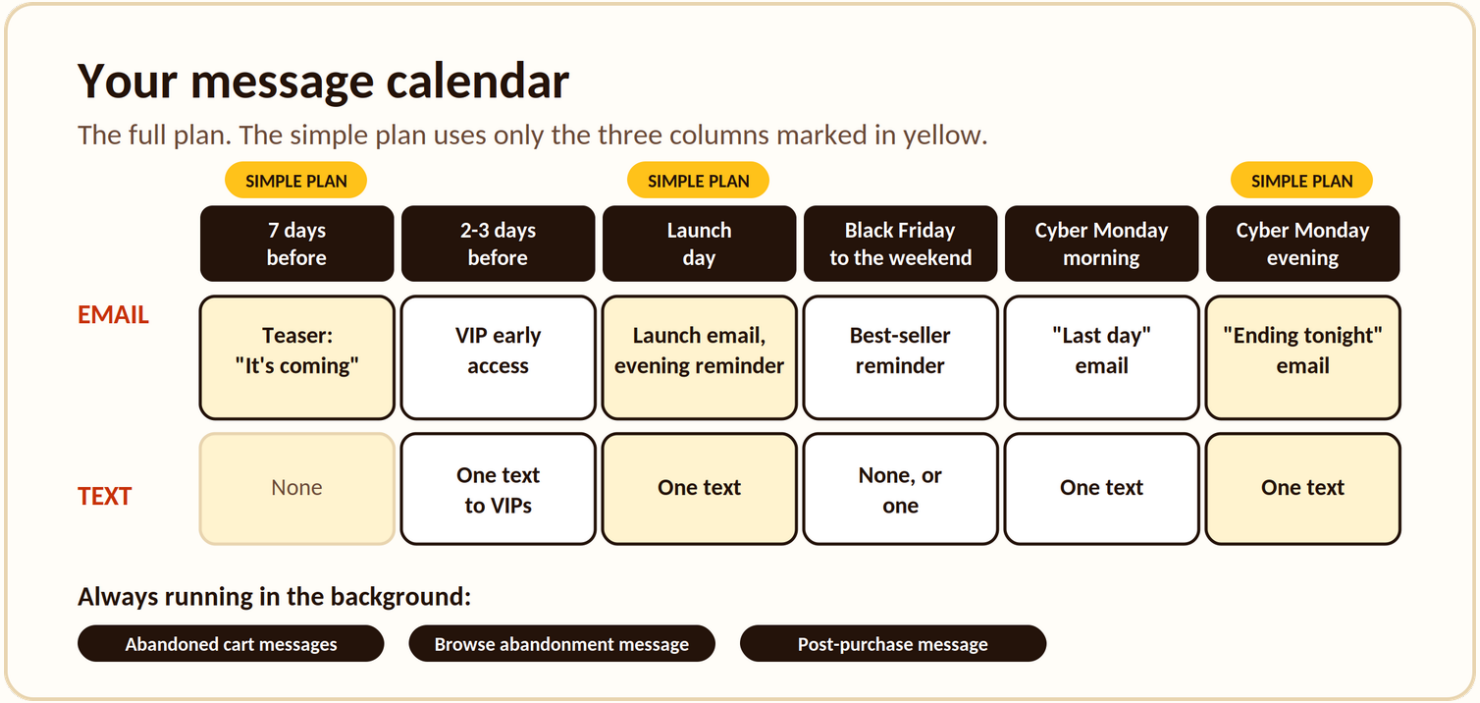
2. Your message calendar

Plan your messages backward from Black Friday. Here are two plans. Pick the one that fits your time.

The simple plan (a good start for small teams)

When	Email	Text
A few days before	VIP teaser	None
Launch day	Launch email	One short text
Final hours	Last-chance email	One short text

The full plan



The full message calendar. The simple plan uses only the three marked columns. The three messages at the bottom run by themselves all season.

Rules for the calendar:

1. **Do not message people who just bought.** Skip anyone who bought in the last few days. They have just heard from you, and a sale email right after a purchase can feel pushy.
2. **Send fewer texts than emails.** A text feels more personal and more intrusive.
3. **Schedule everything ahead.** On sale days, you will not have time to write emails.
4. **Send your last-chance messages on the real final day.** If you run an extended sale, that is your extended end date.

3. Build your list before the sale

Your list is only useful if it exists before Black Friday. Three ways to grow it:

1. **Pop-ups.** Use the teaser or waitlist pop-up from Chapter 4.
2. **A sign-up box in your footer and on your sale page.** Say what people will get: "Get early access to our Black Friday deals."
3. **A checkbox at checkout.** "Send me deals and news." Leave it unchecked, so people choose to join.

Always say what you will send and how often. Clear promises get more sign-ups and fewer unsubscribes.

Message 1

The VIP teaser email

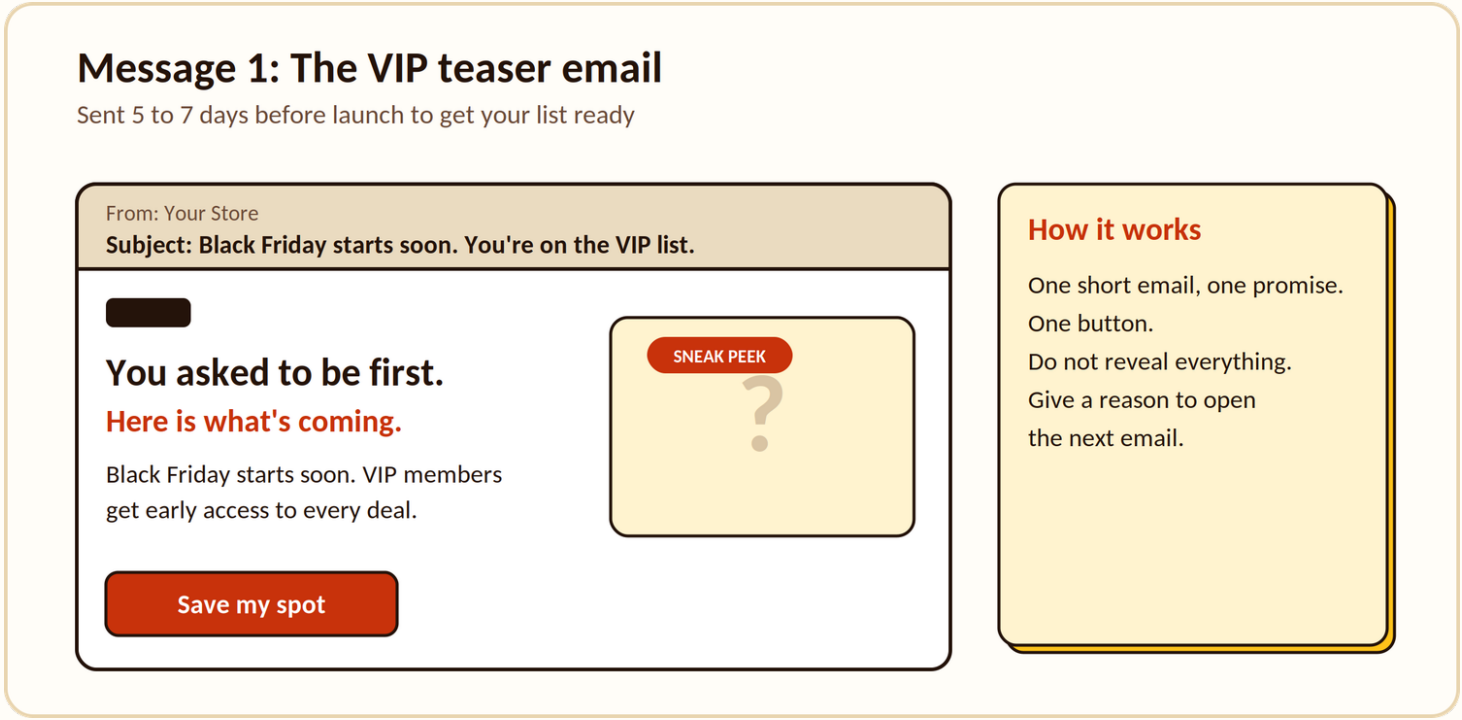
Effort: Low **Best for:** stores with a list

GOAL

Get your list excited and ready before the sale starts.

WHY IT WORKS

People like to be first. A teaser also warns them to look for your email, so your launch does not get lost.



The VIP teaser email: one promise, one button.

4. The seven messages

Message 1

The VIP teaser email

Setup

1. Write one short email with one promise: early access, a preview or a start date.
2. Add one button: "Save my spot" or "See what's coming."
3. Send it 5 to 7 days before launch.

Copy to use

- Subject: "Black Friday starts [date]. You're on the VIP list."
- First line: "You asked to be first. Here is what's coming."

Avoid this

Do not reveal everything. Give a reason to open the next email.

Start small

Three sentences, one button, one send.

Message 2

The launch-day email

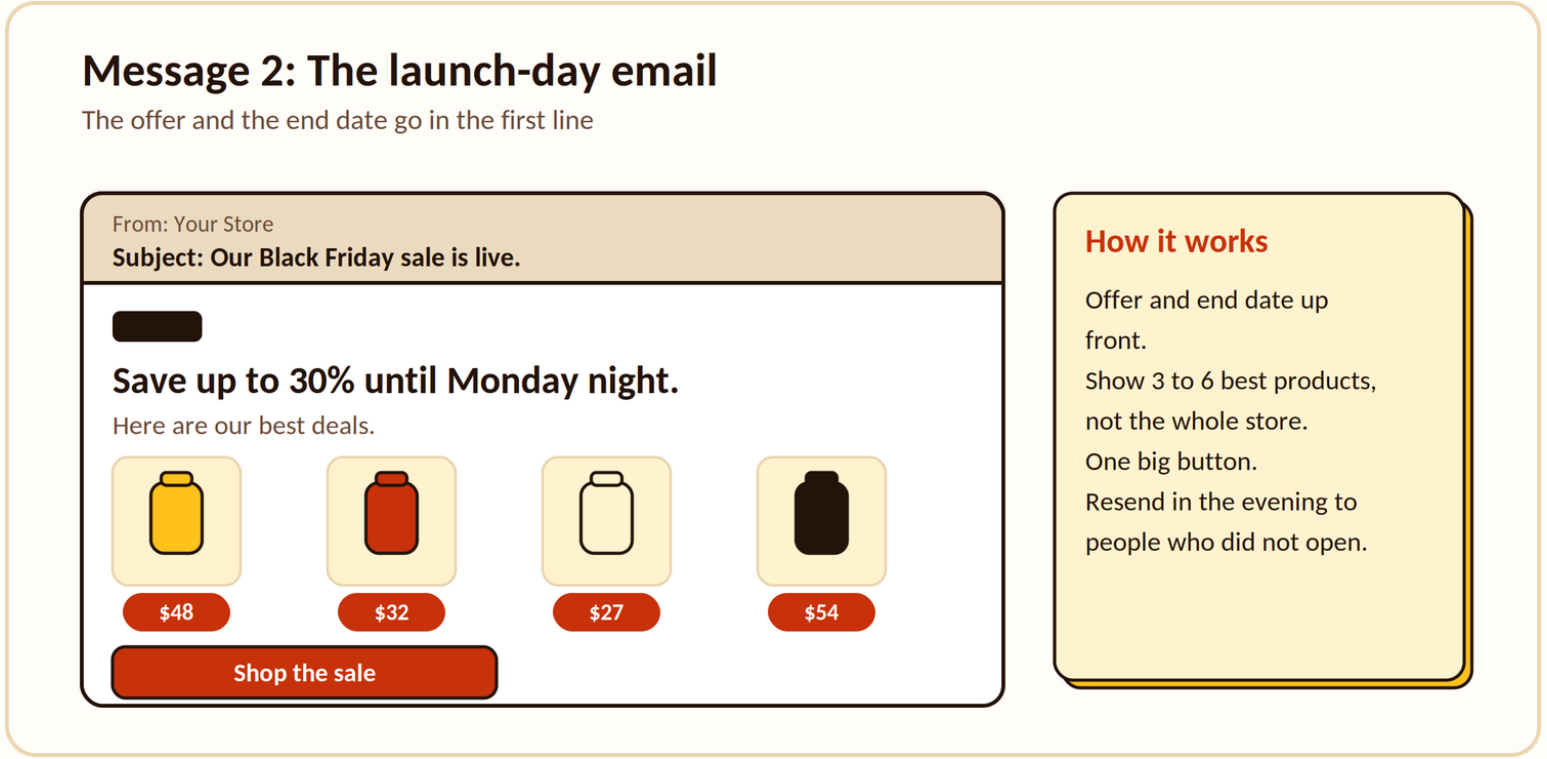
Effort: Medium **Best for:** every store with a list

GOAL

Tell your list the sale is live, and make it easy to shop.

WHY IT WORKS

On sale day, shoppers are looking for deals. A clear email gets them to your sale page fast.



The launch-day email: the offer first, then a few best products and one big button.

The launch-day email

Setup

1. Put the offer and the end date in the first line.
2. Show 3 to 6 of your best products, not your whole store.
3. Add one big button to your sale page.
4. Send a reminder in the evening to people who did not open the first one.

Copy to use

- Subject: "Our Black Friday sale is live."
- First line: "Save up to [X]% until Monday night. Here are our best deals."

Avoid this

Do not overload the email. One offer, one button, a few products.

Start small

Headline, offer, end date, button.

Message 3

The abandoned cart messages

Effort: Medium

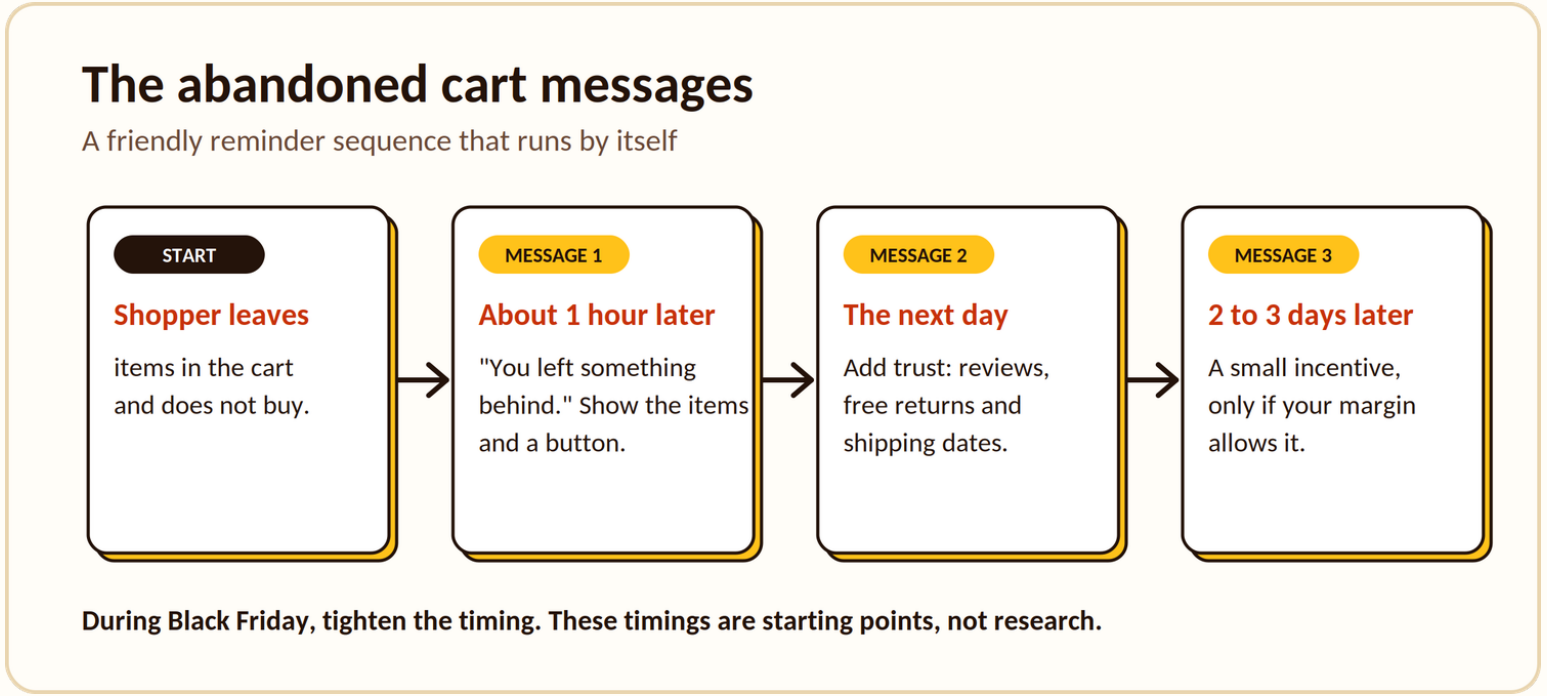
Best for: every store, because it runs by itself

GOAL

Bring back shoppers who left items in their cart.

WHY IT WORKS

Baymard Institute found that about 70% of online carts are abandoned. Many of those shoppers meant to come back. A short, friendly reminder helps them.



The abandoned cart messages run by themselves, in three steps.

The abandoned cart messages

Setup

three messages. These timings are starting points, not research.

1. **About 1 hour later:** "You left something behind." Show the items and a button.
2. **Next day:** Add trust: reviews, free returns, shipping dates.
3. **2 to 3 days later:** A small incentive, only if your margin allows (see Chapter 2).

Copy to use

- Subject: "You left something in your cart."
- First line: "Your items are still here. Ready when you are."

Avoid this

During Black Friday, tighten the timing. Shoppers decide fast.

Start small

Turn on the one-email version of your platform's built-in abandoned cart message.

Message 4

The browse abandonment message

Effort: Medium

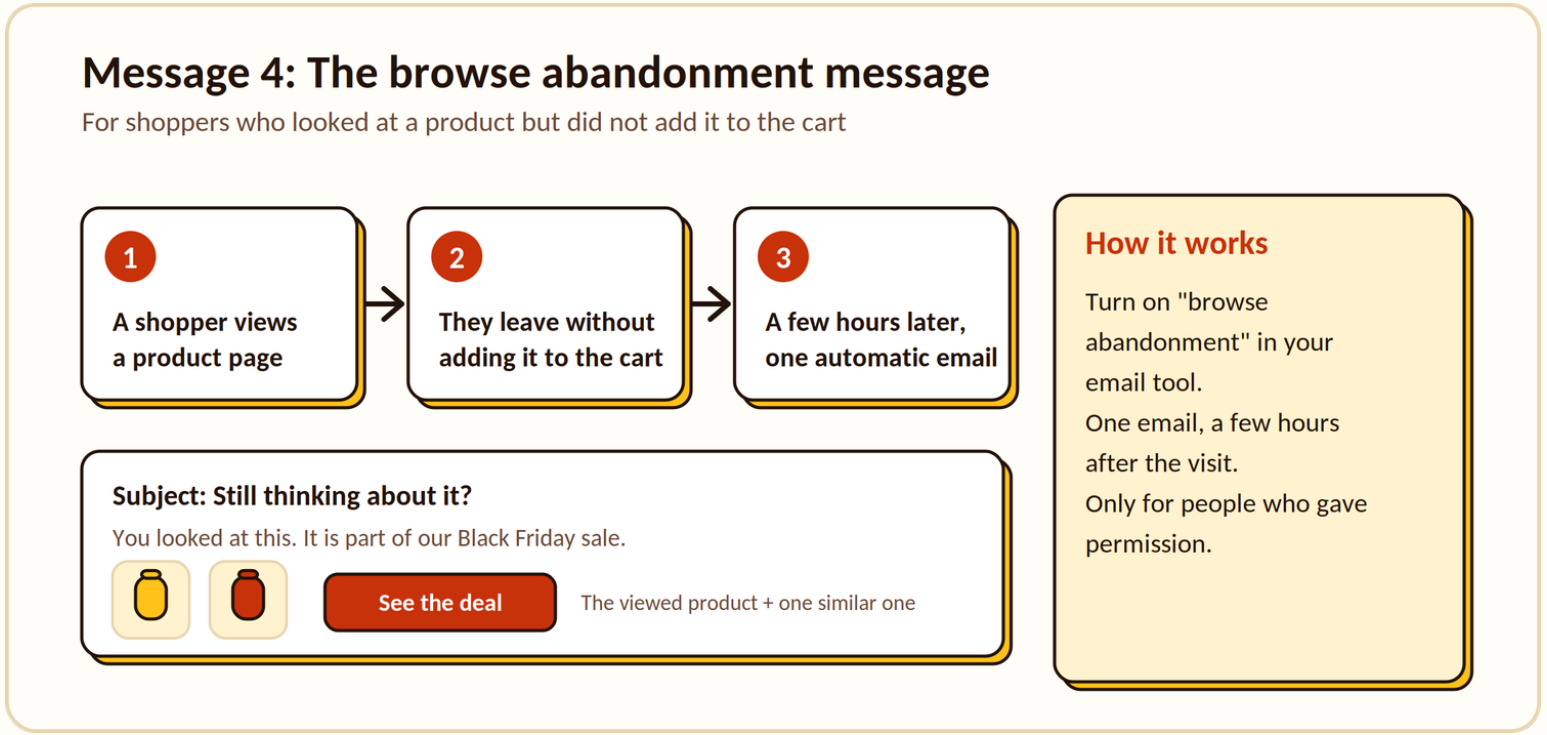
Best for: stores with lots of browsing traffic

GOAL

Remind shoppers about products they looked at but did not add to their cart.

WHY IT WORKS

A shopper who viewed a product is interested. They might just need a nudge.



The browse abandonment message follows a shopper who looked at a product.

The browse abandonment message

Setup

1. Turn on "browse abandonment" or "viewed product" messages in your email tool.
2. Send one message a few hours after the visit.
3. Show the product they viewed and one similar product.

Copy to use

- Subject: "Still thinking about it?"
- First line: "You looked at this. It is part of our Black Friday sale."

Avoid this

Only send it to people you have permission to email.

Start small

One automatic email with the viewed product and a button.

Message 5

The ending-soon and last-chance emails

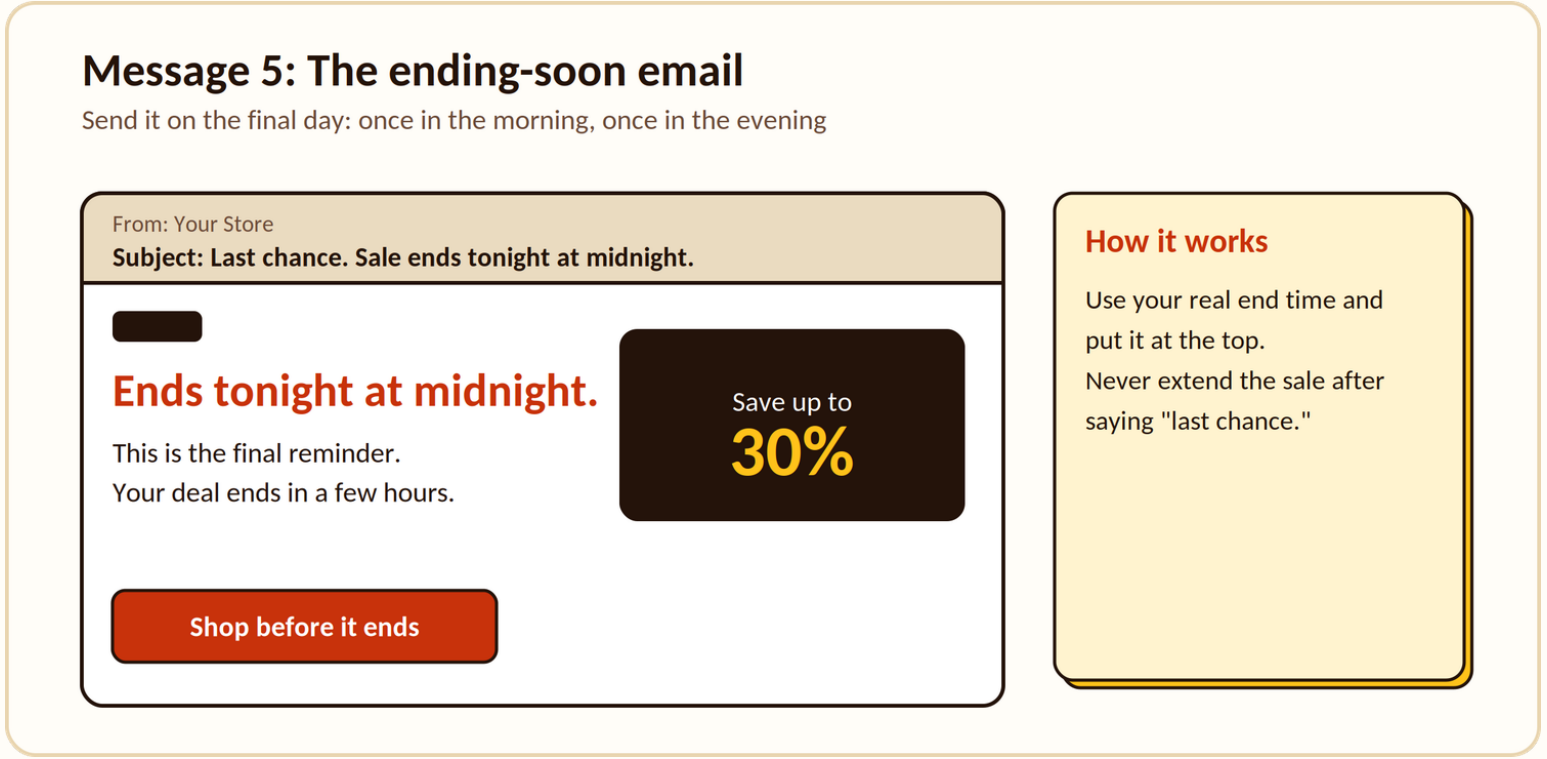
Effort: Low **Best for:** closing the sale

GOAL

Remind everyone that the deal is about to end.

WHY IT WORKS

Many shoppers wait until the last moment. A clear deadline helps them decide.



The ending-soon email: the real end time goes at the top.

The ending-soon and last-chance emails

Setup

1. Send one email on Cyber Monday morning: "Last day."
2. Send one in the evening: "Ends tonight."
3. Use your real end time. Put it at the top.

Copy to use

- Subject: "Last chance. Sale ends tonight at midnight."
- First line: "This is the final reminder. Your deal ends in a few hours."

Avoid this

Do not extend the sale after saying "last chance." (See Chapter 2.)

Start small

One short email an hour or two before the end.

Message 6

The text messages

Effort: Low

Best for: stores with phone numbers and clear permission

GOAL

Reach shoppers right on their phones with one short, useful message.

WHY IT WORKS

Texts are short and personal. Klaviyo's data showed text revenue growing 25% in 2025. But it is also a more personal channel, so use it lightly.



A text message is short, has a link and always gives a way to opt out.

The text messages

Setup

1. Send only to people who gave clear permission to receive marketing texts.
2. Keep it under about 160 characters.
3. Include your store name and a link.
4. Add a way to opt out, like "Reply STOP to unsubscribe."
5. Send one on launch day and one near the end. No more than that to start.

Text to use

"[Store]: Our Black Friday sale is live! Save up to [X]% until Monday. Shop: [link]. Reply STOP to opt out."

Avoid this

Do not text late at night or early in the morning. Respect local time.

Start small

One launch-day text to your VIP list.

Message 7

The post-purchase email

Effort: Low

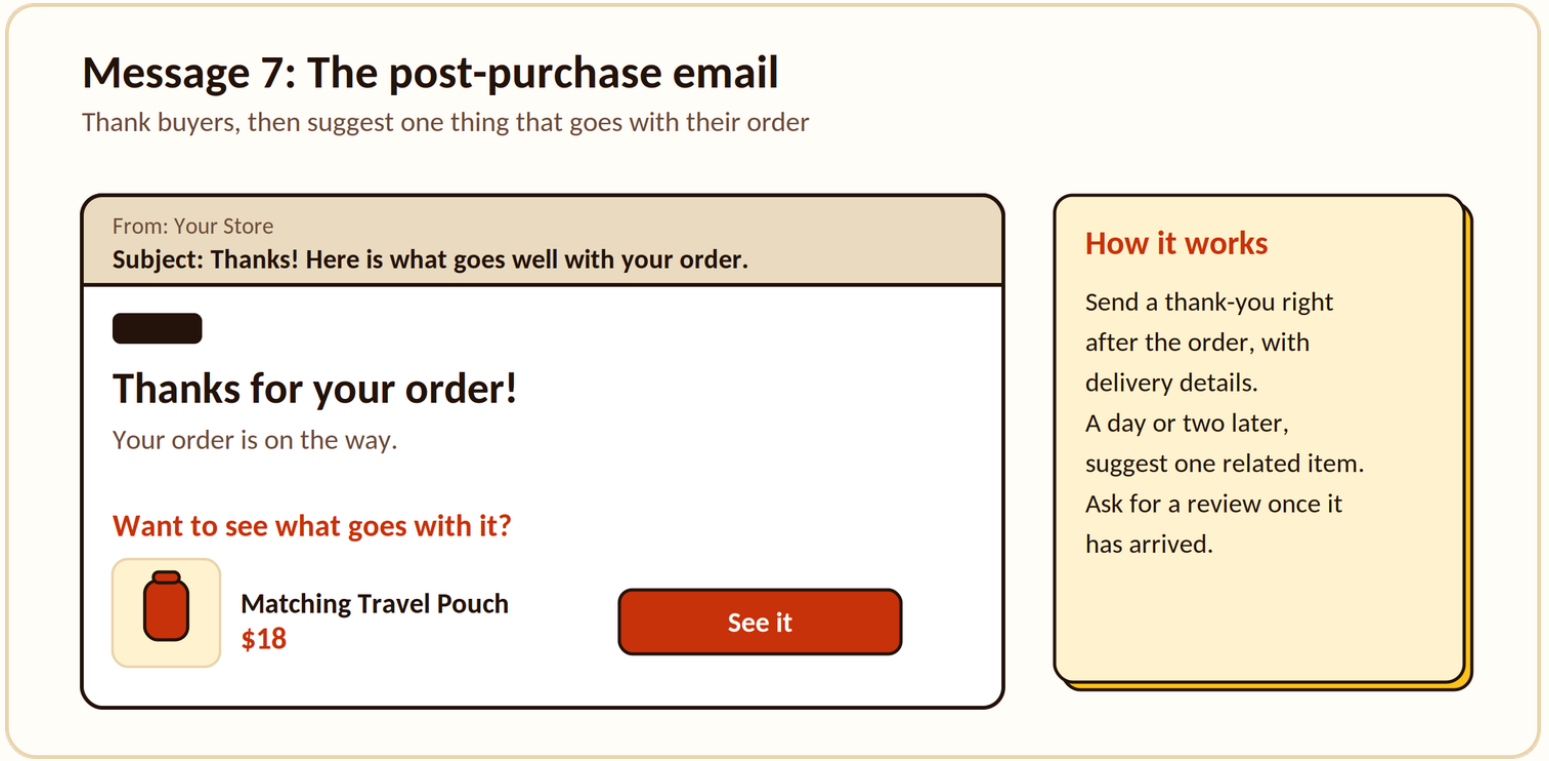
Best for: getting a second sale from the same customer

GOAL

Thank buyers and show them something that goes with what they bought.

WHY IT WORKS

Someone who just bought trusts you. This is the best time to suggest something that fits. Repeat customers are worth a lot.



The post-purchase email thanks the buyer and suggests one related item.

The post-purchase email

Setup

1. Send a thank-you email right after the order, with delivery details.
2. A day or two later, suggest one product that goes with their purchase.
3. Ask for a review once the product has arrived.

Copy to use

- Subject: "Thanks! Here is what goes well with your order."
- First line: "Your order is on the way. Want to see what goes with it?"

Avoid this

Do not push a hard sell in the thank-you email. Keep it friendly.

Start small

One thank-you email with one related product.

5. Subject lines and text bank

15 subject lines

1. "Black Friday starts [date]. You're on the list."
2. "Your early access is here."
3. "Our Black Friday sale is live."
4. "Save up to [X]% starting now."
5. "Free gift with every order over $[X]."
6. "Our best deals. This weekend only."
7. "You left something in your cart."
8. "Still thinking about it?"
9. "Your deal is still waiting."
10. "Last chance. Sale ends tonight."
11. "Ends at midnight. Don't miss it."
12. "Cyber Monday: last day to save."
13. "Thanks for your order."
14. "Here's something that goes with your order."
15. "How did we do?"

8 text messages

1. "[Store]: VIP early access is open. Shop now: [link]. Reply STOP to opt out."
2. "[Store]: Our Black Friday sale is live! Save up to [X]%. [link]. Reply STOP to opt out."
3. "[Store]: Free gift on orders over $[X]. Ends Monday. [link]. Reply STOP to opt out."
4. "[Store]: You left items in your cart. They're waiting: [link]. Reply STOP to opt out."
5. "[Store]: Last day to save [X]%. [link]. Reply STOP to opt out."
6. "[Store]: Ends tonight at midnight. [link]. Reply STOP to opt out."
7. "[Store]: Thanks for your order! Track it here: [link]. Reply STOP to opt out."
8. "[Store]: Final hours. Our best deals end soon. [link]. Reply STOP to opt out."

Fill in the [brackets] with your real numbers, dates and links.

Subject line rule: Be honest. Do not write "Re:" or "Fwd:" to trick people into opening. Do not say "Free" if it is not free.

6. The rules you must follow

Messaging rules protect your customers and your business. These are the basics, and they differ by country.

- **United States, email:** You must include a way to unsubscribe, honor it quickly, include your business's mailing address, and not use misleading subject lines.
- **United States, text messages:** You generally need clear written permission before sending marketing texts, and you must include a way to opt out.
- **Europe and the UK, email and text:** You usually need clear permission before sending marketing, and you must make unsubscribing easy.
- **Everywhere:** Do not buy lists. Do not add people who never agreed.

This is general information, not legal advice. Check the rules for the countries you sell in. Chapter 8 covers more.

Your message worksheet

1. **My list today:** _____ emails, _____ phone numbers (with permission)
2. **My plan:** ☐ Simple ☐ Full
3. **My launch email subject:** "_____"
4. **My last-chance email subject:** "_____"
5. **My launch-day text:** "_____"
6. **People I will skip** (recent buyers, new subscribers): _____
7. **Messages I will schedule ahead:** _____

Test it. Send each email and text to yourself first. Open them on your phone. Check the links.

Chapter 6 checklist

- ☐ I know how many people I can message
- ☐ I picked a message plan (simple or full)
- ☐ I wrote my launch and last-chance emails
- ☐ My abandoned cart message is turned on
- ☐ My texts are short and include an opt-out
- ☐ I only message people who gave permission
- ☐ I skip recent buyers
- ☐ I scheduled my messages ahead of time
- ☐ I tested every email and text on my own phone

CHAPTER 7

7

Cart and Checkout

Do not lose the sale at the last step

Do not lose the sale at the last step

You worked hard to get shoppers this far. They saw your ad, clicked, read your page and added something to their cart. Now they are one step from buying.

This is where many sales die. It is also where small changes pay off the fastest.

This chapter shows you how to:

- Raise the amount each shopper spends
- Remove the little things that make shoppers quit at checkout
- Do it honestly, without tricks

1. Why the cart is where the money is

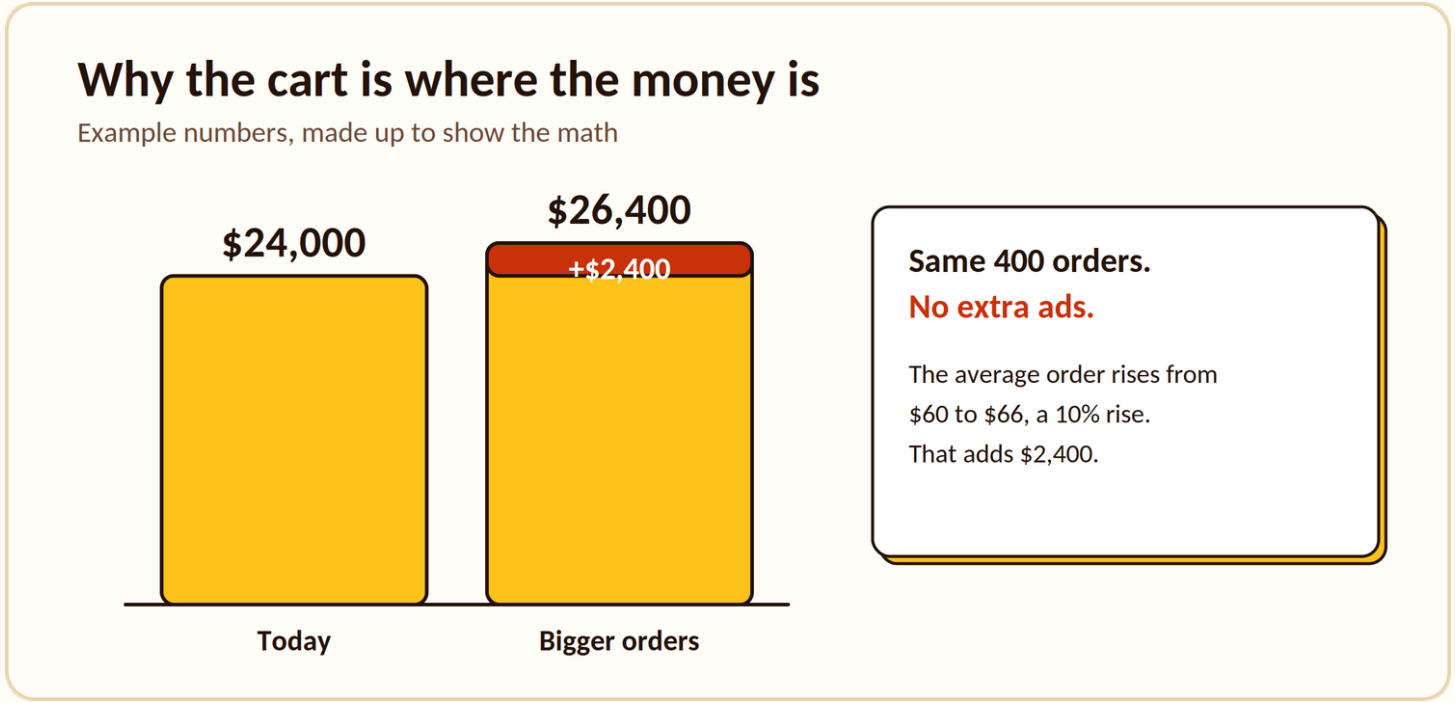
Remember the formula from Chapter 1:

Sales = Visitors × Conversion Rate × Average Order Value

Getting more visitors costs money, and ad costs often rise around Black Friday. But the shoppers already in your cart cost you nothing extra.

Example (made-up numbers, just to show the math):

- You get 400 orders.
- You raise the average order from $60 to $66. That is a 10% rise.
- That is **$2,400 more** from the same 400 orders, with no extra ads.



A 10% rise in order size adds $2,400 from the same 400 orders.

The same logic works on the other side. Every shopper who gets stuck at checkout and leaves is a sale you already paid to earn.

DO THIS TODAY

Go through your own checkout on a phone. Add a product to your cart, tap through to the last step, and write down every moment you felt confused, annoyed or slowed down.

Tool 1

The free-shipping progress bar

Effort: Low

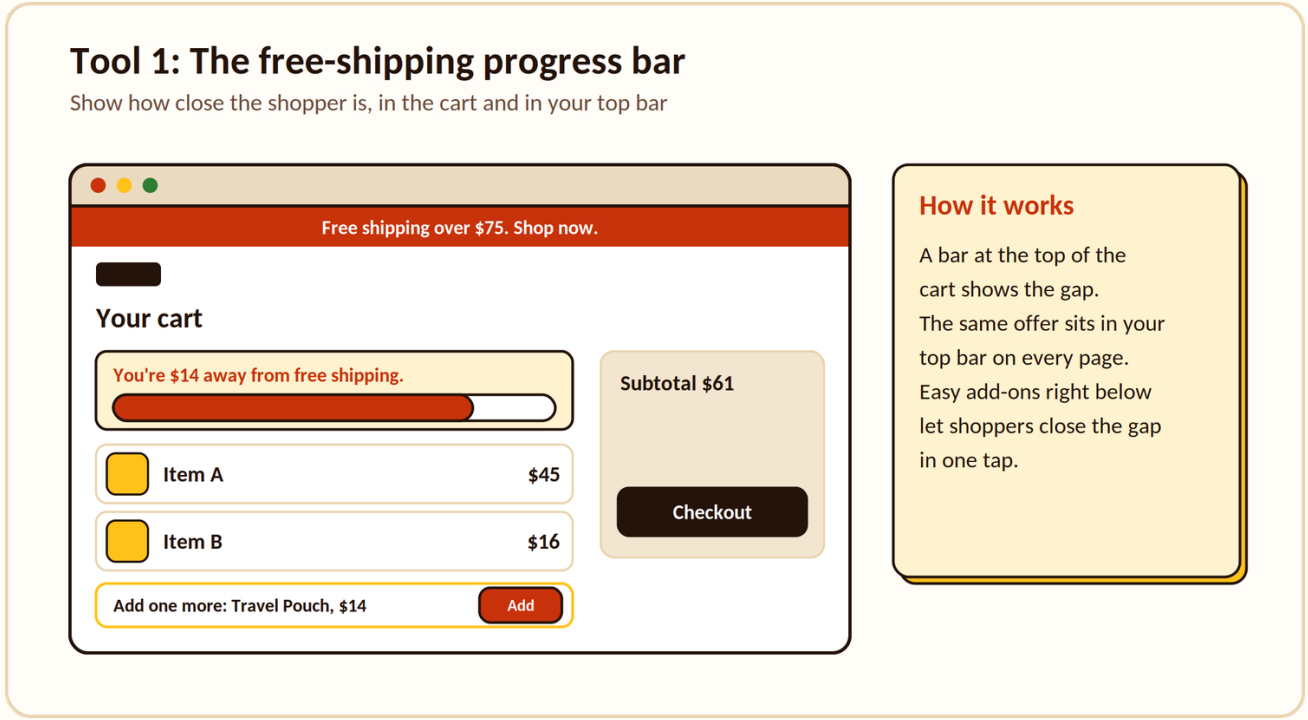
Best for: every store that offers free shipping above a set amount

GOAL

Show shoppers how close they are to free shipping.

WHY IT WORKS

Shoppers dislike paying for shipping. In shopper surveys, about half or more of people say they have added items to their cart to reach a free-shipping level. The exact figure changes from survey to survey. The bar turns the goal into a clear, small step.



The free-shipping bar shows the gap in the cart and in your top bar.

2. Five ways to raise order size

In Chapter 2, you chose your offer. This chapter shows you how to put it in front of shoppers when they are in the cart. Some platforms limit what you can change in checkout, especially on lower plans, so check what yours allows.

Tool 1

The free-shipping progress bar

Setup

1. Set your threshold a little above your average order value. A good starting point is about 15% to 30% above, then test. This is a rule of thumb, not research.
2. Add a bar at the top of the cart or cart drawer: "You're $14 away from free shipping."
3. Show your free-shipping offer in your announcement bar on every page too (see Chapter 3).
4. When they qualify, change the message: "You've got free shipping!"
5. Show easy, low-cost add-ons right under the bar, so shoppers can reach the goal in one tap.

Copy to use

- "You're $14 away from free shipping."
- "Add one more item. Shipping is on us."

Avoid this

Check the math. If the extra items do not cover your shipping cost, the bar loses you money. Chapter 2's margin table helps.

Start small

A single message in the cart: "Free shipping over $75."

Tool 2

The cart add-on

Effort: Medium

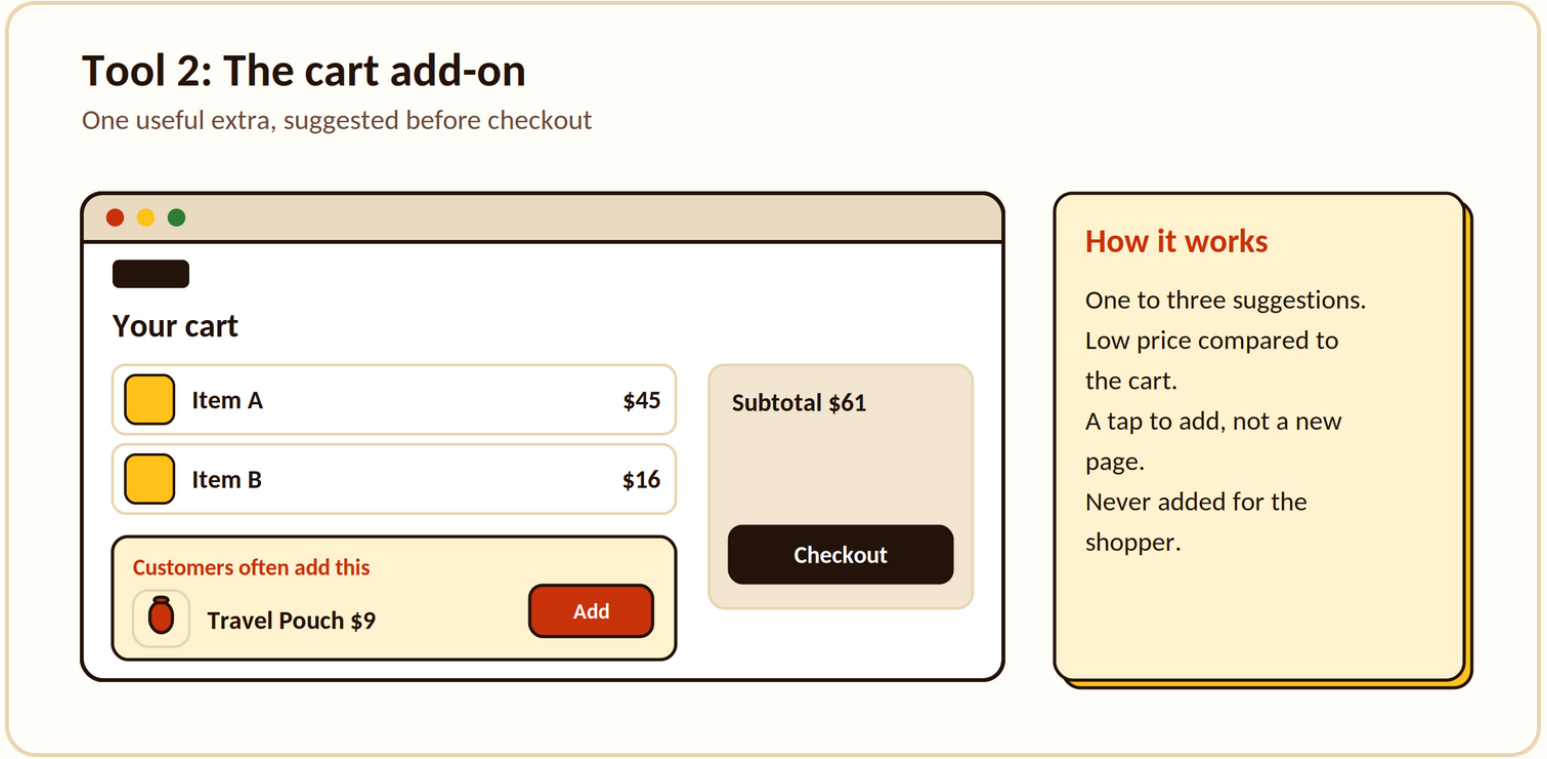
Best for: stores with small, low-cost add-ons

GOAL

Suggest one useful extra before checkout.

WHY IT WORKS

Shoppers in the cart are already in "buying mode." A small, relevant add-on feels easy to say yes to.



The cart add-on is one optional suggestion, never added for the shopper.

Tool 2

The cart add-on

Setup

1. Choose add-ons that make sense with the main product, like a case with a phone cover or a refill with a bottle.
2. Keep the add-on price low compared to the cart, ideally a fraction of it.
3. Show one to three suggestions, not ten.
4. Make it a tap to add, not a new page.

Copy to use

- "Customers often add this."
- "Goes well with your order. Add for $9."

Avoid this

Do not put anything in the cart for the shopper. Every extra must be a clear choice. In the EU, pre-checked extras are not allowed, and in the U.S., sneaking in charges can be treated as deceptive.

Start small

One add-on suggestion on your best-selling product.

Tool 3

The order bump at checkout

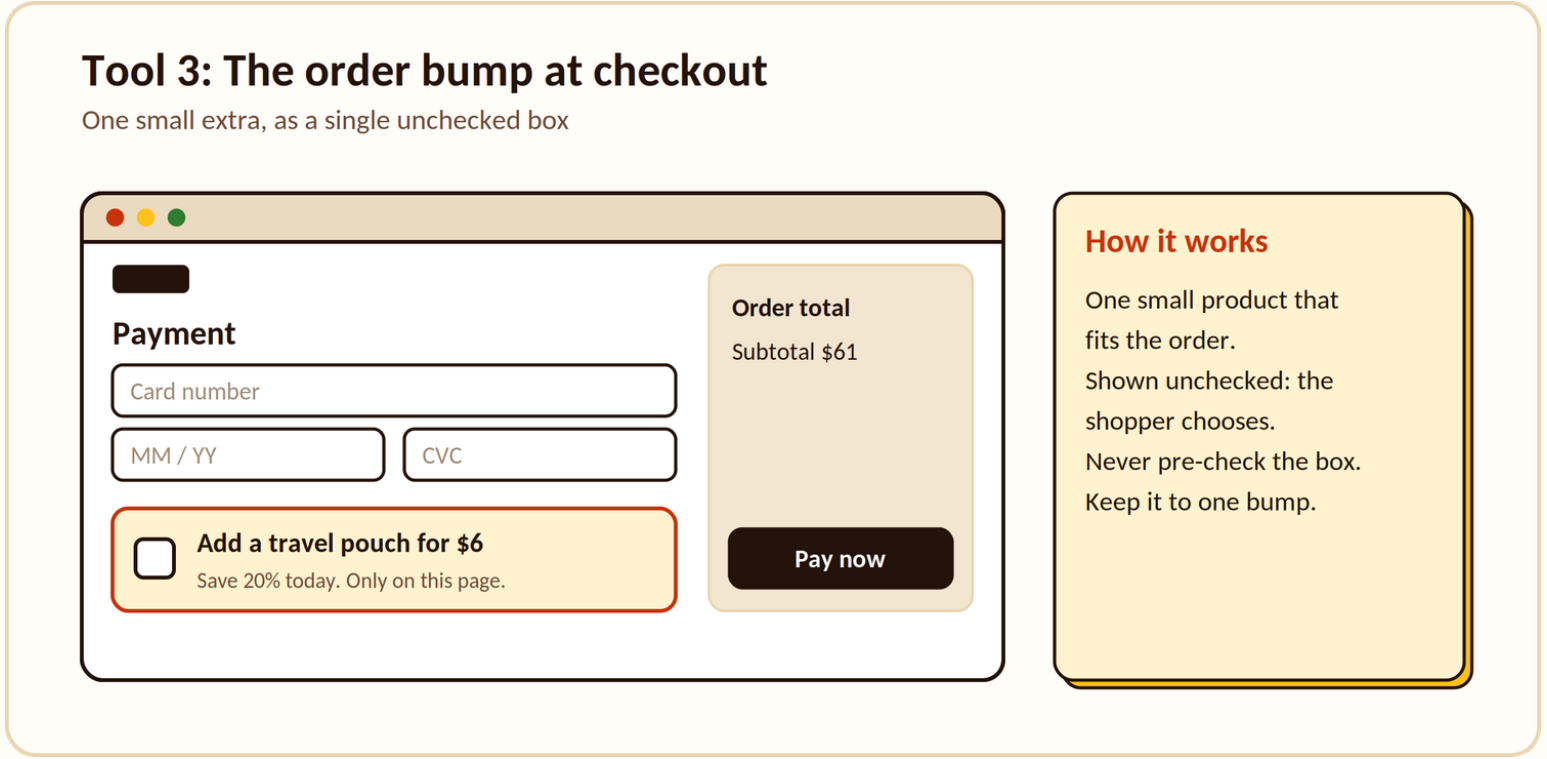
Effort: Medium **Best for:** quick, low-cost extras

GOAL

Offer one small extra on the checkout page, with a single checkbox.

WHY IT WORKS

The shopper has already decided to buy, so an extra at a good price takes no thinking.



The order bump is a single unchecked box on the checkout page.

The order bump at checkout

Setup

1. Pick one small product that fits the order.
2. Offer it at a special price, only on this page.
3. Show the benefit in one line. Keep the box clearly separate and unchecked.

Copy to use

- "Add a travel pouch for $6."
- "Add a spare for $9. Save 20% today."

Avoid this

Never pre-check the box. Keep it to one bump. More than that makes checkout look cluttered.

Start small

One small bump that costs under 15% of the average order.

Tool 4

The one-click upsell after payment

Effort: Medium to High

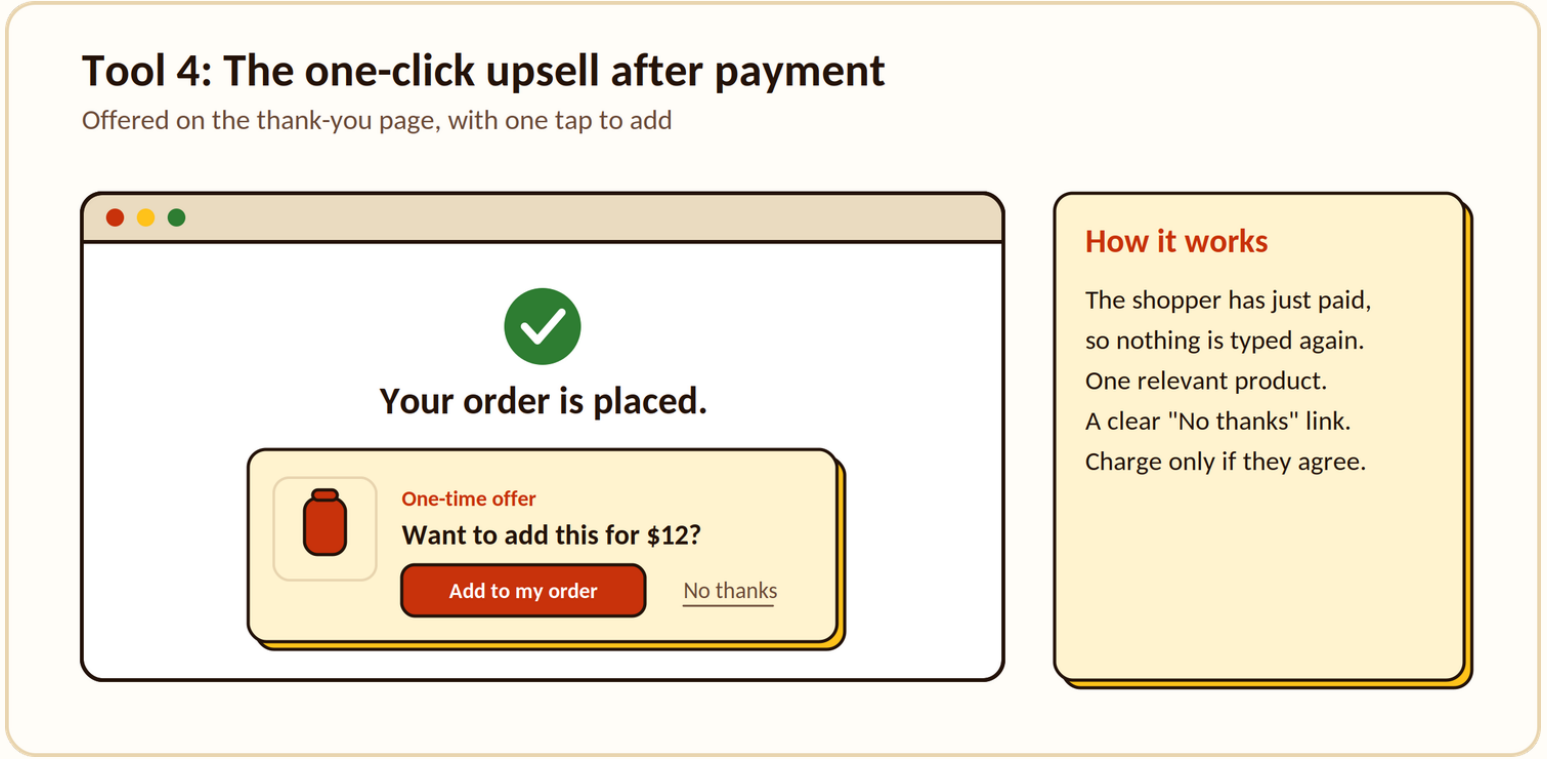
Best for: stores with a natural "next product"

GOAL

Offer a related product right after the shopper pays, with one tap to add it.

WHY IT WORKS

The shopper has just bought, so they trust you and have already entered their payment details. Adding to the order does not require typing anything again.



The one-click upsell appears on the thank-you page after payment.

The one-click upsell after payment

Setup

1. Pick one relevant product with a special price.
2. Show it on the thank-you page or right after payment, with a clear "Add to my order" button and a clear "No thanks" link.
3. Make sure it is easy to add to the same shipment.

Copy to use

- "Your order is placed. Want to add this for $12?"
- "One-time offer: add it to your order."

Avoid this

Make the "No thanks" link easy to find. Only charge the card if the shopper clearly agrees. This may need a checkout app or a plan that allows it.

Start small

Skip this for now if your platform makes it hard. Use the cart add-on instead.

Tool 5

The gift-unlock bar

Effort: Low

Best for: stores that offer a free gift (Chapter 2, Offer 3)

GOAL

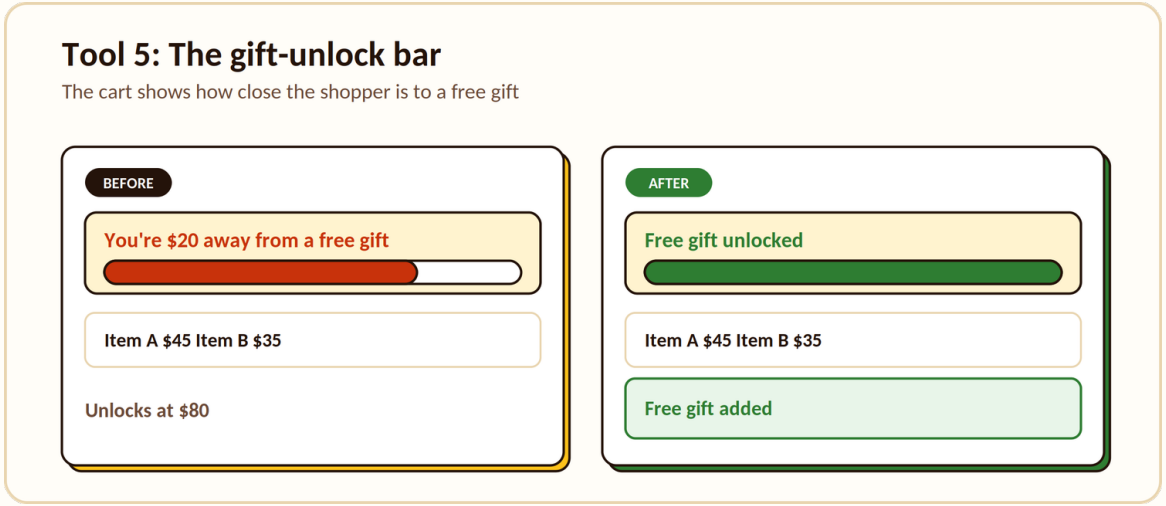
Show shoppers how close they are to a free gift.

WHY IT WORKS

Just like the shipping bar, it turns a reward into a clear goal.

Setup

1. Set the gift level above your average order.
2. Add a bar or message at the top of the cart.
3. When the shopper reaches the level, show "Free gift added."



The gift-unlock bar before and after the shopper reaches the goal.

Copy to use

- "You're $20 away from a free gift."
- "Free gift unlocked."

Avoid this

Use one reward bar, not two. A free-shipping bar and a free-gift bar together can confuse shoppers. If you want both, set them at the same level.

Start small

One cart message with the gift level.

3. The checkout check-up

Baymard Institute, a research group that studies online checkout, asked U.S. shoppers why they had left a checkout. Here are the reasons, and what you can do about each one.



The most common reasons shoppers leave a checkout.

Why shoppers left	Share of shoppers	What you can do
Extra costs were too high (shipping, tax, fees)	About 39%	Show shipping and fees early, on the product page or in the cart
Delivery was too slow	About 21%	Show a clear delivery date, and your shipping cutoff
Did not trust the site with their card	About 19%	Show secure payment signs, reviews and a clear return policy
Site wanted them to create an account	About 19%	Offer guest checkout
Checkout was too long or confusing	About 18%	Cut extra fields

Source: Baymard Institute. Shoppers could give more than one reason, so these add up to more than 100%.

Other problems that cost sales

- The site had errors or crashed. Test the whole process on a phone and a laptop.
- The return policy was unclear. Put it in plain words near the buy button.
- The total cost was hidden. Show the full total before the last step.
- The card was declined, or there were too few payment options. Offer more than one way to pay, such as digital wallets and, if it suits you, buy now pay later.

Two extra facts

- Baymard found that the average checkout has about 23 form elements. Its own testing shows that a good checkout can be as short as 12 to 14.
- On payment options: Adobe says "buy now, pay later" passed $1 billion in a single day on Cyber Monday 2025, and about 82% of its spending is expected to happen on phones this year. If your shoppers use it, it is worth offering.

COMMON MISTAKE

Making guest checkout hard to find. Forcing an account is one of the top reasons for leaving.

Your checkout worksheet

1. **My average order value now:** $_____
2. **My free-shipping level (about 15% to 30% above):** $_____
3. **My cart add-on product:** _____
4. **My order bump (optional):** _____
5. **Does my checkout offer guest checkout?** ☐ Yes ☐ No
6. **Can shoppers see shipping cost before checkout?** ☐ Yes ☐ No
7. **How many ways can shoppers pay?** _____
8. **The first thing I will fix:** _____

Test it. Ask a friend to buy something from your store on their phone. Do not help. Watch where they pause.

Chapter 7 checklist

- ☐ I know my average order value
- ☐ My free-shipping level is set and shown in the cart
- ☐ I added one cart add-on
- ☐ Any bump or upsell is optional and clearly marked
- ☐ Nothing is added to the cart without the shopper's choice
- ☐ Guest checkout works
- ☐ Shoppers see shipping costs and delivery dates early
- ☐ My checkout has no unnecessary fields
- ☐ I offer more than one way to pay
- ☐ I ran a test purchase on a phone

CHAPTER 8

8

Mobile Rules and Compliance Basics

Two things that can quietly cost you sales

Two things that can quietly cost you sales

This chapter is about two problems that do not look urgent until they are.

The first is **phones**. Most Black Friday shoppers use one. If your store is awkward on a small screen, you lose sales and never see it happen.

The second is **rules**. Shoppers, search engines and regulators all care about honest pricing, honest reviews and permission to contact people. Breaking those rules can cost you trust and money.

This chapter is short on purpose. Use it as a checklist.

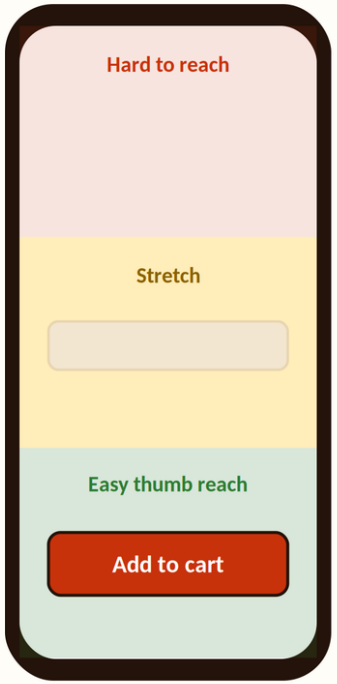
1. Phone checklist

Adobe says 57.5% of Cyber Monday online sales in 2025 came from phones, and it expects phones to drive 57.4% of online spending across this whole season.

Go through your store on a real phone, not a computer screen. Check each item:

Your phone checklist

Open your store on a real phone and check every item



- **Text size**
  Easy to read. About 16 pixels or larger.
- **Button size**
  At least about 44 pixels tall, with space between.
- **Thumb reach**
  Key buttons sit where a thumb can reach.
- **Speed**
  Main content in under about 2.5 seconds.
- **Forms**
  Few fields, with the right keyboard.
- **Sticky items**
  No more than two stuck to the screen.
- **Images**
  Sharp, but compressed so they load fast.
- **Payments**
  Digital wallets, maybe buy now pay later.

The phone checklist, with the thumb zones of a phone screen.

Test the hard way. Try your store on:

- A real phone, not just a browser window made small
- A slower connection, like mobile data in a spot with weak signal
- An older phone, if you can borrow one
- One hand, with your thumb only

The pixel sizes and the "two sticky items" tip are common design guidelines, not research findings.

DO THIS TODAY

Open your store on your phone. Go from the home page to a product, to the cart, to the last checkout step. Time it. Write down every spot where you had to zoom, wait or squint.

2. Compliance basics

These are the areas that matter most for a Black Friday store. The rules differ by country, so treat this as a starting point.



The five areas of rules that matter most for a Black Friday store.

1. Honest prices and honest urgency

You read this in Chapter 2. It applies everywhere in your store:

- The "was" price must be a price you really charged.
- Timers must count down to a real end time.
- "Only 3 left" must be true.
- In the EU, when you show a price cut, you generally must also show the lowest price from the previous 30 days.

- In the U.S., the FTC can act against deceptive pricing and fake urgency.

2. Honest reviews

The U.S. Federal Trade Commission (FTC) has a rule that took effect on October 21, 2024. It bans fake reviews and testimonials. It also covers:

- Buying positive or negative reviews
- Hiding honest negative reviews through threats or false claims
- Insider reviews that do not reveal a connection to the business

For knowing violations, penalties can reach tens of thousands of dollars per violation. What this means for you:

- Only show reviews from real customers.
- Do not offer rewards that depend on a review being positive.
- Do not delete honest reviews because they are critical.

3. Cookies and tracking

Many stores use cookies and tracking tools to measure traffic, run ads and remember visitors.

- **EU and UK:** You generally need a shopper's permission before setting non-essential cookies, like those used for marketing and some analytics.
- **U.S.:** Rules vary by state. Some states, such as California, give shoppers rights over their data. You may need a privacy policy and a way for shoppers to opt out.
- **Everywhere:** Have a clear privacy policy, and make sure your cookie banner works. A cookie banner is another pop-up. Do not let it pile up on top of your offer pop-ups. Keep it small on phones.

4. Permission to email and text

You read this in Chapter 6. The short version:

- Only message people who agreed to hear from you.
- Always include an easy way to unsubscribe or opt out.
- Do not buy lists.
- Do not pre-check sign-up boxes.

5. Clear policies and total costs

- Show shipping costs, taxes and fees before checkout.
- Make your return policy easy to find and write it in plain language.
- Make sure your contact details work.

- Keep your terms of sale and your privacy policy up to date.

Where to check the rules:

- **U.S.:** the FTC's business guidance pages
- **EU:** your country's consumer protection authority, and the EU's consumer law guidance
- **UK:** the Competition and Markets Authority and the Information Commissioner's Office
- **Your country:** your local consumer or advertising regulator

This is general information, not legal advice. If you are unsure, ask a local lawyer or accountant who knows e-commerce.

> **COMMON MISTAKE**
> Copying a competitor's sale tactics without checking if they are legal. Just because a big brand does something does not mean it is allowed in your country.

Your safety worksheet

Phone check

- Slowest page on my phone: _____
- Smallest text or button I found: _____
- The first thing I will fix: _____

Rules check

- Are all my "was" prices real? ☐ Yes ☐ Not sure
- Do my timers end at real times? ☐ Yes ☐ Not sure
- Do I show only real reviews? ☐ Yes ☐ Not sure
- Do I have a working cookie banner (if I need one)? ☐ Yes ☐ No ☐ Not sure
- Can people unsubscribe from my emails and texts easily? ☐ Yes ☐ Not sure
- Is my privacy policy up to date? ☐ Yes ☐ Not sure

Anything marked "Not sure" is your homework before launch.

Chapter 8 checklist

- ☐ I tested my store on a real phone, with one hand
- ☐ Text and buttons are easy to read and tap
- ☐ My pages load quickly on a phone
- ☐ I have no more than two sticky items
- ☐ My pop-ups are small and easy to close on phones
- ☐ My prices, timers and stock claims are true
- ☐ My reviews are real, and I do not hide honest ones
- ☐ My cookie banner and privacy policy are in place
- ☐ People can unsubscribe from my emails and texts
- ☐ I checked the rules for the countries I sell in

CHAPTER 9

9 Operations, KPIs and the War Room

Black Friday is a live event

Black Friday is a live event

Everything you built in Chapters 2 to 8 is ready. Now comes the part where things can go wrong: a broken code, a sold-out product, a slow site, a flood of questions.

The stores that handle this well do three things:

1. **They test before launch.**
2. **They watch six numbers while the sale runs.**
3. **They know what to do when a number moves.**

This chapter gives you all three. It is the last chapter, and it is the one you will use the most while the sale is live.

1. The pre-launch test

Adobe found that during the peak hours of 8 to 10 pm on Cyber Monday 2024, shoppers spent about $15.8 million every minute online. That is a lot of people arriving at once. If something is broken, it breaks at the worst time.



At the busiest hours of Cyber Monday 2024, shoppers spent about $15.8 million every minute.

Test everything 2 to 3 days before launch. Do not wait for the morning of the sale.

COMMON MISTAKE

Testing only on your own computer, while logged in as the store owner. Test as a new visitor, on a phone, in a private or incognito window.

The pre-launch test

Test as a new visitor, on a phone, in a private window

- ☐ **A full test purchase**
  Buy with a real card and sale code. Refund it.
- ☐ **Payment methods**
  Test each one, including digital wallets.
- ☐ **Discount codes**
  Do they work and end on time?
- ☐ **Order emails**
  Confirmation and shipping emails look right.
- ☐ **Offer rules**
  Does the gift add itself? Does the bar update?
- ☐ **Speed**
  Test your key pages again, on a phone.
- ☐ **Timers and end dates**
  Real end time and the right time zone.
- ☐ **Reports**
  Does your report show the test order?
- ☐ **Pop-ups and banners**
  Right timing. Easy to close on a phone.
- ☐ **Links**
  Ads, emails and banners open the right page.
- ☐ **Emails and texts**
  Send to yourself. Click every link.
- ☐ **A friend test**
  Ask someone to buy without your help.

Do this 2 to 3 days before launch, not on the morning of the sale.

The pre-launch checklist: twelve things to test before the sale.

2. Stock, shipping and support

Stock

- **Check your inventory** for your top 10 products. Is the number in your store the real number?
- **Know your reorder time.** If you sell out on Friday, can you restock before Monday?
- **Plan for sold-out items.** Decide ahead of time: mark it "sold out," offer a waitlist, or point shoppers to a similar product.
- **Do not oversell.** Make sure your store stops sales when stock runs out. Telling shoppers "sorry, we sold it twice" costs trust.

Shipping

- **Look up your carrier's cutoff dates** and put them on your site.
- **Be honest about delays.** If shipping will take longer because of the rush, say so on the product page and at checkout. Baymard found that about 21% of shoppers who left a checkout said delivery was too slow. Shoppers forgive honest delays far more than surprises.
- **Pack ahead.** If you can, prepare boxes, labels and packing materials before the sale.

Support

Prepare short, friendly answers to the questions you will get most. Save them as replies you can paste:

1. "Where is my order?"
2. "My discount code is not working."
3. "Can I change or cancel my order?"
4. "What is your return policy?"
5. "When will this be back in stock?"
6. "Does this ship to [country]?"

Set expectations. Put a short line on your contact page: "During our sale, we reply within 24 hours." Then make sure you can.

Plan your time. If you are alone, decide when you will check messages. For example: morning, midday and evening. Everything else waits.

3. The war room: six numbers

A war room is just a place where you watch your numbers during the sale. For a small store, it can be a single spreadsheet.

The six numbers

#	Number	How to get it	What it tells you
1	**Revenue**	Total sales so far	Are you on track for your goal?
2	**Conversion rate**	Orders ÷ visitors	Are visitors turning into buyers?
3	**Average order value**	Revenue ÷ orders	Are your cart tools working?
4	**Traffic**	Number of visitors	Is your promotion reaching people?
5	**Cart abandonment**	1 – (orders ÷ carts created)	Are people leaving at checkout?
6	**Email and text revenue**	From your messaging tool	Are your messages paying off?

The war room: six numbers

Example numbers, made up to show the layout. Check every 2 to 3 hours on sale days.

Your goal (from Chapter 1): **Raise average order value from $60 to $66**

Revenue
$8,420
Total sales so far

Conversion rate
2.1%
Orders ÷ visitors

Average order value
$63
Revenue ÷ orders

Traffic
4,010
Visitors so far

Cart abandonment
71%
1 − (orders ÷ carts created)

Email and text revenue
$2,130
From your messaging tool

Time	Visitors	Orders	Revenue	Conversion	AOV	Notes
9:00	820	17	$1,071	2.1%	$63	Launch email sent
12:00	1,640	33	$2,079	2.0%	$63	Pop-up turned on
15:00	2,410	52	$3,276	2.2%	$63	Gift bar added

An example war-room view. The numbers are made up to show the layout.

How often to check

- **Before launch day:** once a day.
- **Black Friday and Cyber Monday:** about every 2 to 3 hours. If you can, check hourly in the morning and in the evening.
- **Other sale days:** morning and evening.

Remember from Chapter 1: Cyber Monday made up only about 32% of Cyber Week's online sales in 2025. The money is spread over several days, so watch all of them, not just one.

A simple spreadsheet (Google Sheets or Excel works fine)

Time	Visitors	Orders	Revenue	Conversion	AOV	Notes
9:00						
12:00						
15:00						

Add your goal from Chapter 1 at the top. Compare each reading to your goal, and to last year if you have it. Your platform's built-in reports are enough to find the numbers.

> **DO THIS TODAY**
> Make the spreadsheet. Fill in your goal and last year's numbers, if you have them. Write down where you will find each of the six numbers.

4. The "if this, then that" rulebook

When a number moves, do not panic and do not guess. Use these rules.

If you see this, do that

When a number moves, do not panic and do not guess

Traffic up, conversion down	Check page speed, message match and broken buttons (Ch. 5).
Traffic normal, orders stop	Do a test purchase now. Check payments and codes.
Conversion fine, order value low	Check your shipping and gift bars. Add a bundle (Ch. 2 and 7).
Lots of carts, few orders	Show shipping costs early. Check payment options and your cart messages (Ch. 6 and 7).
Hero product almost sold out	Mark it sold out. Change the banner. Send traffic to your next best product.
Emails opened, few clicks	Check the links. Shorten the email. Clearer button (Ch. 6).
Unsubscribes or complaints rise	Send fewer messages. Skip recent buyers.
Ad spend up, sales flat	Pause your weakest ads. Check where they land.
Site slow or down	Turn off extra pop-ups and apps. Call your platform's support.
Profit per order too low	Change the offer at a clean time, like midnight, and say so honestly.

Change one thing at a time · **Write down what you changed** · **Never touch your deadline**

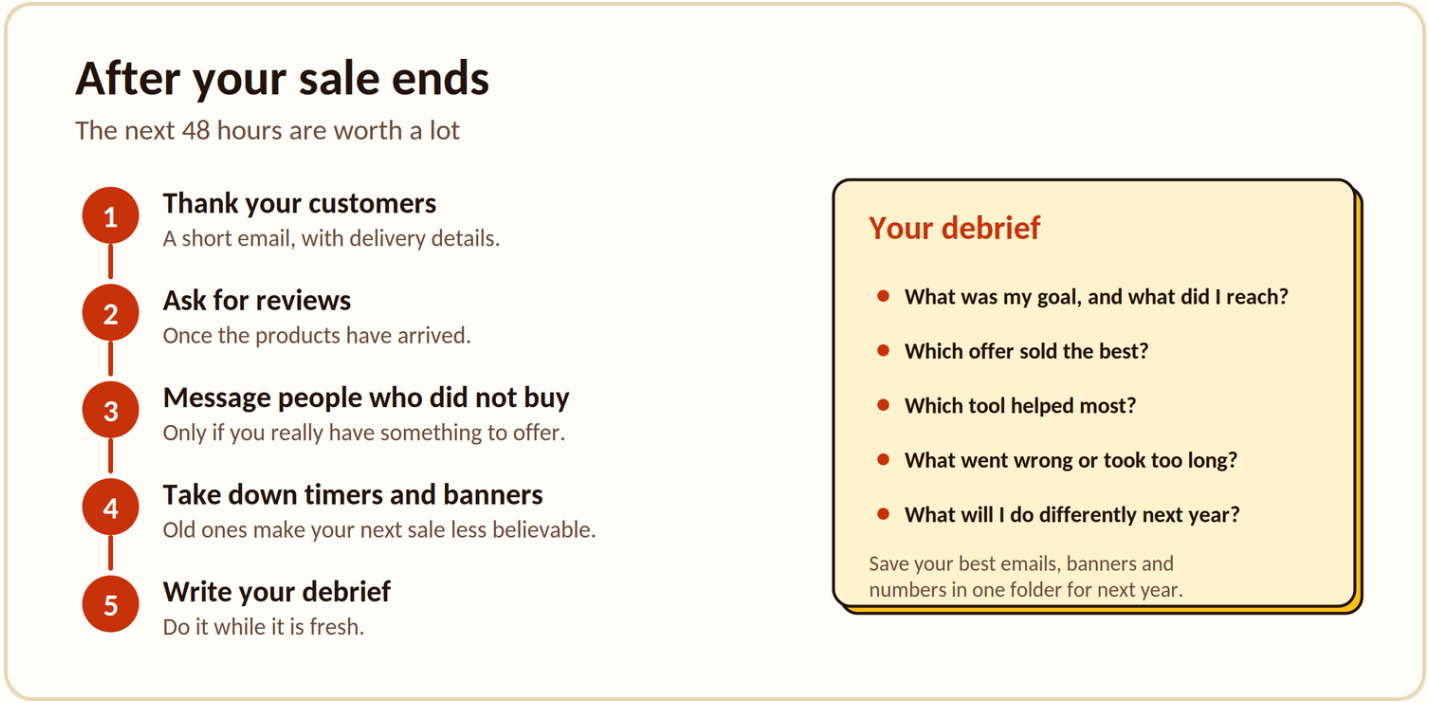
The if-this-then-that card. When a number moves, check this first.

Three rules for acting:

1. **Change one thing at a time.** Otherwise, you will not know what worked.
2. **Write down what you changed and when.** A note in your spreadsheet is enough.
3. **Do not touch your deadline.** If you said the sale ends Monday, it ends Monday. (See Chapter 2.)

5. After your sale ends

The sale ends, but the work is not done. The next 48 hours are worth a lot.



What to do in the 48 hours after your sale ends, and the questions for your debrief.

When you message people who did not buy, keep it light. For example: "Missed the sale? Here is what is still available."

Save your best emails, banners, pop-ups and numbers in one folder. Next year, you will not start from zero.

On extending the sale: If you want to extend it, decide before the sale starts and say so up front, for example "Sale runs through Tuesday." Extending a sale you called "last chance" teaches shoppers to ignore your deadlines.

Your final worksheet

1. **My goal number (from Chapter 1):** _____
2. **My stock risks (products that may sell out):** _____
3. **My shipping cutoff dates:** _____
4. **My six support replies are saved:** ☐ Yes ☐ Not yet
5. **My war-room spreadsheet is ready:** ☐ Yes ☐ Not yet
6. **When I will check my numbers on sale days:** _____
7. **Who to contact if my site goes down:** _____

Chapter 9 checklist

- ☐ I did a full test purchase and refunded it
- ☐ Discount codes, timers and offer rules all work
- ☐ My emails, texts and links are tested
- ☐ My stock numbers are correct
- ☐ My shipping dates are on my site
- ☐ My support replies are written
- ☐ My war-room spreadsheet is ready, with my goal on top
- ☐ I know what to check if a number moves
- ☐ I have a plan for the 48 hours after my sale ends

A Closing Note

You now have the plan, the words and the checklists. What matters next is that you act.

You do not need to do everything in this book. Pick your offer. Put it where shoppers can see it. Make your phone experience smooth. Be honest. Then watch your numbers and adjust.

Black Friday comes around every year. Keep this book and your debrief notes. Next year you will start far ahead of where you are today.

One small favor. If this book helped you, please leave an honest review where you bought it. It helps other store owners find it. If something was unclear, or you want help applying it to your own store, message me. My contact details are on the next pages. I want every chapter to be as simple and useful as possible.

Thank you for reading. I am rooting for your sale.

Md Mihad Hossain

Want a Second Pair of Eyes on Your Store?

This book gives you the plan. Sometimes you want someone to look at your own store and tell you what to fix first.

I help online stores grow through search, paid ads, conversion optimization and email. If you would like a hand, I am happy to talk it through.

It is a good fit if:

- You are not sure which tactics in this book matter most for your store
- You want a fresh look at your pages, offers and checkout
- You would rather have a short list of priorities than a long list of ideas

What you can ask me about: a Marketing Analysis Report written for your store only, a review of your Black Friday plan, or help with search, ads, email and conversion.

How to reach me:

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About the Author

Md Mihad Hossain is a full-stack digital marketer with over six years of experience across SEO, content, partnership, conversion optimization, email, and paid media. He is currently Marketing Manager at WebLane, where he plans and runs marketing strategy across search, paid advertising, and conversion.

Previously, as Digital Marketing Manager at Codexpert Inc, he grew organic traffic significantly, led the marketing team, and worked directly with the CEO on product and launch strategy. Earlier, as Marketing Lead at Staff Asia, he led marketing for Training Express, one of the largest UK compliance course providers.

He holds a BBA (Accounting and Information System) and certifications from Google, HubSpot, and Copyhackers. He also runs BookChef, which publishes practical, step-by-step guides for online business owners.

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