

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

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

[CLICK HERE!](#)

Sign up for SMS reminders

[CLICK HERE!](#)

# Supercharge Your Online Jewelry Sales Challenge

DAY 3

## MARKETING YOUR OFFER

**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.

    
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**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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## MARKETING YOUR OFFER

**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](mailto:support@flourishthriveacademy.com)