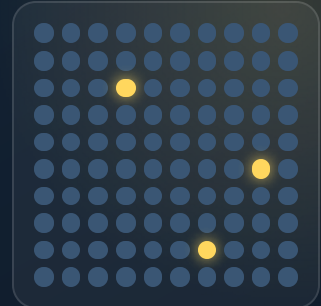


FOR BRANDS THAT SELL ONLINE

More people will visit your store on Black Friday than any other weekend.

Most of them will leave without buying.

You don't need to pay for more of them. You need more of the ones **already coming in** to stay and buy. Six weeks isn't enough to rebuild a store. **It's enough to turn on what's already sitting there.**



2 or 3 out of 100 visitors buy on a typical online store.* The other 97 looked, liked something, and left.

Two ways to get more out of Black Friday

WHAT MOST STORES DO

Push harder

Spend more on ads to bring in more people, into the same store that let the last ones leave.

Next year you pay for all of it again.

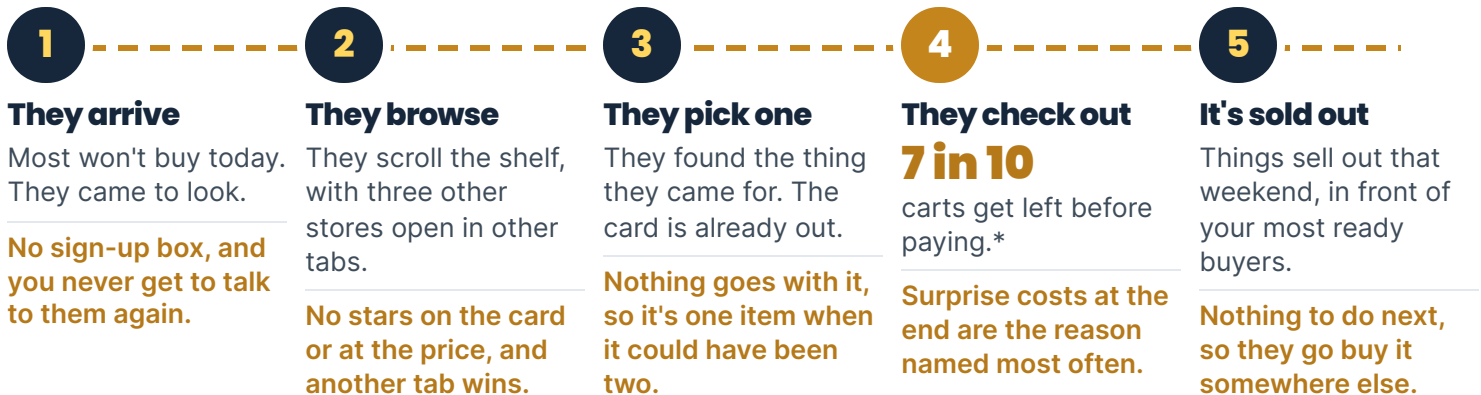
THE CHEAPER MONEY

Keep more of the people already coming

Small things a buyer runs into on the way to paying. Turn them on once, and they work on every visitor after.

- Ask for the email
- Show the reviews
- Make two easy to buy
- No surprise shipping

The trip every buyer takes, and where the money slips away



None of this is a miss on your end. Nobody ever put it on one page for you.

Turn this over.

Check your own store against the ten things a buyer runs into. It takes about five minutes on your phone.



*Typical online store conversion is about 2 to 3 percent (Shopify). About 70 percent of online carts are left, and extra costs are the reason named most (Baymard Institute).

Check your store in five minutes.



Open your website on your phone the way a customer would, and tick each one you can see. If you had to hunt for it, so would they, so leave it blank.

STEP 1 They arrive	☐ Email and text sign-up on your home page	Most won't buy that day. A good sign-up box gets 3 to 8 of every 100 to leave an email (Klaviyo).
	☐ A reason to sign up in the sign-up box	Every store is offering something that weekend, so yours has to give a reason that's worth stopping for.
STEP 2 They browse	☐ Ratings on the shelf on the product cards	Most visitors scroll the shelf before they open anything, so the stars have to be on the card.
	☐ Reviews at the price on your best seller's page	They're comparing you with three other tabs, and what other buyers said is what tips it.
STEP 3 They pick one	☐ Something to go with it under your best seller	The card is already out, so the thing that goes with the best seller is the easiest second item you'll sell all day.
	☐ Kits and sets a reason to take two	People buy for other people that weekend, and a ready-made set makes the bigger order the easy one.
STEP 4 They check out	☐ A free-shipping line at the top and in the cart	Show how close they are to free shipping, so the last few dollars go in the cart instead of the cart being left.
	☐ An offer in the cart between product and payment	Every buyer passes through the cart, and something offered there costs you nothing to show.
	☐ Shop Pay and phone wallets at checkout on a phone	Most of the weekend happens on a phone, and a phone is where a long checkout form gets given up on.
STEP 5 It's sold out	☐ A next step on sold-out pages "tell me when it's back"	The people on a sold-out page are some of the most ready to buy. Give them something to do besides leave.

Add up your ticks. I have _____ of the ten.

9 to 10 READY

You're set for the weekend. The next money is behind the store: the second order and the slow months.

5 to 8 MOST STORES

Some on, some never turned on. Each one that's off costs the most that weekend.

0 to 4 GOOD NEWS

The easiest money you'll find. The people are already coming. Six weeks is enough.



thriveworks360.com

SCAN IT

See where your brand stands.

Twenty questions, about six minutes. See which part of your business is holding the most money, and roughly how much. Then book a free call to talk it through.

Find your number →

Rather have it checked for you?

Give Nathan your website today. In two days you get a free **ARC Snapshot**: which of the ten are on, and what the off ones are usually worth. No pitch on it.

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