

FLOURISH & THRIVE
ACADEMY

Marketing Your Offer

DAY 3

Supercharge Your
Online Jewelry Sales
Challenge

ADD TO YOUR CALENDAR

Supercharge Your Online Jewelry Sales Challenge

APRIL 2024

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	08 ALL DAY Supercharge Your Online Jewelry Sales Challenge Facebook Group Open Pre-Challenge Homework: Your Online Sales Success Roadmap	09	10	11	12	13
14	15 10am PT 1pm ET Supercharge Challenge Day #1: Simple Ways to Grow Your Email List SHOW UP LIVE BONUS The Ultimate Traffic Boost Guide For Jewelry Designer	16 10am PT 1pm ET Supercharge Challenge Day #2: How to Use AI to Speed Up Your Marketing & Sales SHOW UP LIVE BONUS Canva Demo with Blair Kaplan Venables	17 10am PT 1pm ET Supercharge Challenge Day #3: Marketing Your Offer (email + sms marketing + pitch) SHOW UP LIVE BONUS 5 Subject Line Formulas To Get Your Emails Opened	18 10am PT 1pm ET Supercharge Challenge Day #4: The Fastest Way to Double Your Sales in Half the Time SHOW UP LIVE BONUS \$5000 in giveaways	19 10am PT 1pm ET Supercharge Challenge Day #5: The 2024 insider secrets to grow your sales in 90 days SHOW UP LIVE BONUS \$5000 in giveaways	20 ALL DAY Binge-Watch Weekend
21 ALL DAY Binge-Watch Weekend	22 10am PT 1pm ET LIVE SESSION: Ask Tracy Anything About Your Jewelry Business SHOW UP LIVE BONUS Scavenger hunt winners					

Want to add these times and dates to your digital calendar?

[CLICK HERE!](#)

Sign up for SMS reminders

[CLICK HERE!](#)

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Challenge Exercise: Create an Email To Send Out to Your Audience or Email List

Select an Angle: There are many reasons to email. Selling a product is just one of many reasons to email or choose your own.

<input type="checkbox"/> Promote a Product or Collection	<input type="checkbox"/> Share Your Story
<input type="checkbox"/> Share Value Added Content	<input type="checkbox"/> Share a Product Review Case Study
<input type="checkbox"/> Share How to Wear It	<input type="checkbox"/> Other:
<input type="checkbox"/> Host a Sale Event	<input type="checkbox"/> Other:

Write Your Subject Line: Brainstorm 3-5 subject lines that you can select from. Get inspiration from brands you love.

	
	
	
	
	

Write Preview Text: Preview text shares with the reader what's inside of the email and can help with getting your emails opened. (40 to 140 characters)

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Select a Call to Action: What do you want the reader to do?

<input type="checkbox"/> Shop the Collection	<input type="checkbox"/> Read More
<input type="checkbox"/> Buy Now	<input type="checkbox"/> Share a Product Review Case Study
<input type="checkbox"/> Shop the Look	<input type="checkbox"/> Host a Sale Event

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Write the copy: The copy inside of the email will vary based on your objective. It can be as short as a few lines to a few short paragraphs. The idea is to get them on your website so less copy is more.

Design Your Email: Product Based Email Marketing is highly visual. Use a tool like Canva to create a strong CTA and graphic. You can use a template from your email service provider or design a graphic with most of the copy embed within your graphic.

GET INSPIRATION FROM BRANDS THAT YOU LOVE!

What you'll need: These are the basics of what you'll need to send out your email.

<input type="checkbox"/> Subject Line	<input type="checkbox"/> Links to Products or Website Page
<input type="checkbox"/> Preview Text	<input type="checkbox"/> Additional Copy Graphic
<input type="checkbox"/> Photo(s) of Your Jewelry	<input type="checkbox"/> Call to Action (CTA)

Bonus: Brainstorm additional email ideas for promoting your business.

TRAIN YOUR CUSTOMERS

Apply to join TYC today and get this

Fast Action Bonus



MASTER YOUR MARKETING: DFY SOCIAL MEDIA AND EMAIL MARKETING BUNDLE VALUE \$997

- Notion Template for Marketing Calendar
- 90 Days of DFY Social Content on a Notion Board
- 25 DFY Emails Broadcast Email Templates
- 30 Canva Design Templates for Social Media
- 50 Copywriting Hooks for Social Content
- How to Plan Your Marketing With ChatGPT Training

APPLY TODAY!

I wanted to do at least twice the volume in one month than I did the prior year. **I was able to do that, and then some, and had my first mid-5-figure month**

ULKA WILSON, ULKA ROCKS

After TYC...**My revenue went up 200%**

CAROL GAVHANE, ASHA BLOOMS

CONNECT WITH

##TeamFTA

Show up
LIVE to
WIN!

Show up live to
every training
session and
participate to earn
points towards
\$5000 in
giveaways.

Any questions about the Challenge content?

Comment on any of our posts in the [Supercharge Your Online Jewelry Sales Challenge](#) group and we'll make sure you get connected.

**JOIN US IN THE
FACEBOOK GROUP**

Let's grow together!

Wondering how our programs can help you grow faster (including our Train Your Customers to Buy from You Online)? Apply for TYC now!

APPLY FOR TYC NOW

Other questions?

Not receiving emails or need help with something else? Reach out via email to support@flourishthriveacademy.com