**Email 1:** (4 weeks out) (10/20)

Goal: Put it on their Radar

**Subject Line:** Quick Announcements

**Body:**

[Insert your announcements here] *below was my exact email*

Hey Students!

AWESOME stuff happening at 3PK this week. We're prepping for our Fall Tournament and Black Belt Testing that's happening THIS Saturday!

Tournament Starts at 9:00am and EVERY student should attend! If you aren't signed up yet, grab a sheet from the front desk, or sign up at this link: http://member-site.net/?EV--cwPc

If you're not sure about the tournament or whether you should do it, email me back and wee'll get it figured out.

Coming Up in November:

Belt Graduation Nov. 13th (Thursday) at 5:00pm

NO CLASSES on Thanksgiving

Thanksgiving Camp! November 26th and 28th $69 for Both Days

HOLIDAY SALE! November 15th from 9am-12pm ONLY. (Black Belts get early access at 8:30am)

So there's some really cool stuff going on at 3PK, and we're SO glad you're a part of it. THANKS for being a student!

William Pierce

P.S. Want to see something amazing? We have 5 Students testing for their Black Belts on Saturday. From 3-4PM is the portion of the Black Belt test that's open to the public. Now, by that point they will have run a mile, done 200 pushups, crunches and jumping jacks as well as sparred for an hour straight and completed at full power/speed all of the rest of their curriculum....but I'm sure they'll still look good ;)

**Email 2**: 3 weeks out, 10/27

Goal: Focus solely on the sale, give a General Outline of What's on Sale - this is a copy of Mailer 1 (you want the content to match as the email and the letter arrive generally at the same time - it'll hammer the point home)

**Subject Line:** 2014 Holiday Sale

**Body:**

Students and Parents,

I'm so excited to announce our **2014 Holiday Sale**! This year we're going all out to bring you **awesome martial arts equipment and gifts** your whole family will love (and some they really need!) .

From high quality safety gear and at home training equipment to **hundreds of dollars in savings on tuition**, we've really pulled out all of the stops. We're really, really excited about the sale - we know you'll love it!

If you need to get a second uniform, replace that worn out mouthpiece, or finally get a new headgear *(you know, they're not supposed to cut off circulation to the brain ;))*, **we can help at the Holiday Sale**.

The Sale is Saturday, November 15th from 9:00am to 12:00pm.

3 HOURS ONLY!

Here's the deal: We can only do this kind of sale for so long - **the discounts and incentives are just too good to have available all of the time**, so we only have the sale from 9am-12pm. Every year we have people try to purchase after the noon cutoff and the answer is NO, *so please be sure to make it to the sale itself!*

We'll schedule **discreet pickup** if you're trying to surprise someone with a gift, and even let **family and friends make phone orders**. If they call between 9 and noon they'll get the Holiday Sale prices and discounts. I mean, why not hit up grandma for some cool karate gear, right?

Anyway, we're really, really excited about the sale, as if you can't tell, and we hope you are too! We'll be announcing it in class over the next few weeks as we get ready for it.

If you have any questions, please let us know. See you at the sale!

William Pierce

P.S. **Black Belt and VIP students** will be allowed through the doors at 8:30am!

P.P. S. We'll even have a really cool new student package, so if you know of anyone who's been wanting to start but just hasn't yet, let them know that November 15th is the perfect day. Thanks!

**Email 3:** 2 weeks out 11/3

Goal: Quick email mixed with other things, mention a $xxx discount on tuition (the actual dollar amount)

**Subject:** This Week's Important Stuff

**Body:**

[Insert your announcements here] *below was my exact email*

We've got a LOT coming up! Next week is both our Belt Graduation and our Holiday Sale, should be REALLY cool.

We only have ONE more space left in our After School Program for the rest of this semester. More spaces will be opened in January and those are already half spoken for. If you know anyone who needs after school care, could you let them know that we're an option?

Thanks!

William Pierce

P.S. One of the BEST things about our Holiday Sale (besides hanging around with the 3PK staff on a Saturday) is our tuition sale. We're working it out, but we should be offering between $400 and $500 off yearly tuition. Cool right?

**Email 4:** 1.5 weeks out 11/6

Goal: List specific things on sale, get people reading and imagining themselves at the sale

**Subject line:** This is Insane!

**Body:**

I'm being attacked by students about this sale! These kids are really, really excited about the Holiday Sale lol. To be fair, I am too! Here's a list of some of the most frequently needed items for students:

-Pants: We sell pants separately, so if you or your child is growing, you might be able to replace just a pair of pants ($21.99and up) instead of a whole uniform

-Sparring Gear: If you're a new student and don't have gear, this is the time to do it. If you're an advanced student, be sure your gear is in good condition. If not, you can replace individual pieces (instead of buying a whole pack)

-Weapons: New students should buy the basic (cheaper) weapons. Advanced students who are becoming proficient should look into upgraded weapons (they're constructed better, balanced better, are lighter, and are easier to use)

-Tuition: Usually the most popular item on the list. Big discounts!

So get excited, and we'll see you on Saturday the 15th (9am-Noon ONLY!)

William Pierce

P.S. We also have this really cool "New Student Gift Box". It's a uniform and a certificate for a Month long trial of our classes, all boxed up in a classy box to put under the tree. If you know of anyone who might need a REALLY cool sub $50 gift for Christmas, could you let them know? Thanks!

Email 5: 1 week out 11/10

Goal: Hit the $xx discount in an actual NUMBER in the P.S., and drum up interaction with a question about the physical flyer

**Subject Line:** This Week's Important Stuff

**Body:**

[Insert your announcements here] *Below is what I actually wrote*

Hey Students and Parents!

1) Belt Graduation is THIS THURSDAY!

Ninjas - 5:00pm

Prep Program - 5:30pm

Level 1/2 - 6:00pm

If you're not sure if you should graduate or when, please reply to this email and we'll get it figured out.

Additionally, please get your belt grad sheets turned in asap - they help us order the right belt for your child.

2) Holiday Sale is Saturday!

Saturday 9am-Noon ONLY!

Watch your mail - yeah, your real mailbox (who ever uses that anymore?) for some great coupons

Thanks for being students!

William Pierce

P.S. We finally decided on a $500 discount [insert your discount here] on our annual student tuition. Pretty crazy right? But we think it'll be really helpful to families to save $500 in tuition!

P.P.S. Did you get a flyer in your mailbox? I want to be sure everyone got it. I don't know how much I trust "snail mail" these days....

Email 6: .5 weeks out 11/12

Goal: Build anticipation, you want them to think you're as excited as they are. We don't want people feeling dumb if they're excited

**Subject Line:** It's Coming!

**Body:**

I can't wait! We've got boxes of awesome stuff hidden in the back, and I'm seriously having to use my Black Belt patience not to pull it all out and show everyone what's in store!

I think I'll be able to handle the wait, but I will probably be putting out the tables a little early, so if you're coming to class in the next few days, maybe you can sneak a peak ;) **[DO NOT PUT OUT ACTUAL ITEMS, JUST PUT OUT THE TABLES]**

See you in class!

William Pierce

P.S. I'm also handing out VIP passes to select students (those who worked REALLY hard in class) to get into the sale early (8:30am) with the Black Belts. lol, I realize that means an 8:30 event for you as a parent, but these kids are REALLY excited!

Email 7: Day Before 11/14

Goal: Build anticipation and remind about Phone orders and discreet pickup (both helping to overcome potential issues parents have that might cause them to not attend the sale)

**Subject Line:** (dude) seriously

**Body:**

We're unpacking boxes, getting tables setup, making sure we have all of our ducks in a row... and you are going to LOVE it! The team and I are really super, super excited to see you tomorrow at the Holiday Sale.

BTW, if you have questions about anything, please reply and we'll try to help

William Pierce

P.S. Don't forget we'll be taking phone orders as well for those who can't make it in, but ONLY during the actual sale times (9am-noon). Also, we'll be scheduling discreet pickup for items if you don't want your child seeing their gift ;)

Email 8: Day of 11/15

Goal: Remind anyone who forgot about the sale - remember, families are BUSY. It's totally possible for them to have intended to attend and forgotten on the day of. Rainmakers, consider using your SMS feature. I don't usually use it for anything but warning parents about tornado/fire etc emergencies, but it isn't crazy to text them during the sale and let remind them. This Email is purposefully short. We want them to feel like you sent them a quick, personal message.

\*\*Schedule/send this an hour AFTER the sale starts

Subject: IT'S HAPPENING NOW!

Body:

We're here at the school having a blast! A bunch of people have stopped by - are you coming?

William Pierce