



\$100M BLACK FRIDAY WORKBOOK

2024

PROVEN TEMPLATES, CHECKLISTS, SWIPE FILES,
AND STEP-BY-STEP GUIDES TO HELP YOU LAUNCH
YOUR BEST BFCM SALE EVER.





HEY, I'M EZRA

I'M EXCITED TO SHARE THE 2024 BFCM WORKBOOK WITH YOU.

This resource was created to give you the exact strategies that have helped me add over \$100 million (and counting) to my businesses during my Q4 holiday sales.

Inside, you'll find a step-by-step breakdown of all the bootcamp strategies shared by your four coaches — all of them 9-figure founders, CEO's and Shopify experts.

This workbook has unlocked millions for our businesses, and we believe it can unlock millions more for merchants like you. While every business is unique, these strategies have been tested and proven on our own top-performing Shopify stores — and we're confident this workbook has all the tools you need to launch your biggest Black Friday sale ever.

I HOPE THIS HELPS,

Ezra Firestone

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EZRA FIRESTONE

01

Ads, Offers, Landing Pages



BOOM
BEAUTY

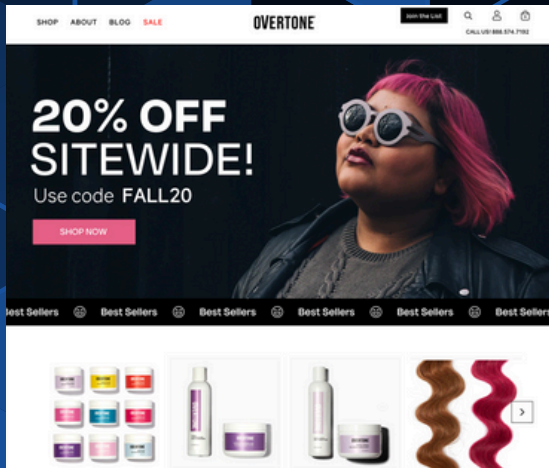
OVERVIEW OF BFCM STRATEGIES

Ezra Firestone emphasizes the importance of starting early and hitting **peak sale days beyond BFCM** like Prime Day in October, Thanksgiving and Green Monday. Merchandising is critical to **maintain a high profit margin** and avoid burnout. Utilize email, SMS, and ads together across all channels (Facebook, Google, Amazon, etc.) to **reduce conversion costs** and maximize visibility.

- **GO EARLY (PRIME DAY OCTOBER)**
- **HIT THE PEAK DAYS**
- **AUDIENCES MATTER**
- **MERCHANDISING MATTERS *A LOT***
- **EMAIL, SMS & ADS HEAVY.**
- **MIMIC ON AMAZON, FB SHOP, SMS, ORGANIC, GOOGLE, ETC.**
- **MERCHANDISING MATTERS *A LOT***
- **BUNDLE + KIT + NEW ITEMS**
- **CONTENT AROUND MERCHANDISING**
- **MOBILE MATTERS (LP OPTIMIZATION)**
- **AMPLIFY ORGANIC**



CAMPAIGN PHASES AND KEY DATES

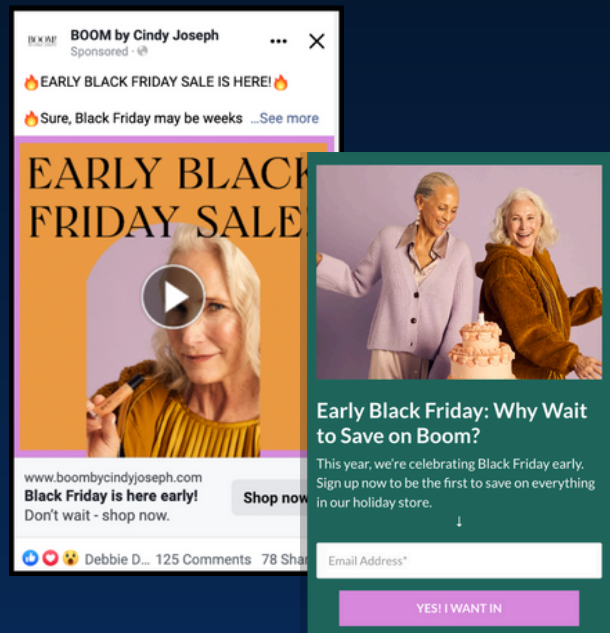


PRIME/FALL SALE (OCT 9-12):

20% off sitewide, early bird sale to build momentum.

EARLY BFCM (NOV 1-28):

Get email leads with early access to BFCM discounts.



BFCM (NOV 29- DEC 2):

Launch high-profit offers and high-AOV bundles.

2023 EXAMPLE

BOOM CAMPAIGN PHASES

EARLY BIRD DATES: 11/16 - 11/23

- Tease biggest discounts of year
- Tease new Boom (Holiday Bag)
- Tease Free Boom (Gloss)

BFCM DATES: 11/25 - 11/28

- Free Gloss / Savings focus
- Introduce Holiday Bag (+Extra Gloss)
- Encourage early shopping / shipping
- Holiday + Silver Coming Soon

SILVER: COMING SOON - 11/30 - 12/3

- Holiday shopping + silver -
- Silver: Coming Soon -
- Holiday traveling + silver

SILVER LAUNCH DATES: 12/5 - 12/12

- All emails about silver

ROSY GLOW DATES: 12/13 - 12/17

- All emails about Rose Nude + Rose Nude looks
- Holiday Bag featuring Rose Nude

HOLIDAY GLOW TUTORIALS / TIPS DATES: 12/19 - 12/24

- Holiday shopping + silver -
- Silver: Coming Soon -
- Holiday traveling + silver

NEW YEARS DATES: 12/26 - 12/31

- Free Gloss is back
- Last call for discounts
- Last call for Holiday Bag (+Extra Gloss)



MERCHANDISING AND OFFER TYPES

Smarter sale strategies like these help you **escape the Black Friday price wars** and turn discounting into an opportunity to fight promo fatigue and grow your average order value.



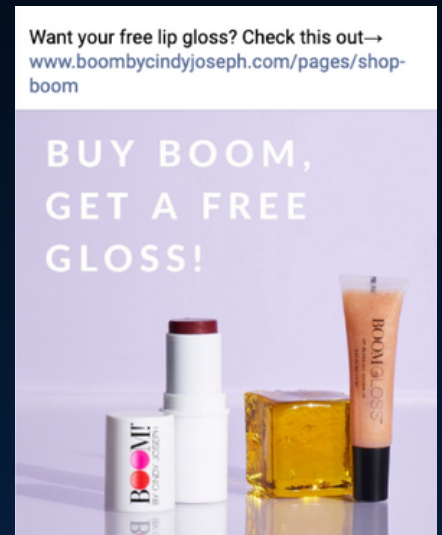
BUNDLES:

Combine products for a higher perceived value.



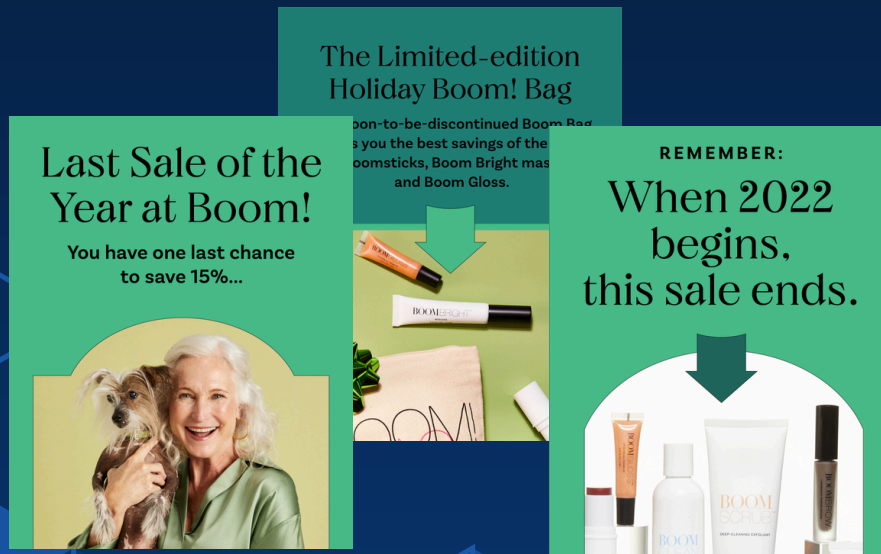
KIT/NEW ITEMS:

Introduce exclusive products during BFCM.



FREE GIFTS:

Encourage higher AOV without big discounts.



ROTATING OFFERS:

Change promotions often to keep customers engaged.



ADS & FUNNELS

MULTI-CHANNEL REMARKETING

Target customers across multiple channels using video and image ads.

MINIMUM ASSETS YOU NEED:

- **Image + GIF Ad** (FB+Insta Feed)
- **30-120 Second Video.** (Insta/FB Feed / YouTube — testimonial)
- **10-15 Second Video** (Story/ Pre-Roll)
- Email Banner Image(s)
- **Sales Page Design** (Zipify Pages)

ADS & FUNNELS

MULTI-CHANNEL REMARKETING

BOOM BEAUTY AD EXAMPLES

BOOM by Cindy Joseph
Sponsored · 🌐

❤️ **NEW BOOM MAKEUP BAG...** just in time for Black Friday 🍷

...See more



www.boombycindyjoseph.com
***NEW* Holiday Boom Bag: Get yours now!** [Shop now](#)


👍👍👍 Cathy ... 269 Comments 163 Shares

👍 Like 💬 Comment ➦ Share

BOOM by Cindy Joseph
Sponsored · 🌐

🔥 **EARLY BLACK FRIDAY SALE IS HERE!** 🔥

🔥 Sure, Black Friday may be weeks ...See more




www.boombycindyjoseph.com
Black Friday is here early! Don't wait - shop now. [Shop now](#)

👍👍👍 Debbie D... 125 Comments 78 Shares

BOOM by Cindy Joseph
Sponsored · 🌐

🍷 **BLACK FRIDAY SALE: It's happening now!** 🍷

...See more



www.boombycindyjoseph.com
Black Friday is On *NOW* No more waiting... [Shop now](#)

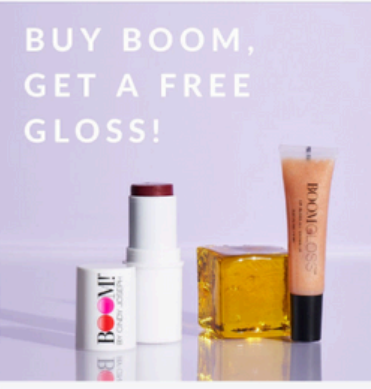
👍👍 Donna Berg a... 40 Comments 23 Shares

BOOM by Cindy Joseph
Sponsored · 🌐

🍷 **FREE LIP GLOSS, ANYONE?** 🍷

This week, we're giving you a free lip gloss when you buy any makeup or skincare in the Boom store. (One lip gloss per order.)

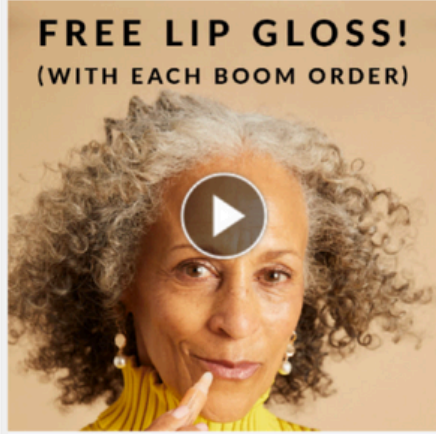
Want your free lip gloss? Check this out → www.boombycindyjoseph.com/pages/shop-boom



www.boombycindyjoseph.com
Get your free Boom Gloss™ here. [Shop now](#)

BOOM by Cindy Joseph
Sponsored · 🌐

❤️ **LOVE FREE STUFF?** We're giving you a free lip gloss when the shop in the Boom store this week. Check it out: www.boombycindyjoseph.com/pages/shop-boom




www.boombycindyjoseph.com
Boom is giving away lip gloss! [Learn more](#)

BOOM by Cindy Joseph
Sponsored · 🌐

🔥 **FREE LIP GLOSS: Last call to get yours!** 🔥

It's the last day for this. Shop for anything in the Boom store today, and get a free Boom Gloss with each order.

But you have to hurry. This ends at midnight: www.boombycindyjoseph.com/pages/shop-boom



www.boombycindyjoseph.com
LAST CHANCE: Got Your Free Lip Gloss? [Learn more](#)

ADS & FUNNELS

MULTI-CHANNEL REMARKETING

BOOM BEAUTY AD EXAMPLES

BOOM! BOOM by Cindy Joseph
Sponsored · 🌐

❤️ BOOMSTICKS: 15% OFF! ❤️

Our entire line of Boom makeup ...See more

"I am 73 years old and I personally look amazing!"
-SHELLEY W., BOOMSTICK TRIO CUSTOMER



boombycindyjoseph.com
Cyber Monday is here!
Some items are selling out... **Shop now**

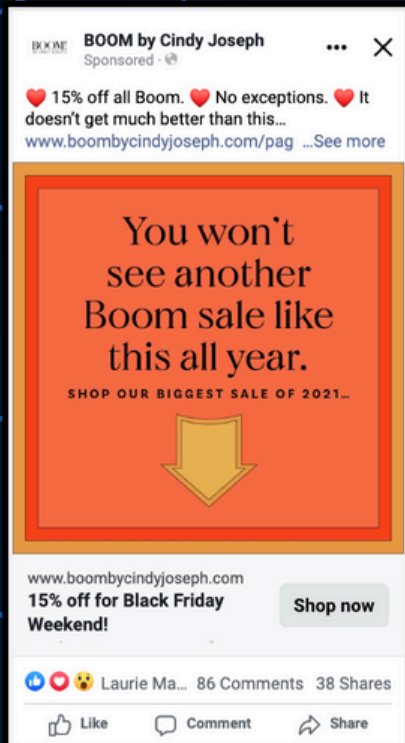
👍 Like 💬 Comment ➦ Share

👍❤️ Jane Leibowi... 33 Comments 14 Shares

BOOM! BOOM by Cindy Joseph
Sponsored · 🌐

❤️ 15% off all Boom. ❤️ No exceptions. ❤️ It doesn't get much better than this...
www.boombycindyjoseph.com/pag ...See more

You won't see another Boom sale like this all year.
SHOP OUR BIGGEST SALE OF 2021...



www.boombycindyjoseph.com
15% off for Black Friday Weekend! **Shop now**

👍❤️👍 Laurie Ma... 86 Comments 38 Shares

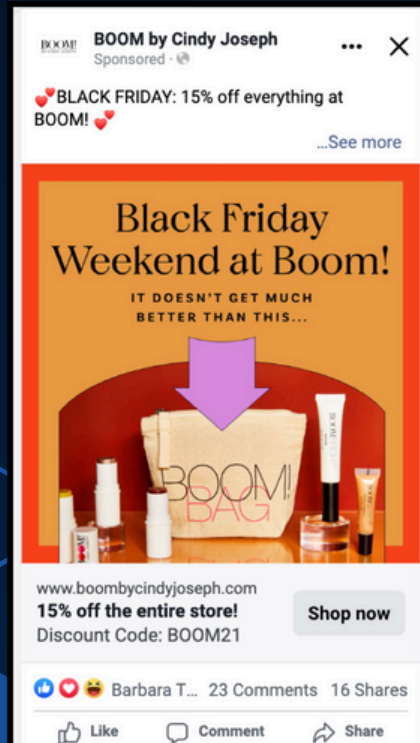
👍 Like 💬 Comment ➦ Share

BOOM! BOOM by Cindy Joseph
Sponsored · 🌐

❤️ BLACK FRIDAY: 15% off everything at BOOM! ❤️

...See more

Black Friday Weekend at Boom!
IT DOESN'T GET MUCH BETTER THAN THIS...



www.boombycindyjoseph.com
15% off the entire store!
Discount Code: BOOM21 **Shop now**

👍❤️👍 Barbara T... 23 Comments 16 Shares

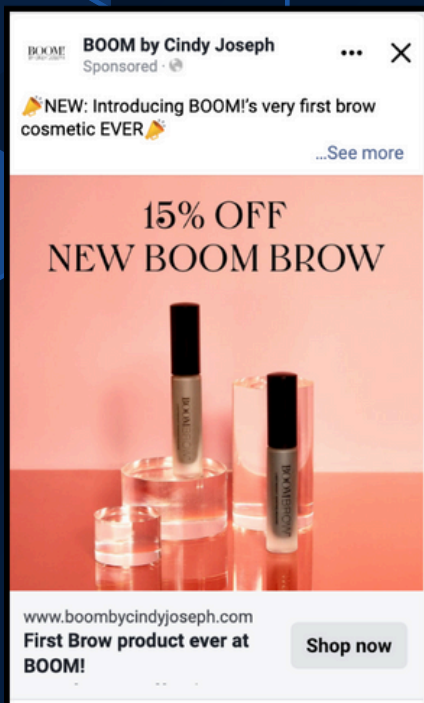
👍 Like 💬 Comment ➦ Share

BOOM! BOOM by Cindy Joseph
Sponsored · 🌐

🔥 NEW: Introducing BOOM!'s very first brow cosmetic EVER 🔥

...See more

15% OFF
NEW BOOM BROW



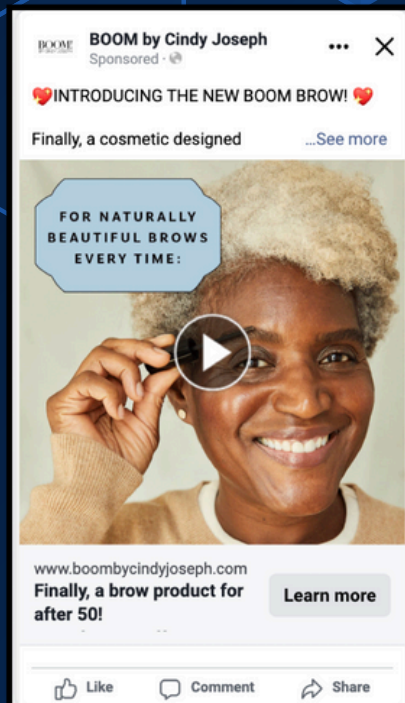
www.boombycindyjoseph.com
First Brow product ever at BOOM! **Shop now**

BOOM! BOOM by Cindy Joseph
Sponsored · 🌐

❤️ INTRODUCING THE NEW BOOM BROW! ❤️

Finally, a cosmetic designed ...See more

FOR NATURALLY BEAUTIFUL BROWS EVERY TIME:



www.boombycindyjoseph.com
Finally, a brow product for after 50! **Learn more**

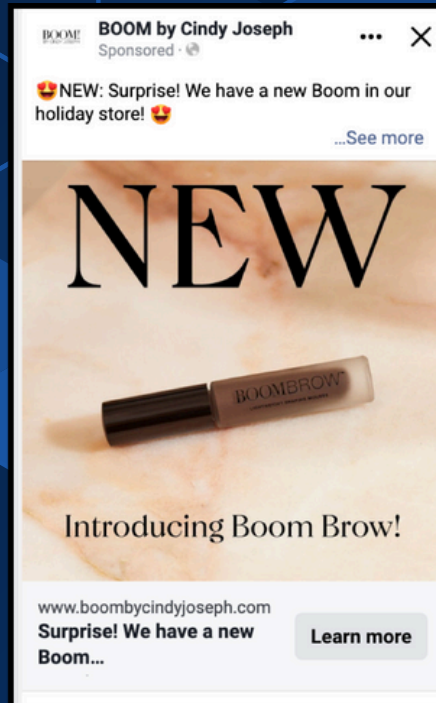
👍 Like 💬 Comment ➦ Share

BOOM! BOOM by Cindy Joseph
Sponsored · 🌐

🔥 NEW: Surprise! We have a new Boom in our holiday store! 🔥

...See more

NEW



Introducing Boom Brow!

www.boombycindyjoseph.com
Surprise! We have a new Boom... **Learn more**



ADS & FUNNELS

FUNNEL STRUCTURE

How Ezra Reduces Ad Costs During BFCM:

Ezra begins **lead generation** in October and early November. The goal is to get cold traffic to opt into an **early bird email list**, so he can communicate more cheaply via email.

When Black Friday and Cyber Monday arrive, and ad costs peak, he changes his ad targeting to his **warm audiences**. This strategy helps him reach more qualified leads and maintain a high **conversion rate** while dramatically reducing ad costs.

ADS & FUNNELS

FUNNEL STRUCTURE

BOOM BEAUTY FUNNEL EXAMPLES

BOOM! BOOM by Cindy Joseph Sponsored

7 Makeup Tips for Glasses Wearers

If you wear glasses, they're part of ...See more

7 MAKEUP TIPS FOR GLASSES WEARERS

boombycindyjoseph.com
Over 50 + wear glasses? This guide is for you. [Learn more](#)

After 50, Create a Natural Makeup Look to Match Your Glasses

We'll show you how in our new guide.

Email Address*

YES! SEND ME THE TIPS

7 MAKEUP TIPS FOR GLASSES WEARERS

CHECK THIS OUT

Thanks for signing up for this new guide!

You can [click on your email here](#).

Over the next few weeks, we'll have more makeup tips like this to reveal your natural beauty after 50. Be sure to check your email.

For now, we have one more surprise for you...

We want to give you a quick demonstration of how to apply our simple, natural-looking makeup.

In our video, Kim Vargas removes her glasses to show you how she applies all three Boomsticks in less than five minutes. It's so easy, she doesn't even need a mirror!

CHECK THIS OUT

BOOM! BY CINDY JOSEPH

It's about women. It's about beauty. It's about time.

CHECK OUT OUR NEW PRODUCTS JOIN THE BOOM CLUB

Account Cart \$0 Please Call Us: 929.264.2500

7 MAKEUP TIPS FOR GLASSES WEARERS

AFTER 50, CREATE A NATURAL MAKEUP LOOK TO MATCH YOUR STYLE OF GLASSES

If you've worn eyeglasses for decades, you might consider your glasses a part of you—and your look.

Glasses can be a fun way to show off your personality.

Bold frames, bright colors or jeweled details tell the world something about your style.

They also present their own challenge when deciding how best to apply your makeup.

BOOM BRIGHT™ Create that authentic makeup look to match your glasses in 10 minutes with three little sticks.

BOOMSTICK TRIO® Create that authentic makeup look to match your glasses in 10 minutes with three little sticks.

Chat with us

BOOM! BY CINDY JOSEPH

Published by Boris Shavastoff @ October 26, 2020

BLACK FRIDAY, starting early...

It's our biggest sale of the year. It's starting weeks BEFORE Thanksgiving. Sign up now so you can shop our Black Friday Sale first. [www.boombycindyjoseph.com/pages/2020-holiday-early-bird](#)

Biggest Discounts for Black Friday

STARTING EARLY

Black Friday is Coming Early!

Sign up now to be the first to shop our biggest sale of the year...

149 Comments

Early Black Friday: Why Wait to Save on Boom?

This year, we're celebrating Black Friday early. Sign up now to be the first to save on everything in our holiday store.

Email Address*

YES! I WANT IN

We are counting down the days until Early Black Friday! Our entire Boom team is so excited about everything that's coming this holiday season. And we're so thrilled you're here for it!

You'll be the very first to know as soon as Early Black Friday starts in our store!

And you'll be the first to meet the new, limited-edition Boom that's only available this holiday season. It will debut in our store on Early Black Friday!

While you're waiting, why not start your holiday wish list?

If you're looking for a little inspiration, here are a few ideas from our shop...

3 Sticks. 10 minutes. A Naturally Beautiful Look.

YAY! WE'RE THRILLED YOU'RE HERE!

Oh wow! We can't wait to show you everything we have planned this holiday season!

It all starts with Early Black Friday. As promised, we'll let you know the moment this sooner-than-expected sale begins in the Boom store. Here's a sneak peek of what's coming...

- Our biggest sale of the year, on everything. The entire store will be on sale for Early Black Friday. Expect our best discounts on ALL the Boom you love!
- New! Boom, just for the holidays. A special, limited-edition Boom that's only available this holiday season. Look for its release on Early Black Friday!
- More of everything you love. Starting on Early Black Friday, we're celebrating what makes you "more" as you age—and giving you more Boom tips, more discounts and more inspiration to carry you through the holiday season.

Be sure to watch your email, because Early Black Friday begins less than two weeks. In the meantime, start your holiday wish list! Here are a few ideas from our Boom Ambassadors:

Ann's Night Glowing

Trigger

When someone subscribes to [2021 Holiday] EarlyBird List

Email #1

You've got your holiday wish list?

59% Open Rate

9% Click Rate

8.8% Active on Site

Waiting: 0

Review: Delivered: 21981

Skipped: 2469

Day 0

ADS & FUNNELS

FUNNEL STRUCTURE

BOOM BEAUTY & OVERTONE EXAMPLES

Ads
Emails

Organic
Social
Posts

Biggest Discounts for Black Friday

Coming Soon: Early Black Friday Sale

It's our biggest sale of the year. For the first time, it's starting weeks before Thanksgiving!

Sign up now to shop this Early Black Friday Sale first.

Email Address*

YES! I WANT IN

Wow! We're So Excited You're Here!

This is the first time we've ever started our Black Friday Sale so early.

We're thrilled that you'll be a part of this!

Please keep an eye on your email because we'll let you know the second this Early Black Friday Sale begins. (We'll be weeks before Thanksgiving!)

Also, we'll share a few surprises coming your way for the holidays. We can't wait to share all this with you.

In the meantime, we'd love to hear from you.

Tell us: What are you looking forward to this holiday season? Any new traditions you're starting this year?

FACEBOOK | INSTAGRAM | YOUTUBE

Trigger

When someone subscribes to [2020 Holiday] Earlybird List.

Email #1

Wow! You're here...

62%	5%	Waiting: 0
Open Rate	Click Rate	Review: 0
0.6%	\$18.5K	Delivered: 37156
Placed Order		Skipped: 3155

Draft

[2020 Holiday] Earlybird List

35530

Wow! We're So Excited You're Here!

Early Black Friday Sale: First Look

Our biggest discounts of the year.

A couple extra weeks to holiday shop.

That's just the beginning of what we have planned for Black Friday this year. As you know, we're starting this sale earlier than ever before.

This sale will start weeks before Thanksgiving.

We'll let you know the moment this Black Friday Sale begins, so you can shop first.

We also have a few surprises coming your way, so be sure to watch your email.

In the meantime, we'd love to hear from you.

What are you doing differently this year? How are you celebrating the holidays? Are you making new traditions?

Let us know below...

FACEBOOK | INSTAGRAM

What's Coming This Holiday Season

TRAVEL TIPS: 5 WAYS TO USE BOOM ON YOUR NEXT VACATION

Did You Hear We're Doing This for Black Friday?

3 Tips for the Holidays

Early Bird Opt-In

oVertone Sponsored

Early access to early Black Friday savings

Sign up and get on the VIP list to be the first to shop.

OVERTONE BLACK FRIDAY SALE

UP TO 25% OFF

SHOP NOW

overtone.co Sign up now for EARLY ACCESS!

OVERTONE

THANKS FOR SIGNING UP

Way to be early to the party.

We'll send you an email once our Black Friday Sale is live and let you be the first to hit our site for discounted hair goodies and merch.

In the meantime, get your wishlist ready.

PREP MY CART

SHOP THESE FAVORITES

Practical Purple Healthy Color Duo SHOP NOW

Pink for Brown Hair Healthy Color Duo SHOP NOW

Practical Silver Healthy Color Duo SHOP NOW

Sign up to gain early access and be the first to receive the discount when our Black Friday sale is live

Email Address*

SIGN UP

20% OFF | 25% OFF

Our BIGGEST SALE OF 2022 is just around the corner, and we want you to shop it first.

Sign up to gain early access to Black Friday deals starting on November 24th. It's never too early to get going on that wishlist.

Email Address*

SIGN UP

YOU'RE ALL SET

We'll reach out once our Black Friday Sale is live and give you first dibs on discounted best-sellers and fan faves.

While you're waiting, we invite you to poke around our blog for hair inspo, hot takes, and DIY color tips.

Colorful Bangs: A Party in the Front

The Hair Color That Looks Good On Everyone: Extreme Magenta

Watch: Vibrant Blue Saves the Hair Day

VISIT BLOG

Trigger

When someone subscribes to 2022 Early Bird BFCM Opt-in.

Email #1

69.8% Open Rate

20.0% Click Rate

Waiting: 0 Review: 0

Delivered: 1336 Skipped: 2074

Draft



ADS & FUNNELS

THE OFFER PAGE

Focus on clear CTAs, social proof, and bundling.


KEY FEATURES

- Hi-Res Images
- Timer
- Star Ratings
- USP Badges
- Guarantees
- Bundles / Upgrades
- On-page Upsells
- Social Proof
- Highlight Benefits (Not Features)

*Free Lip Gloss
for Black Friday*

GET 15% OFF AND A FREE LIP GLOSS
EACH TIME YOU SHOP


[SHOP NOW](#)



15% OFF
WITH CODE
BOOM22

DAY 1 OF THIS
SAVINGS ENDS IN

07:24:08



***NEW* HOLIDAY BOOM BAG™**

Best savings: Doomstick Rose Nude, Boom Brow and Boom Gloss in one Boom Bag. (Plus, get an extra Boom Gloss with your order - free!)

~~\$105~~ (Price for all items in bag)
~~\$99.75~~ (5% Boom Bag discount)
\$84.79 (15% holiday discount)
 (You save \$20.21)


[SHOP NOW](#)

***NEW* HOLIDAY BOOM BAG™**

Best savings: Doomstick Rose Nude, Boom Brow and Boom Gloss in one Boom Bag. (Plus, get an extra Boom Gloss with your order - free!)

~~\$105~~ (Price for all items in bag)
~~\$99.75~~ (5% Boom Bag discount)
\$84.79 (15% holiday discount)
 (You save \$20.21)

[SHOP NOW](#)




Holiday Boom Bag™

~~\$105~~ (Price for all items in bag)
~~\$99.75~~ (5% Boom Bag discount)
\$84.79 (15% holiday discount)
 (You save \$20.21)

[SHOP NOW](#)

(Best savings for the holidays.)




Boom Bag™ (Basic)

~~\$181~~ (Price for all items in bag)
~~\$171.95~~ (5% Boom Bag discount)
\$146.16 (15% holiday discount)
 (You save \$34.84)

[SHOP NOW](#)

(Best savings for the holidays.)



Boom Bag™ (Plus)

~~\$302~~ (Price for all items in bag)
~~\$286.90~~ (5% Boom Bag discount)
\$243.86 (15% holiday discount)
 (You save \$58.14)

[SHOP NOW](#)

(Best savings for the holidays.)

DESKTOP

THE OFFER PAGE

DAY 1 OF THIS SAVINGS ENDS IN
07:24:08

15% OFF WITH CODE: BOOM22

*Free Lip Gloss
for Black Friday*

GET 15% OFF AND A FREE LIP GLOSS
EACH TIME YOU SHOP

SHOP NOW

**NEW* HOLIDAY BOOM BAG*

Best savings: Boomstick Rose Nude, Boom Bright, Boom Brow and Boom Gloss in one Boom Bag. (Plus, get an extra Boom Gloss with your order—free.)

\$105 (Price for all items in bag)
\$99.75 (15% Boom Bag discount)
\$84.79 (15% holiday discount)
(You save \$20.21)

SHOP NOW

<p>Boomstick Trio® \$84 \$67.15 (You save \$16.85)</p> <p>SHOP NOW</p>	<p>Boomstick Color® \$28 \$23.80 (You save \$4.20)</p> <p>SHOP NOW</p>
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MOBILE

ADS & FUNNELS THE OFFER PAGE

OVERTONE OFFER PAGE EXAMPLE

FREE SHIPPING ON ORDERS OVER \$55, U.S. ONLY

SHOP FAQ ABOUT BLOG OVERTONE Join the List

01 DAYS 01 HOURS 01 MINUTES 01 SECONDS

BLACK FRIDAY SALE

20% OFF ORDERS UNDER \$75 USE CODE: BFF20

25% OFF ORDERS \$75+ USE CODE: BFF25

BLACK FRIDAY EXCLUSIVE OFFERS

Basics Mini Set

~~\$53~~ \$40

Use a code on top of this 4-pack of our most popular Basics for even more savings!

SHOP NOW

Extreme Mini Set

~~\$53~~ \$40

Enjoy extreme savings and Extreme hair color with our brightest 4-pack ever.

SHOP NOW

Best Sellers Best Sellers Best Sellers Best Sellers Best Sellers Best Sellers Best Sellers Best Sellers

Purple For Brown Hair Healthy Color Duo

SHOP NOW

Ginger Healthy Color Duo

SHOP NOW

Rose Gold Healthy Color Duo

SHOP NOW

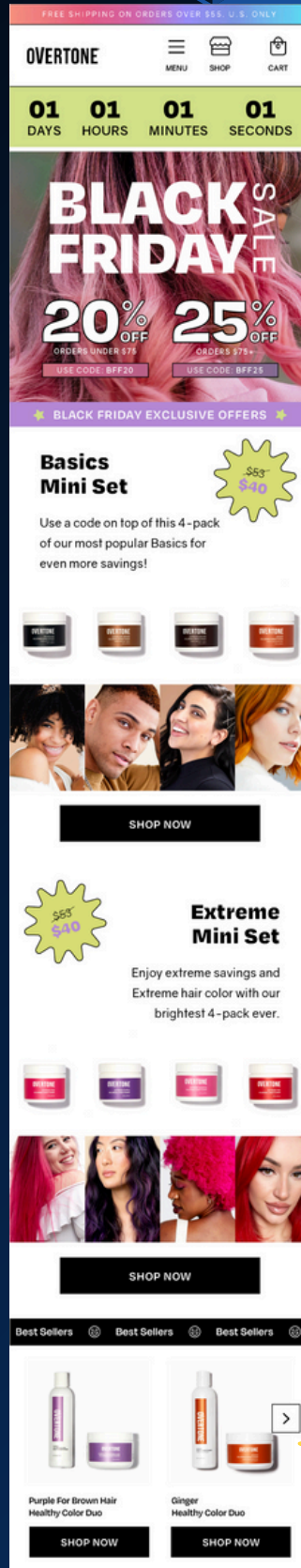
Pastel Purple Healthy Color Duo

SHOP NOW

DESKTOP

THE OFFER PAGE

OVERTONE OFFER PAGE EXAMPLE



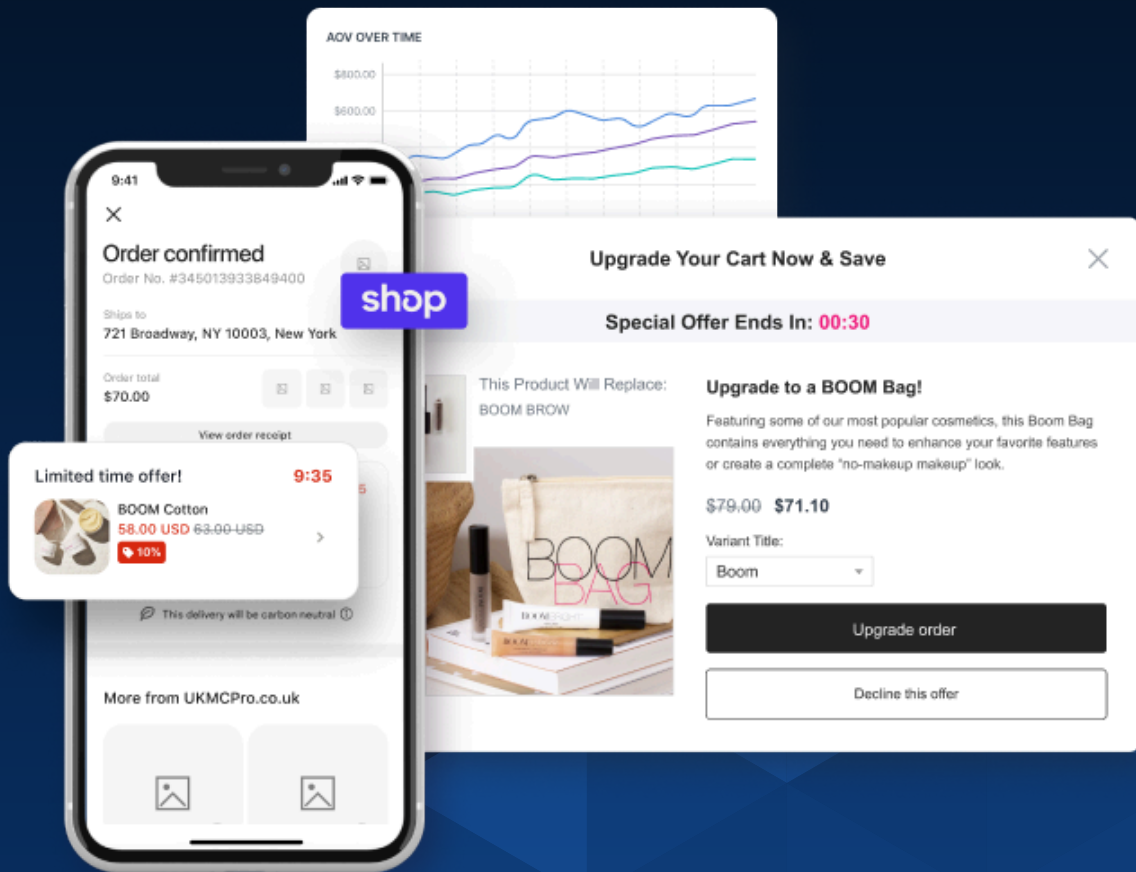
MOBILE

LIMITED-TIME OFFER



GET 60 DAYS FOR FREE!

WHEN YOU START A FREE TRIAL & EMAIL [BFCM TO HELP@ZIPIFY.COM](mailto:help@zipify.com).



[TRY OCU FREE](#)

apps.shopify.com/zipify-oneclickupsell

JIMMY KIM

02

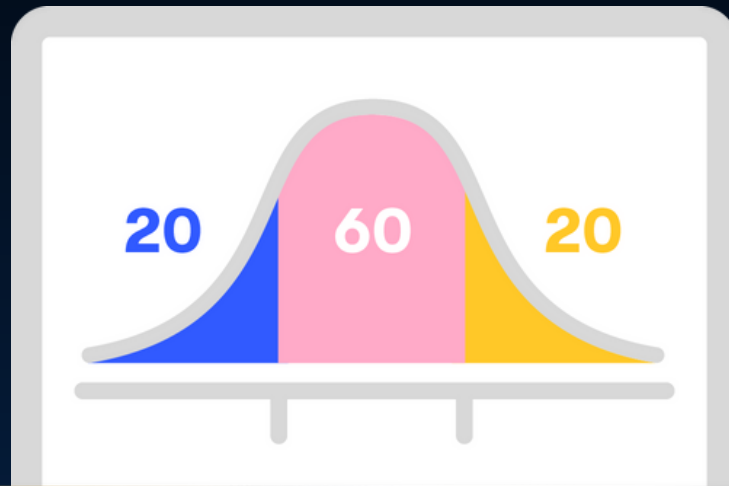
Email and SMS Campaigns



 **sendlane**

SEGMENTING YOUR CUSTOMERS

Jimmy Kim from **Sendlane** introduces the **20-60-20** rule for customer segmentation:



20% NON-PROFITABLE CUSTOMERS

(ONE-TIME BUYERS, LOW ENGAGEMENT).

60% AVERAGE PROFITABLE BUYERS

(STANDARD CLTV, POTENTIAL TO BECOME REPEAT BUYERS)

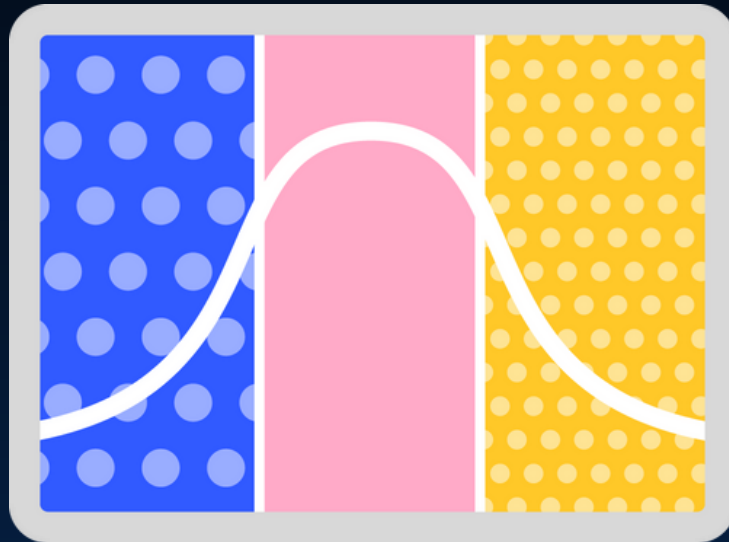
20% BEST BUYERS

(VIPS, HIGHEST ENGAGEMENT AND REPEAT PURCHASES)

SEGMENTING YOUR CUSTOMERS

TAKING IT ONE STEP FURTHER

Get more “hyper-targeted”



GETTING MORE GRANULAR (HYPER-TARGETED) BY USING EACH OF THOSE SEGMENTS AND BREAKING IT DOWN FURTHER

- By product or category segment
- By frequency of order/visits

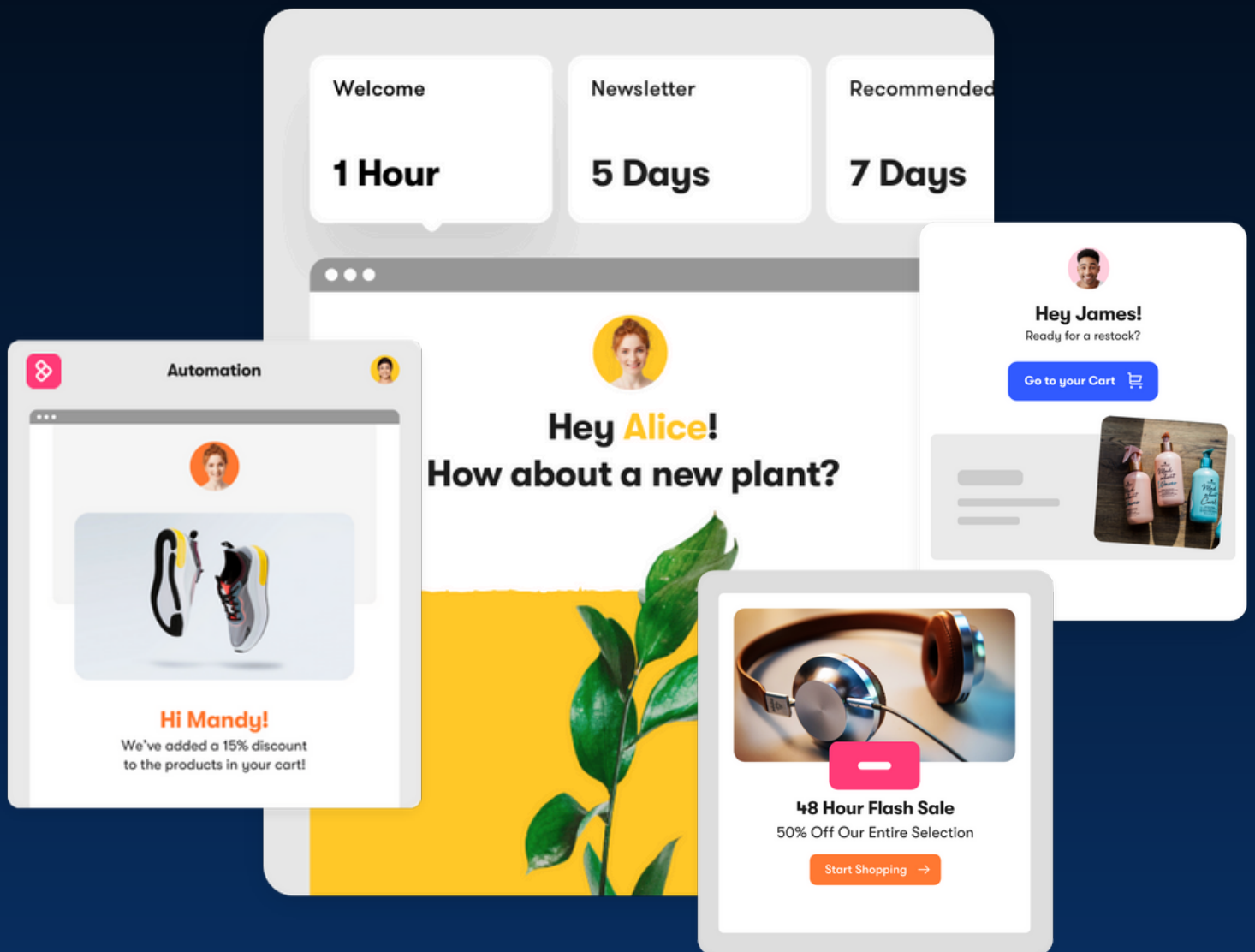
THE BEST SEGMENTS ARE HYBRIDS OF BOTH CLTV AND

- Engagement (or lack of)
- Sign Up Source (pop ups vs buyers vs abandon carts)
- Demographics (gender, age, location)
- Product Interest (category or interests)
- Purchase History (repeat)

EMAIL CAMPAIGN STRATEGIES

hyper-personalization

SEND EMAILS WITH PURPOSE AND PERSONALIZE
BASED ON CUSTOMER BEHAVIOR.



USE URGENCY TACTICS SUCH AS LAST-MINUTE SALES, COUNTDOWN
TIMERS, AND SPECIAL OFFERS FOR RETURNING CUSTOMERS.

THE BODY OF A GREAT EMAIL

01

EXCITE

Excitement.

What makes them CONTINUE to read your email.

**Opening an email is based on subject line.
Use a strong attention grabbing word!**

02

EDUCATE

Logic and Understanding.

WHAT is in the email that they NEED.

**The more educated the buyer, the more likely
they will click!**

03

EDIFY

ASK. Don't be vague.

WHY should they open this email?

**Focus on your Click Through Rate and
Revenue Tracked.**

EMAIL CAMPAIGN STRATEGIES

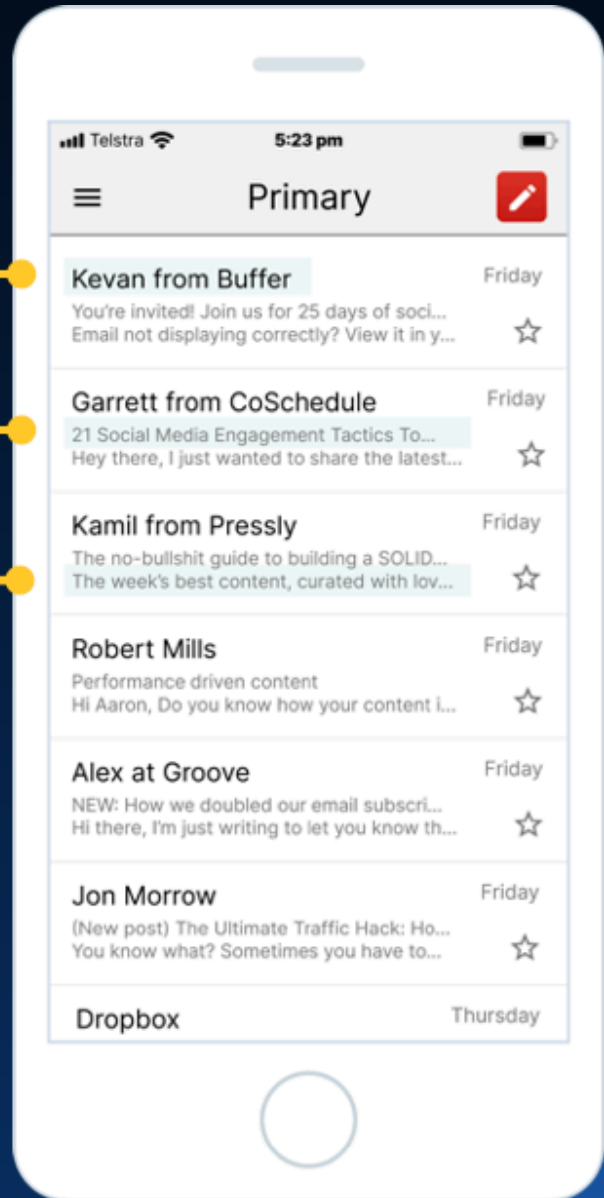
DON'T FORGET THE PREVIEW TEXT!

It's your "sub headline".

From Name

Subject Line

Preheader text



EMAIL CAMPAIGN STRATEGIES

EMAIL EXAMPLE

Product Personalization

1

EXCITE

2

EDUCATE

3

EDIFY

BLUME

Meltdown & Stargirl—consider them the ultimate acne fighting duo

After applying Meltdown to all blemish areas, spray Stargirl for a seriously nourishing effect. The combo works together to keep skin clear-as-can-be.

Shop Both and Save

This email campaign for Blume features a clean, minimalist design with a light beige background. At the top, the brand name 'BLUME' is displayed in a large, bold, dark blue font. Below it, the product names 'Meltdown & Stargirl' are introduced as an 'ultimate acne fighting duo'. A central image shows the two products: a small white bottle of Meltdown and a larger white bottle of Stargirl. Below the image, a short paragraph explains the benefits of using both products together. At the bottom, a dark blue button with white text says 'Shop Both and Save'.

SELL 2 PRODUCTS IN 1

Beardbrand

HOME PRODUCTS BEARD OIL

JEFF HAS HIS EYE ON YOUR REWARD

Don't forget your well-deserved Tree Ranger Beard Softener!

We can hang on to it for another 48 hours. After that, Jeff or another beardsman might get to our limited supply.

USE YOUR CODE

SMLS-DVS65

SHOP PRODUCTS

This email campaign for Beardbrand has a white background. At the top, the brand name 'Beardbrand' is in a dark blue font, with navigation links for 'HOME', 'PRODUCTS', and 'BEARD OIL'. The main headline reads 'JEFF HAS HIS EYE ON YOUR REWARD' over a background image of a man with a beard. Below this, a sub-headline says 'Don't forget your well-deserved Tree Ranger Beard Softener!' followed by a paragraph about a limited supply. A central image shows a tube of the 'TREE RANGER' beard softener. Below the image, a dark blue button says 'USE YOUR CODE' and a white button with dark blue text says 'SMLS-DVS65'. At the bottom, a dark blue button with white text says 'SHOP PRODUCTS'.

UPSELL AS AN ACCESSORY

EMAIL CAMPAIGN STRATEGIES

EMAIL EXAMPLE

Behavior Personalization

1

EXCITE

2

EDUCATE

3

EDIFY

YOUR NEXT BOX
1 item ships on 9/10. [See box](#)
✓ THE EXECUTIVE CARTRIDGES 4 PK X1

TOSS MORE IN?
Add before we ship

 DR. CARVER'S SHAVE BUTTER \$8 ⁰⁰ — 6 OZ — ADD	 BOOGIE'S HAIR STYLING PRODUCTS \$10 ⁰⁰ SHOP
 DR. CARVER'S POST SHAVE \$9 ⁰⁰ — 3.4 OZ — ADD	 CHARLIE ONE WIPE CHARLIES \$4 ⁰⁰ — 40 CT — ADD

SUBSCRIPTION IS COMING UP...
ADD TO THE ORDER!

feather

Use Code **JULY20**

by Midnight Tonight!
Don't Miss \$300 off your
First Month of Furniture.

Transform your space into a summery getaway. Get all the comforts of home delivered to your door.

Take \$300 off when you shop Feather chairs, sofas, dining tables, and more for all your summertime needs.

*offer ends at 11:59pm ET on 7/7/2020; only valid for new customers

[Explore Furniture](#)

URGENCY AND TIMING

EMAIL CAMPAIGN STRATEGIES

EMAIL EXAMPLE

1

EXCITE

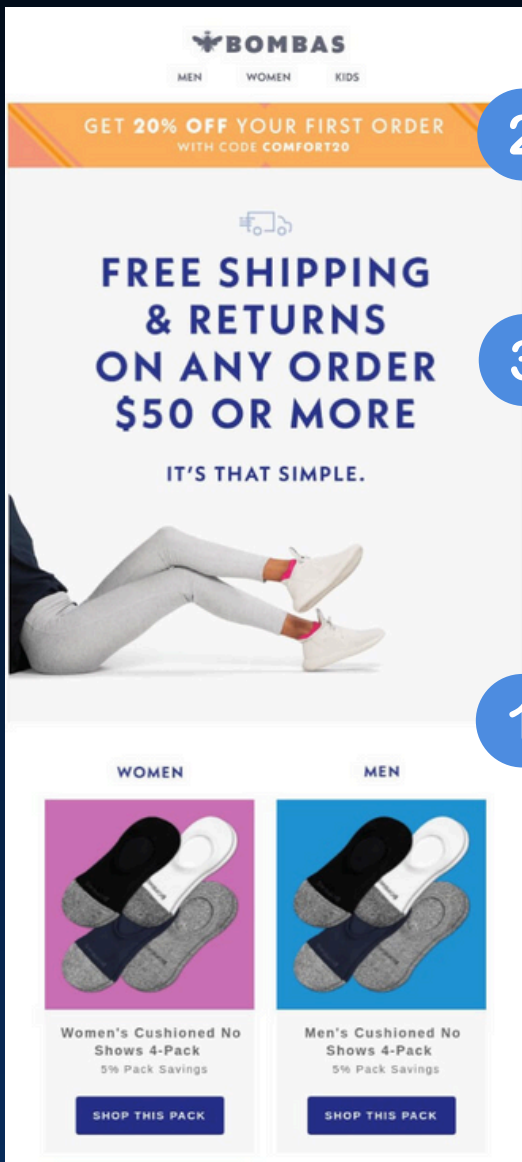
2

EDUCATE

3

EDIFY

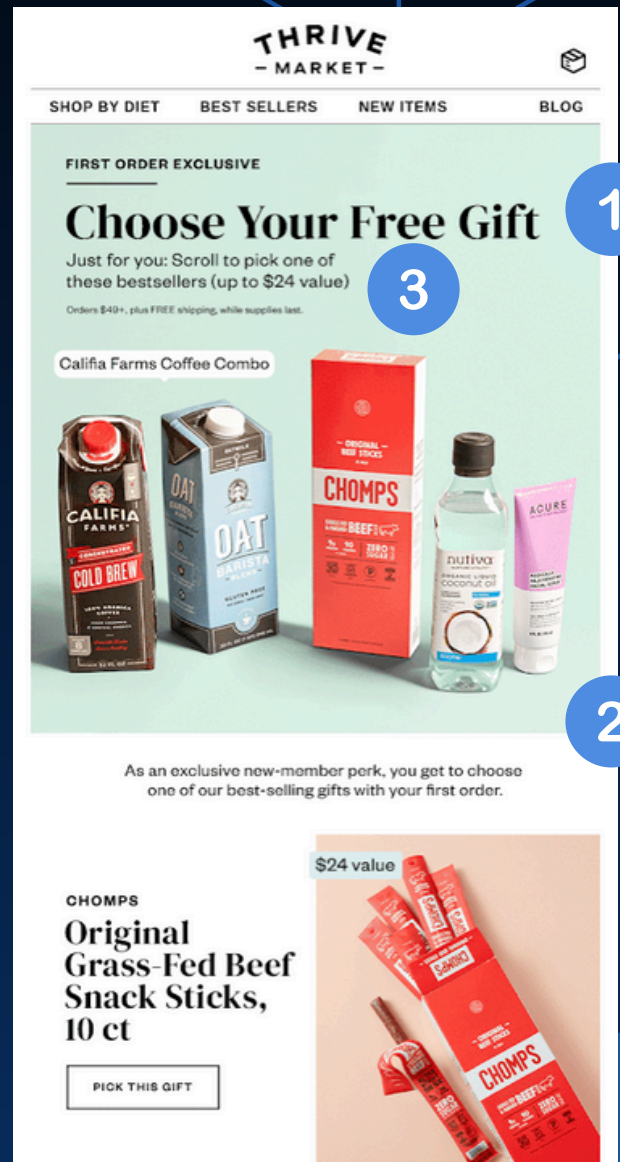
The Ethical Bribe



2

3

1



1

3

2

OVERLOAD OF VALUE

- 20% off First Order
- Free Shipping
- 4 Pack Variety Bundles

IMMEDIATE "FIRST ORDER" GIFT

EMAIL CAMPAIGN STRATEGIES

KEY MOMENTS DURING BFCM

Email & SMS

PRE-SELL:

Send early-bird offers and build excitement.

CLOSING:

Remind customers about limited time offers, with clear CTAs.

ENCORE OFFERS:

After BFCM, send encore messages offering a final chance to purchase.



CREATING URGENCY THROUGH TIMING

CLOSING SOON EMAILS/SMS:

12-hour and 3-hour reminders work well to push customers into purchasing.

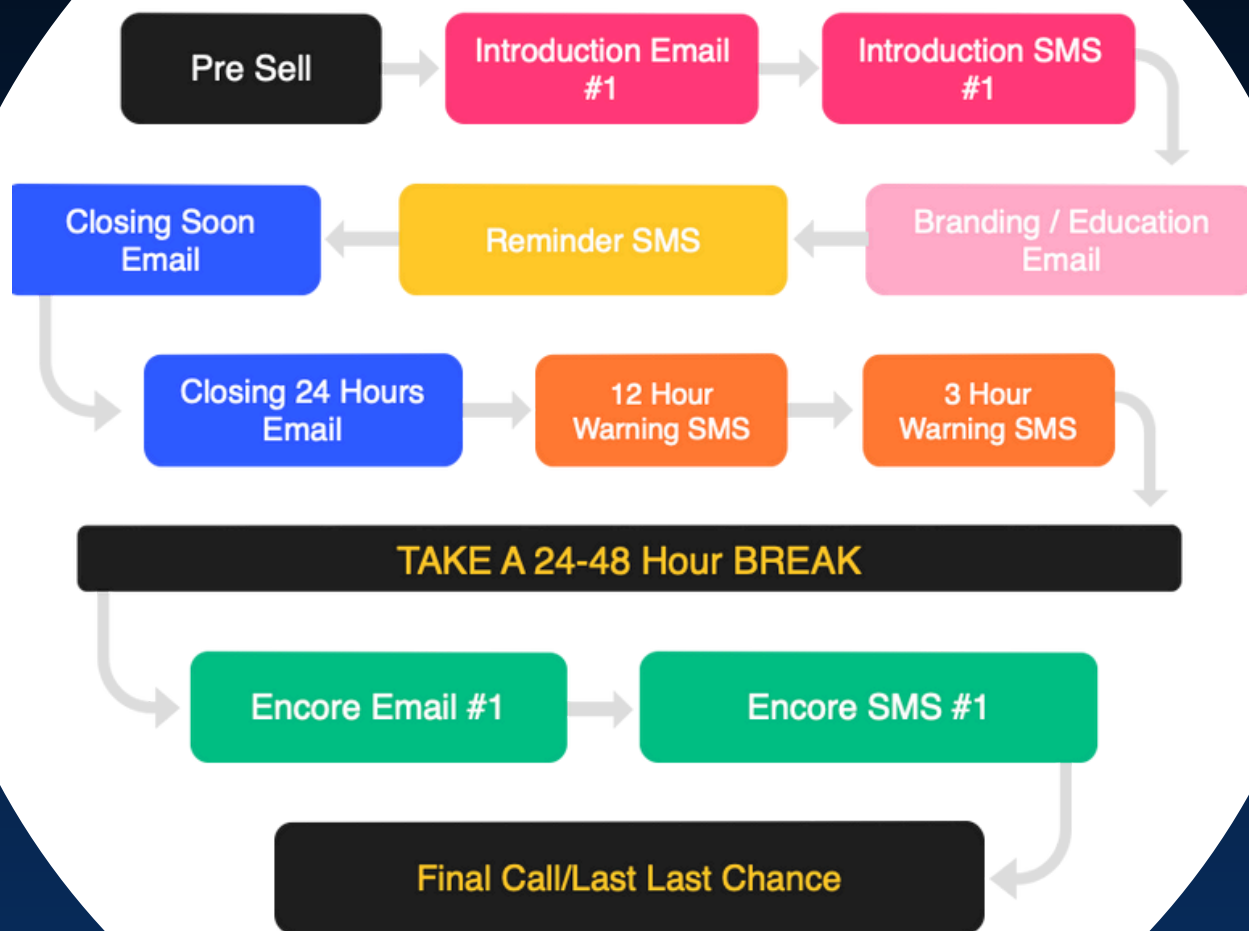
TEST SUBJECT LINES:

Experiment with subject lines, preheaders, and CTA placement.

EMAIL CAMPAIGN STRATEGIES

KEY MOMENTS DURING BFCM

The Funnel View



FREE GIFT FROM SENDLANE

EXPIRES MIDNIGHT - SEPTEMBER 27TH

\$500 VALUE

Bundle #4

Email Marketing, SMS & Reviews

 Email | Basics

 Email | Advanced

 Email | Novice

 SMS Basics

 Email | Intermediate

 Reviews



**ECOMMERCE
ACADEMY**

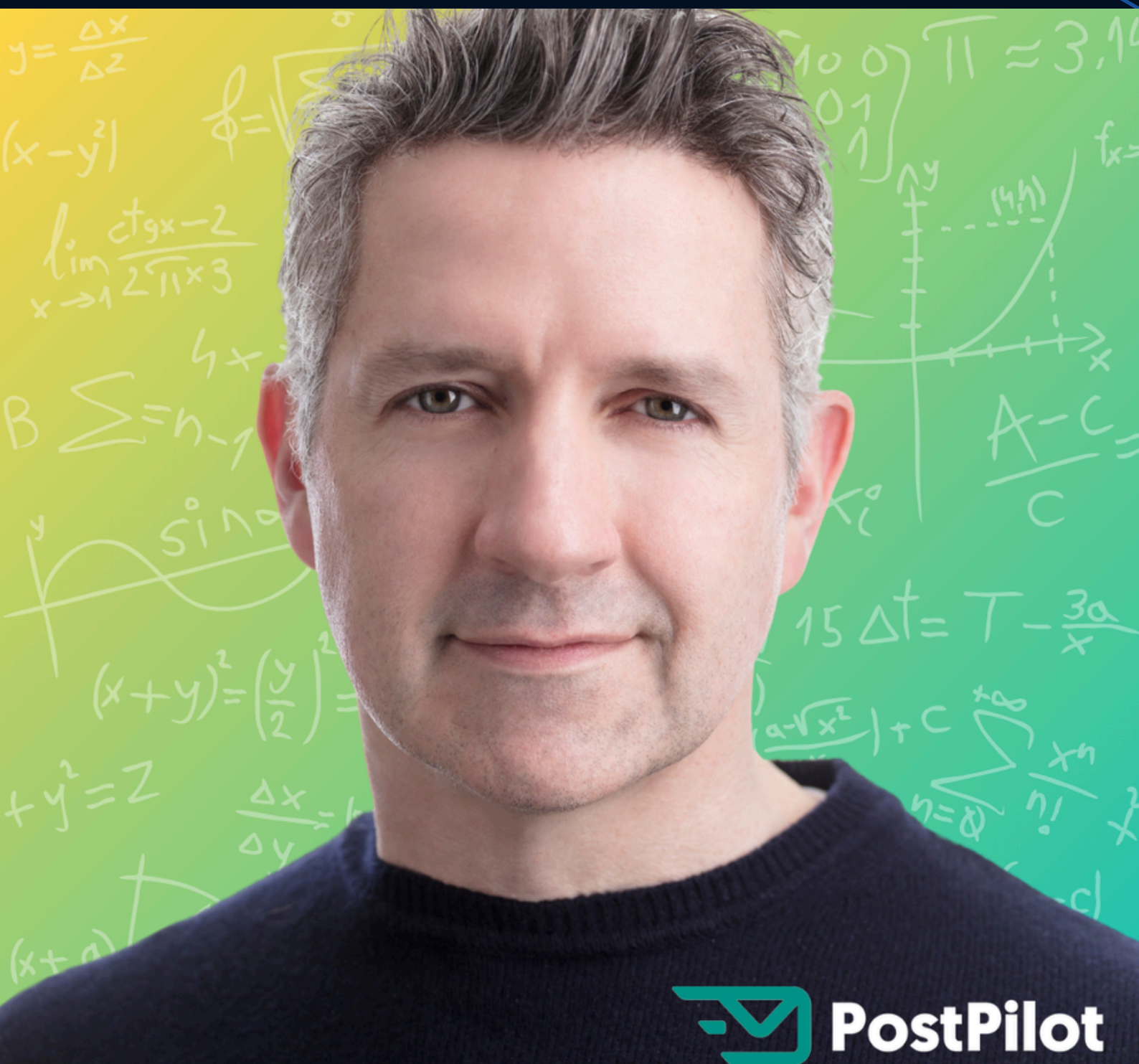
USE CODE **BFCM** FOR 100% OFF
ecommerceacademy.com



03

DREW SANOCKI

***Acquisition Channels &
Digital/Physical Blending***



BLEND DIGITAL AND PHYSICAL CAMPAIGNS FOR MAXIMUM IMPACT.

SPEND CAREFULLY ON ADS

- CPA will be higher than usual in Q4 (Election + BFCM)
- Spend early on digital ads, pull back pre-peak. Then use mail.

LAYER IN MAIL - IT HITS THE WHOLE FUNNEL

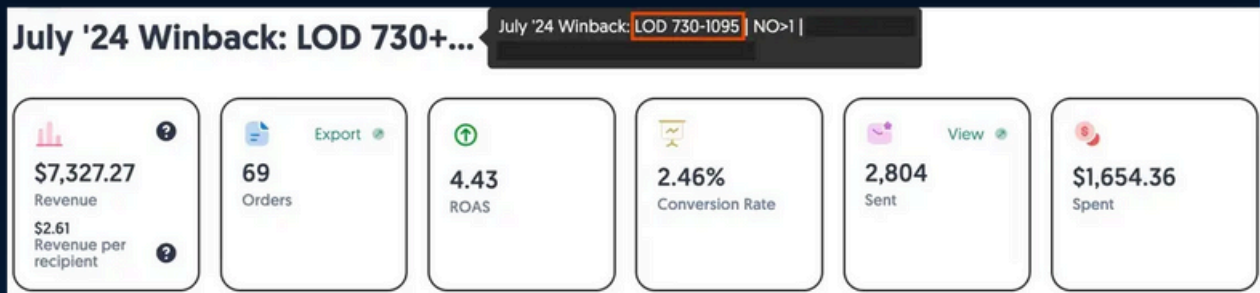
- **Prospecting:** AcquisitionAI is a tool that rapidly builds hyper-targeted prospecting lists for net-new acquisition.
- **Retargeting:** Use mail as a retargeting tool for website visitors who didn't convert. (SiteMatch)
- **Retention:** Send direct mail to re-engage lapsed customers and drive repeat purchases.
- **Winback Strategy:** Target past BFCM buyers with personalized direct mail to drive them back to the site during the holiday season.



MUST RUN ANALYSIS #1

Recency Analysis

- List dump -> bucket customers by 30, 90, or 180-day intervals (bigger ints. further back)
- Bring 'em back with mail
- Win back customers from 2-5 yrs ago



HOW HEXCLAD USES RECENCY OVER BFCM



HexClad uses purchase recency to steer offer timing and messaging in our owned channels over BFCM and post-BFCM.

For example, we aim to drive second purchases among customers we acquire in October/November with a combination of email, SMS, and direct mail, and we use direct mail to win back lapsed customers (specifically during purchasers from last year's BFCM, as well as any high value lapsed customers).

Andrew Windle - Director of Retention



MUST RUN ANALYSIS #2

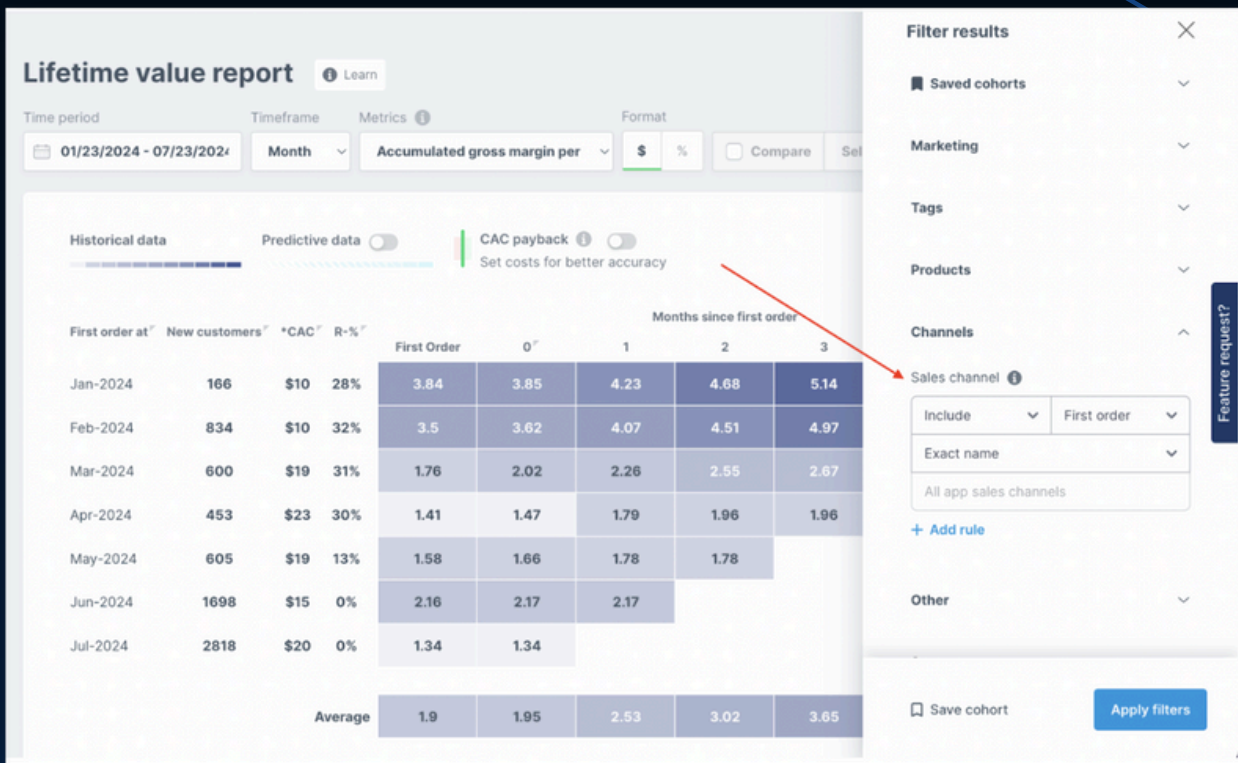
Highest LTV Product



- Break down products by LTV (appx -> gross margin/customer)
- Most orgs have a product/SKU that drives 10-30% more LTV than the next best
- Lead with this high LTV product for BFCM in ads, email, SMS, direct mail

MUST RUN ANALYSIS #3

Highest LTV Channel



- Similar idea: calculate (or pay for) analysis of LTV by channel
- Stack tactics: pair highest-LTV product w/ highest LTV channel
- (We see DM acquisition lead to highest LTVs)

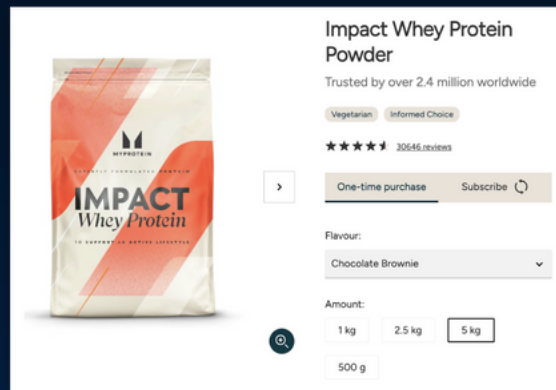
BFCM PREPARATION

CUT EXTRA COSTS

- **Audit all your costs & cut what you don't use:**
 - Vendors
 - Software

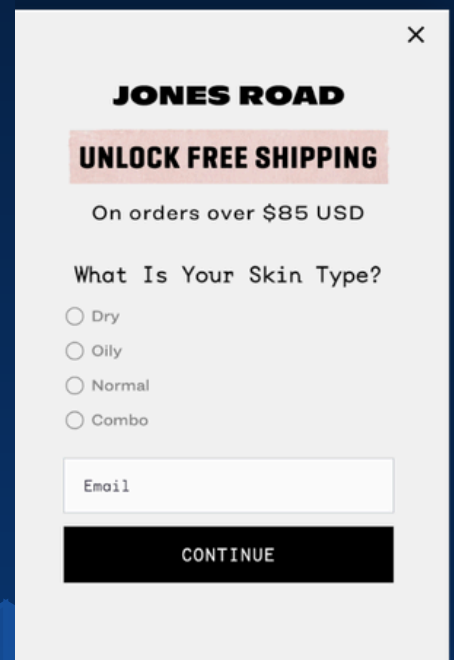
BUNDLE UP

- **Offer Volume discounts:**
 - Protein, supplements
 - Coffee
- **Bulk refill programs:**
 - Soap, Beauty
 - Pet food



STOP FREE SHIPPING (OR SET A THRESHOLD)

- **Biggest retailers aren't shipping free**
- **Set free shipping threshold @50-75% of AOV**
- **3 reasons:**
 - Taxes lowest value customers
 - Instant higher margin on low AOV
 - Customers increase cart size



HIGH-ROI DIRECT MAIL EXAMPLES



3D Stretch
& wildly comfy!

&COLLAR
PERFORMANCE MENSWEAR

FINAL CHANCE!
GRAB 25% OFF NOW!

Heads up! **This is your last call for 25% off.** Seize this offer, reclaim comfort, and save big with &Collar. **Don't let this opportunity fade away!**

25% OFF SITEWIDE

USE CODE: **FEB-HNWQV2W**

SHOP NOW!
ANDCOLLAR.COM



Exclusive Offer
30% OFF
30% OFF
30% OFF

USE CODE:
ALL PREMIUM PRODUCT

PORTLAND LEATHER

OFFER VALID UNTIL

HIGH-ROI DIRECT MAIL EXAMPLES



**COME SEE WHAT'S
NEW!**

A lot has changed since you last shopped with us. Check out all the new items, colors, and designs we've added to the lineup.

simplemodern.com



HC HEXCLAD

The Black Friday Sale

**TAKE
UP TO
40%
OFF**

www.hexclad.com

HIGH-ROI DIRECT MAIL EXAMPLES

The Eyeshadow Palette 2.0
Four essential shadows, one essential palette. The Eyeshadow Palette 2.0 makes it easy to go from casual to a statement smokey eye in seconds. Features an exclusive, new shade, Smokey Brown. \$38 USD

The Mini Brush Kit

The Pink Champagne Kit
Everything you need for a warm, bubbly mid-night toast. \$12 USD

The Platinum Pink Kit
LIP: THE CHEEK STICK IN ROSE GOLD
THE BEST PENCIL IN PINK
LIP: THE CHEEK STICK IN BERRY BERRY
EXCLUSIVE: THE PINK CHAMPAGNE SHIMMER IN PINK CHAMPAGNE
LIP: THE CHEEK STICK IN BERRY BERRY
EXCLUSIVE: THE PINK CHAMPAGNE SHIMMER IN PINK CHAMPAGNE
\$72 USD

JONES ROAD
Holiday is Here.

Gift Easily This Holiday Season
Available 11/09, while supplies last
SCAN ME

Exclusive Holiday Kits

Dome
Loved by: *Rolling Stone*
"Gozney's Dome oven is a beast - it's also the future of outdoor cooking."
Dome is the world's most thoughtfully designed and designed down-to-earth effort.

Roccbox
Loved by: *Forbes*
"This has to be one of the most radical food inventions I have seen in a long time: A super-hot portable oven."
Professional grade
Performance of our industry leading commercial ovens

Dome S1
The iconic performance of the award-winning Dome, streamlined, propane only, to help you get straight to making restaurant-quality pizza. With Dome S1 it's easier than ever to get straight to rolling gas flame, intuitive controls, and built-in precision temperature gauge.
01 Quick-start Rolling Gas Flame
Straight to making restaurant-quality pizza
02 Life at 950°F/500°C
Cook pizza after pizza in 60 seconds
03 Professional grade
Performance of our industry leading commercial ovens
04 Create more than pizza
Unleash a whole new world of outdoor cooking

GOZNEY®
Creators of pioneering outdoor pizza ovens.
\$100 off Roccbox*
Dome & Dome S1 Bundle Offer
Free Placement Peel and Cover when you buy Dome or Dome S1.
Limited Time Only
November 13th - December 14th
*Does not include final price of Tax, Sales, Shipping, Return, etc.

Together we are on a mission to change the way the world cooks outdoors.

Ignite the season.
Give the gift of fire.

LIMITED-TIME BONUS FROM POSTPILOT

The advertisement features the PostPilot logo in the top left. The main text reads: "Meet your favorite new (old) marketing channel." To the right, there are images of SNAX product bags, one of which says "AH WE MEAT AGAIN!". A callout bubble says "90 day new customer who back". A bar chart shows a 10.34X increase. Below the images, the text says: "PostPilot Godfather Offer (You Can't Refuse) Crush BFCM with our special offer designed to deliver more revenue and profits. Done for you services gets you into your customer's hands in days." The PostPilot logo and website URL "postpilot.com" are at the bottom.

GET 500 CARDS FREE

WHEN YOU PURCHASE POSTPILOT'S
BFCM ACQUISITION ACCELERATOR

postpilot.com/gfo

MENTION THIS WEBINAR
WHEN YOU SIGN UP.

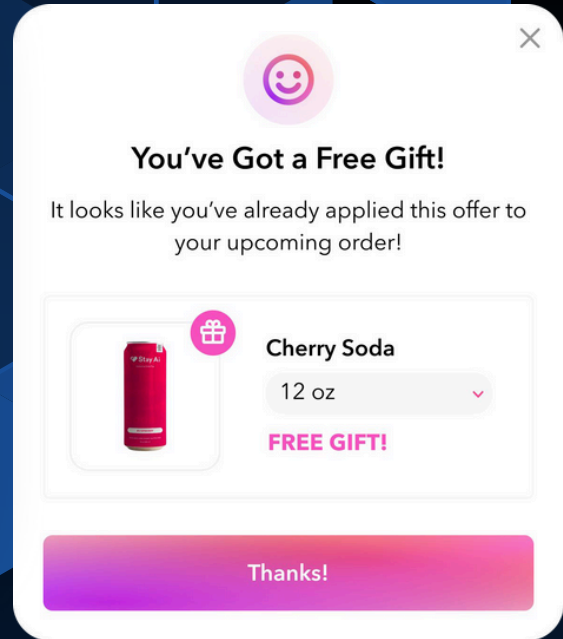
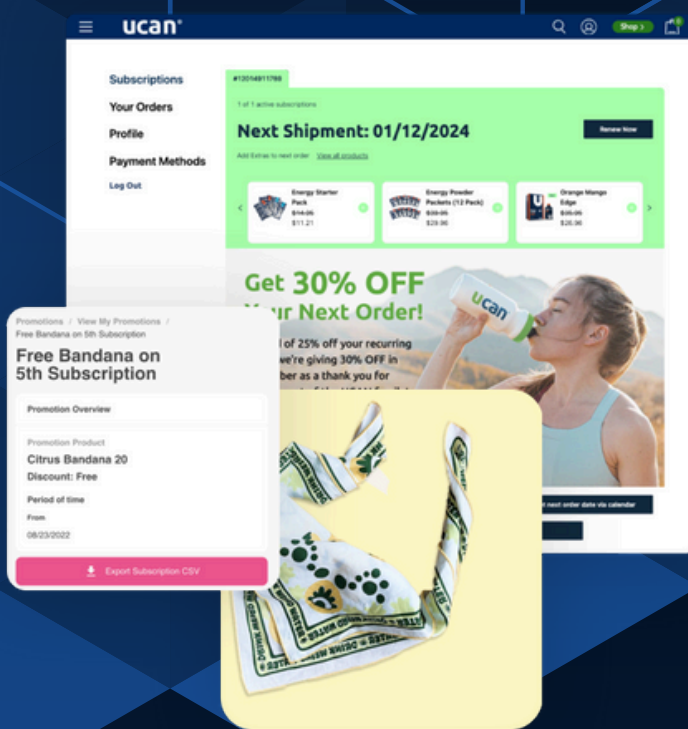
04

GINA PERRELLI

BFCM Aftercare / Turning Customers into Subscribers



Stay AI



UPSELLING AND RETAINING SUBSCRIBERS

During Black Friday and Cyber Monday (BFCM), retaining your existing subscribers while attracting new ones is crucial.

Stay AI emphasizes the importance of offering exclusive discounts for subscribers that go beyond the sitewide deals available to first-time shoppers. A simple but effective method is to increase your regular subscription discount by adding a one-time discount code for existing subscribers.

Pro Tip: Announce this BFCM subscriber promotion early through in-portal banners, ensuring your customers feel valued and know they're getting the best deal.

CHURN REDUCTION TECHNIQUES

High churn rates are common after BFCM due to "deal shoppers," but Stay AI provides tools to reduce this.

HERE ARE A FEW WAYS TO COMBAT CHURN:

The screenshot shows a survey interface with the title 'KAGED' and the text 'keep_test_val, we'd love to know why you want to cancel your subscription.' Below this, there are six buttons for selecting reasons: 'I don't need my next shipment', 'I'm not happy with the Customer Support', 'I'm not finishing my product quickly enough', 'The price doesn't fit my budget', 'I switched to a different brand', and 'I haven't seen the improvement I hoped for'. There is also an 'Other Reason' button and a 'Go Back' link at the bottom.

OPTIMIZE CANCELLATION SURVEYS

Include cancellation reasons like "I only subscribed for the discount" to better understand and target deal-driven subscribers.

CANCELLATION REBUTTALS

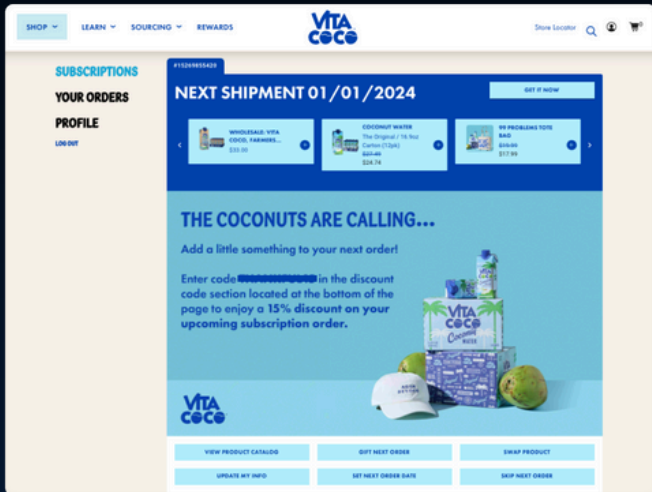
Offer tailored deals or exclusive discounts during the cancellation process.

For example, OLIPOP saw success with a 30% discount and personalized offers based on specific cancellation reasons, achieving a 24% save rate.

The screenshot shows a personalized offer for OLIPOP. The text reads: 'Instead of cancelling, you can easily swap flavors in your account!' Below this is an image of a glass of iced pop with the text 'Find Your Flavor'. The offer states: 'With so many different flavors to choose from, you're bound to find another pop to love. And to sweeten the deal, how about 30% off your next subscription order?' At the bottom, there is a button that says 'Accept 30% Off Offer'.

CHURN REDUCTION TECHNIQUES

CONTINUED...

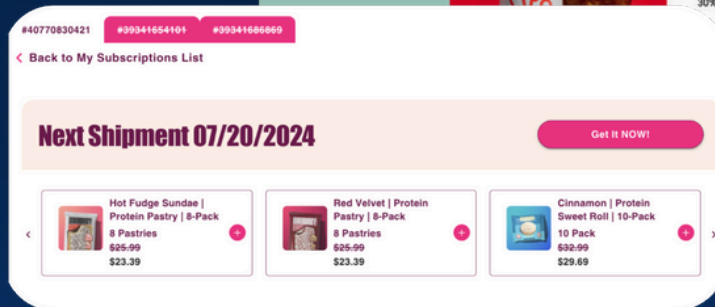
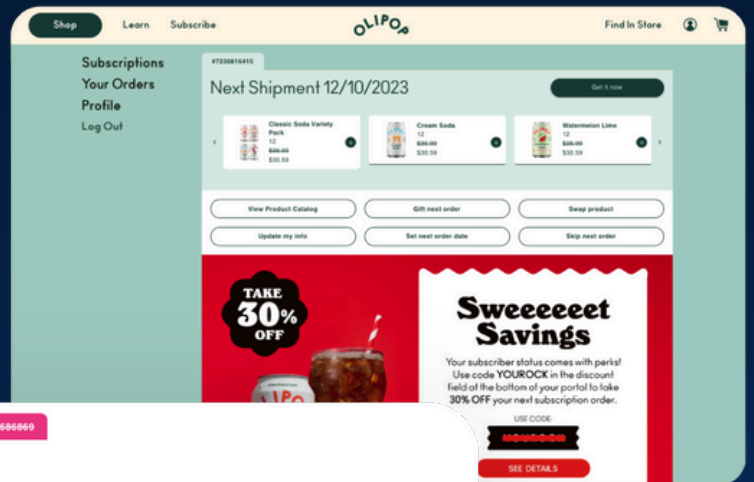


IN-PORTAL BANNERS

Celebrate subscribers with a thank you discount or offer a juicier discount than your BFCM sitewide deal.

ADD-ON CAROUSEL

Feature exclusive deals or limited-time SKUs. Announce these add-ons with your Banner Ad.



OPTIMIZING SUBSCRIPTION LTV DURING BFCM

Retaining subscribers is key to maximizing your long-term value (LTV). Implement the following:

NOT DONE YET?
Come Back To Subscription.



Propolis-powered wellness delivered straight to your door.

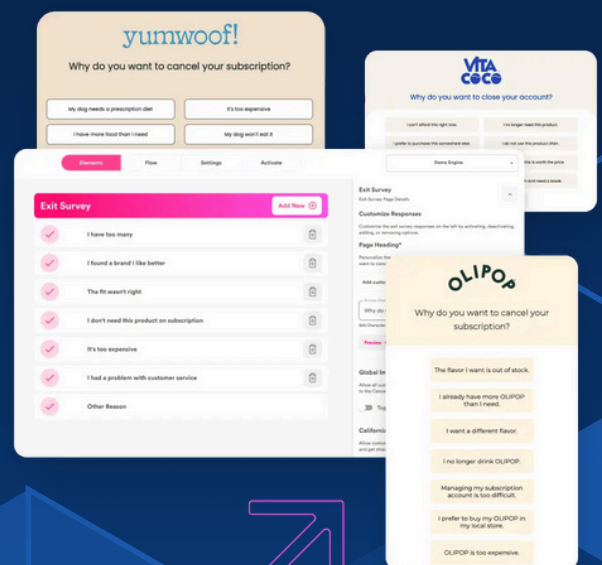
[MANAGE YOUR SUBSCRIPTION](#)

SEGMENT & WINBACK FLOWS

Personalize winback offers based on cancellation reasons. For example, send delayed offers to subscribers who canceled due to "too much product," while offering immediate discounts to those who left for price reasons.

AI-DRIVEN RETENTION

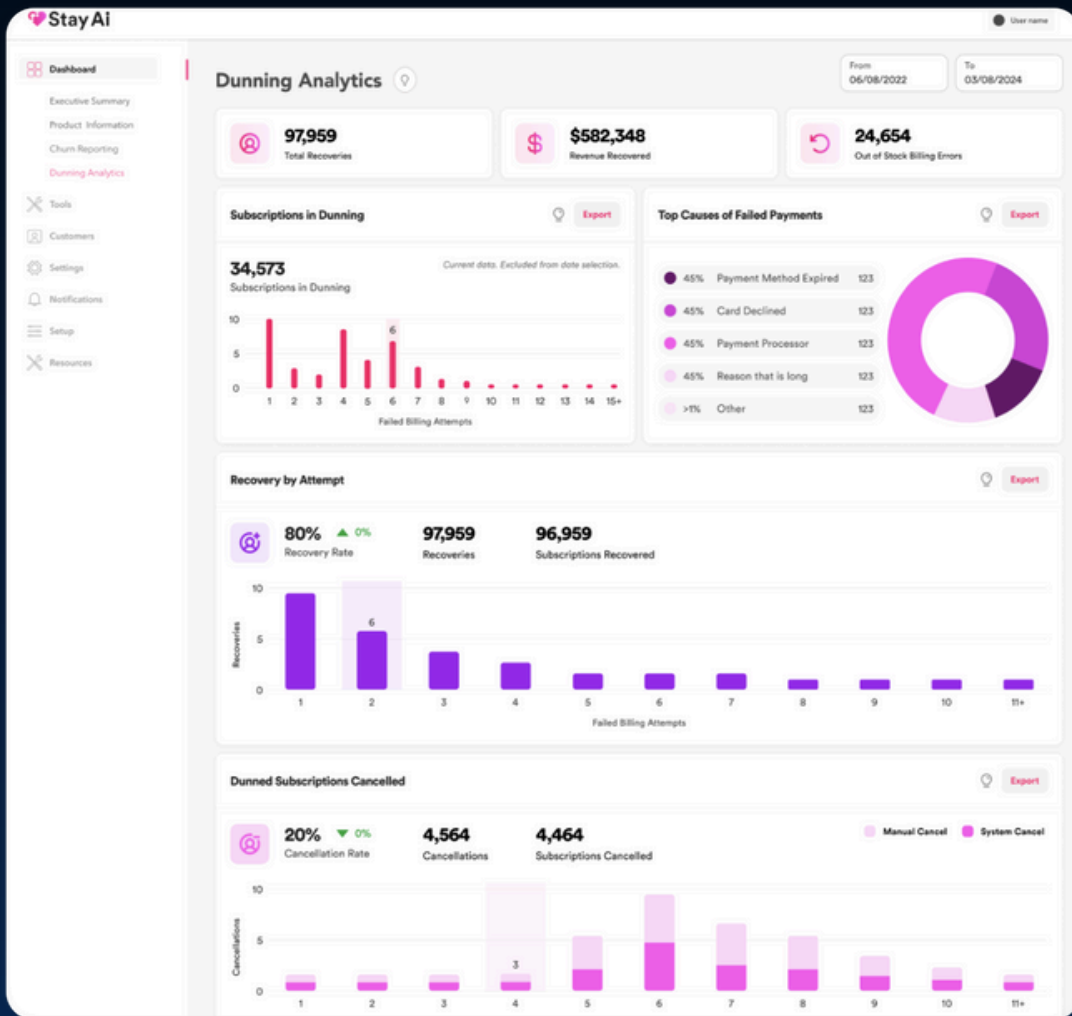
Using machine learning tools like Stay AI's RetentionEngine, you can reduce churn by up to 47% through personalized offers and optimizing cancellation rebuttals.



The image shows three overlapping screenshots of exit surveys and winback flows. The top one is for 'yumwoof!' with options like 'My dog needs a prescription diet' and 'It's too expensive'. The middle one is for 'OLIPOP' with reasons like 'I have too many' and 'I found a brand I like better'. The bottom one is for 'VITA COCO' with options like 'I don't want to drink it anymore' and 'I no longer need the product'.

PASSIVE CHURN PREVENTION

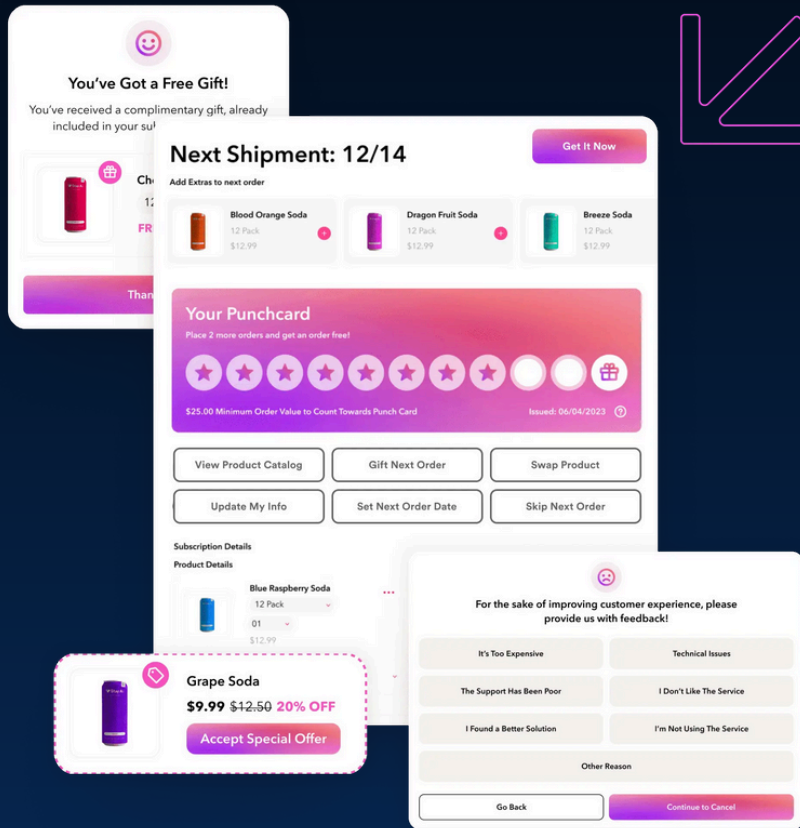
Be proactive about failed payments during the BFCM rush, as 25% of billing failures stem from card declines.



ADVANCED PAYMENT RECOVERY

Use Stay AI's dunning analytics to track failed billing attempts and recover lost subscriptions, preventing revenue loss during the holiday surge.

SPECIAL OFFER FROM STAY AI



SAVE \$200/MONTH

MENTION THIS WEBINAR
WHEN YOU SIGN UP.

[STAY.AI/PRICING](https://stay.ai/pricing)



2024 BFCM CHECKLIST

Black Friday is the most popular shopping event of the year — but it's not the only one. To fully maximize our Q4 revenue, we're going to launch 7 different holiday sales from early November to December, so we get our biggest payday ever:

Prime Fall Sale.
Early BFCM.
Thanksgiving.
Black Friday.
Cyber Monday.
Green Monday.
New Years.

**IN THE FOLLOWING PAGES YOU'LL FIND ALL THE INFORMATION YOU
NEED TO COPY OUR 2024 BFCM FORMULA FOR YOUR BUSINESS.**

[Click here to use the google doc version](#)

BFCM PREP

(SEPTEMBER - OCTOBER)

WHAT TO DO	HOW TO DO IT	WHEN TO DO IT
PLAN BFCM OFFERS	Begin your BFCM prep by planning your offers for Prime Fall Sale, Early BFCM, Thanksgiving Day, Black Friday, Cyber Monday, Green Monday, and New Years. Choose from the Merchandising list below.	SEPTEMBER
MERCHANDISING	Merchandising matters A LOT - creating new offers keeps your audience engaged, fights sale fatigue, and can even multiply your AOV. Here's a list of high-profit offers from Ezra's 9-figure store that don't require deep discounting: <i>BOGOs, Bundles, Kits, Free Gifts, Free Shipping, Deal of the Day, & Subscribe and Saves.</i>	SEPTEMBER
MARKETING CHANNELS	Determine which marketing channels you will use for your BFCM offers and the campaign assets (e.g., ad creatives, product images, landing pages, etc.) that will need to be created for your sales funnels. Profit Tip: Double down on Email & SMS. Go heavy!	SEPTEMBER
WARM AUDIENCES	Segment your list of customers and subscribers for personalized email and sms campaigns. Create segments based on past behavior, like: Frequent buyers, engaged sms and email subscribers, previous BFCM purchasers, etc.	SEP-OCT
BUILD PAGES	Design custom landing pages and lead gen pages for each holiday sale to increase conversion rate. Install Zipify Pages to quickly add ready-made and customizable BFCM templates.	SEP-OCT
UPSELLING & CROSS-SELLING	Add upsell funnels for your best-selling products and include bundles and subscriptions to capture extra revenue (AOV) from holiday shoppers. Install One Click Upsell to activate AI-powered BFCM funnels that increase AOV by 15%+.	SEP-OCT
CONTENT AUDIT	Curate or develop additional organic content that can be amplified during the holiday season via email and social channels. <i>Holiday content ideas: gift guides, competitor comparisons, seasonal blog posts, etc.</i>	SEP-OCT
AMAZON FALL PRIME DAY	Launch your 4-day Fall Prime Day sale to mimic Amazon: <ul style="list-style-type: none"> <input type="checkbox"/> Email <input type="checkbox"/> SMS <input type="checkbox"/> Social <input type="checkbox"/> Ads Profit tip: Invest your budget in high-ROI channels.	OCT TBD

APPROACHING BFCM WEEKEND

(NOVEMBER - DECEMBER)

WHAT TO DO	HOW TO DO IT	WHEN TO DO IT
CAMPAIGN AUDIT	Review and test new sales funnels and BFCM offers.	NOV 11-15
CAMPAIGN SCHEDULE & SETUP	Setup and schedule your paid, email, and sms marketing campaigns for driving traffic to your sales funnels.	NOV 11-15
EARLY BFCM	Launch your 4-day early access BFCM sale: <ul style="list-style-type: none"><input type="checkbox"/> Email<input type="checkbox"/> SMS<input type="checkbox"/> Social<input type="checkbox"/> Ads Profit tip: Invest your budget in high-ROI channels.	NOV 22-25
THANKSGIVING DAY	Launch your Thanksgiving Day sale: <ul style="list-style-type: none"><input type="checkbox"/> Email<input type="checkbox"/> SMS<input type="checkbox"/> Social<input type="checkbox"/> Ads Profit tip: Invest your budget in high-ROI channels.	NOV 28
BLACK FRIDAY	Launch your Black Friday Weekend sale: <ul style="list-style-type: none"><input type="checkbox"/> Email (Go Heavy!)<input type="checkbox"/> SMS<input type="checkbox"/> Social<input type="checkbox"/> Ads (Esp. Warm Audiences) Profit tip: Target warm audiences to lower your ad costs.	NOV 29 - DEC 1
CYBER MONDAY	Launch your Cyber Monday sale: <ul style="list-style-type: none"><input type="checkbox"/> Email<input type="checkbox"/> SMS<input type="checkbox"/> Social<input type="checkbox"/> Ads (Esp. Warm Audiences) Profit tip: Invest your budget in high-ROI channels.	DEC 2

POST BFCM

(DECEMBER - JANUARY 2025)

WHAT TO DO	HOW TO DO IT	WHEN TO DO IT
GREEN MONDAY	Launch your Green Monday Sale. <ul style="list-style-type: none"><input type="checkbox"/> Email<input type="checkbox"/> SMS<input type="checkbox"/> Social<input type="checkbox"/> Ads	DEC 9
NYE	Launch your 6-Day New Year's Eve sale: <ul style="list-style-type: none"><input type="checkbox"/> Email<input type="checkbox"/> SMS<input type="checkbox"/> Social<input type="checkbox"/> Ads	DEC 26-31
BFCM RETROSPECTIVE	Analyze the performance of your BFCM campaigns, gaining valuable insights into what worked and what can be improved for future campaigns. <i>Metrics to review: CAC, LTV, AOV, ROAS, CPL, Social Engagement, Email Open rates, and Conversion Rates.</i>	JAN 6

ADD UP TO 15% MORE SALES WITH AI-POWERED UPSELLS THIS HOLIDAY SEASON.



OneClickUpsell is the #1 upsell app for 15,000+ Shopify stores including 2,000 Shopify Plus stores.

+10-15%

AOV Increase

\$775m+

Upsell Revenue Generated

+30X

Average ROI

WANT TO CUSTOMISE THIS CHECKLIST?

[Click here to use the google doc version](#)



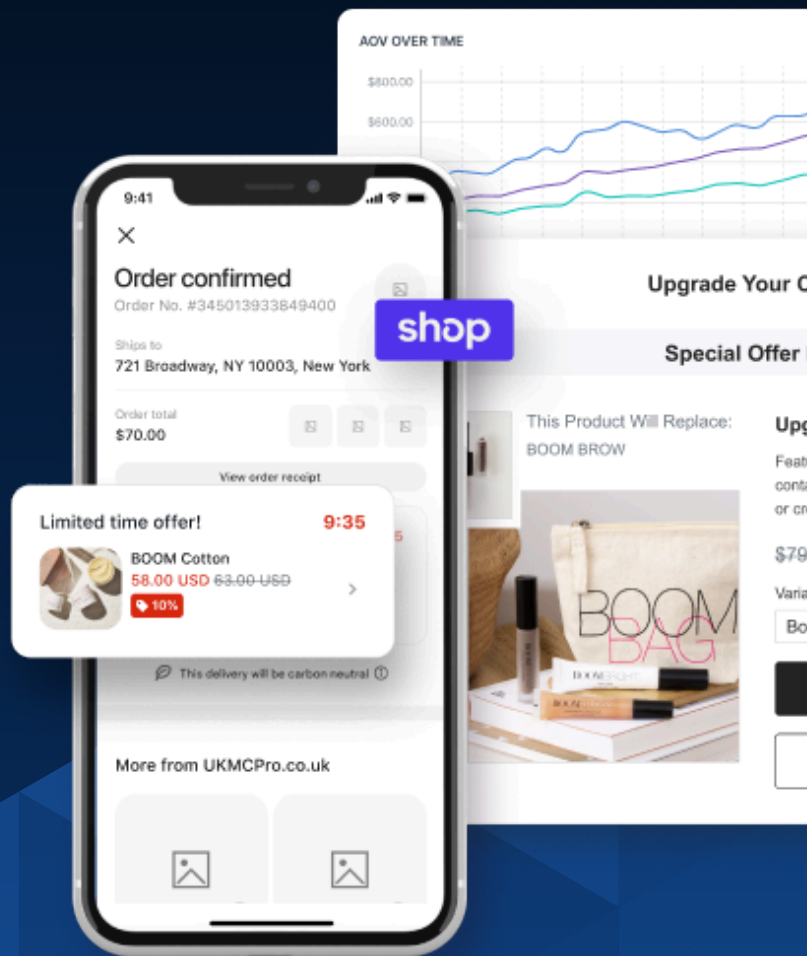


ADD UP TO 15% OR MORE TO YOUR BFCM REVENUE WITH ONE CLICK UPSSELL.

Even an increase of \$5 or \$10 per order can mean the difference between scaling a successful business — or shutting down shop...

And on average, the thousands of Shopify merchants who install OCU increase their AOV by 10–15%. In other words, you can add 10–15% gross revenue to your BFCM sale just by adding these simple and effective upsell offers to your store with Zipify OneClickUpsell.

This is why upsells are one of the most powerful tools in your marketing toolbox.



[TRY OCU FREE](#)

Add upsells to your Shopify store today!



BFCM WORKBOOK 2024



**THE BEST POST PURCHASE
APP I HAVE USED, GREAT
SUPPORT, ALWAYS
IMPROVING THE APP AND
GIVING CONTENT TO LEARN
HOW TO IMPROVE YOUR
PERFORMANCE.**

- ALPHASTRONG (USA)

TESTIMONIALS



In 2022, OneClickUpsell created 20% of our overall total sales. So 20% of our overall sales came from OneClickUpsell, which is huge. Like, I cannot tell you that anything else was to do with this other than OneClickUpsell. And so that's been a great success for us.

KES LEHRMAN (EAVARA)



Twenty thousand dollars. Twenty grand in OneClickUpsell... on top of everything else we've already sold this year. That's... freaking crazy.

RICH GARNER (DUTCH OVEN KITS)



I love that the app is so user friendly... I was able to teach myself how to use the app in under five minutes and set up my first funnel... There hasn't been one day that a product hasn't been added to the cart using the one click upsell

MARNIE MASSIE (TREAT BEAUTY)



★★★★★
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WANT AN EASY WAY TO COPY THE STRATEGIES FROM THIS WORKBOOK?

Get more Customers with Smarter Sales Funnels, Landing Pages & Product Pages.

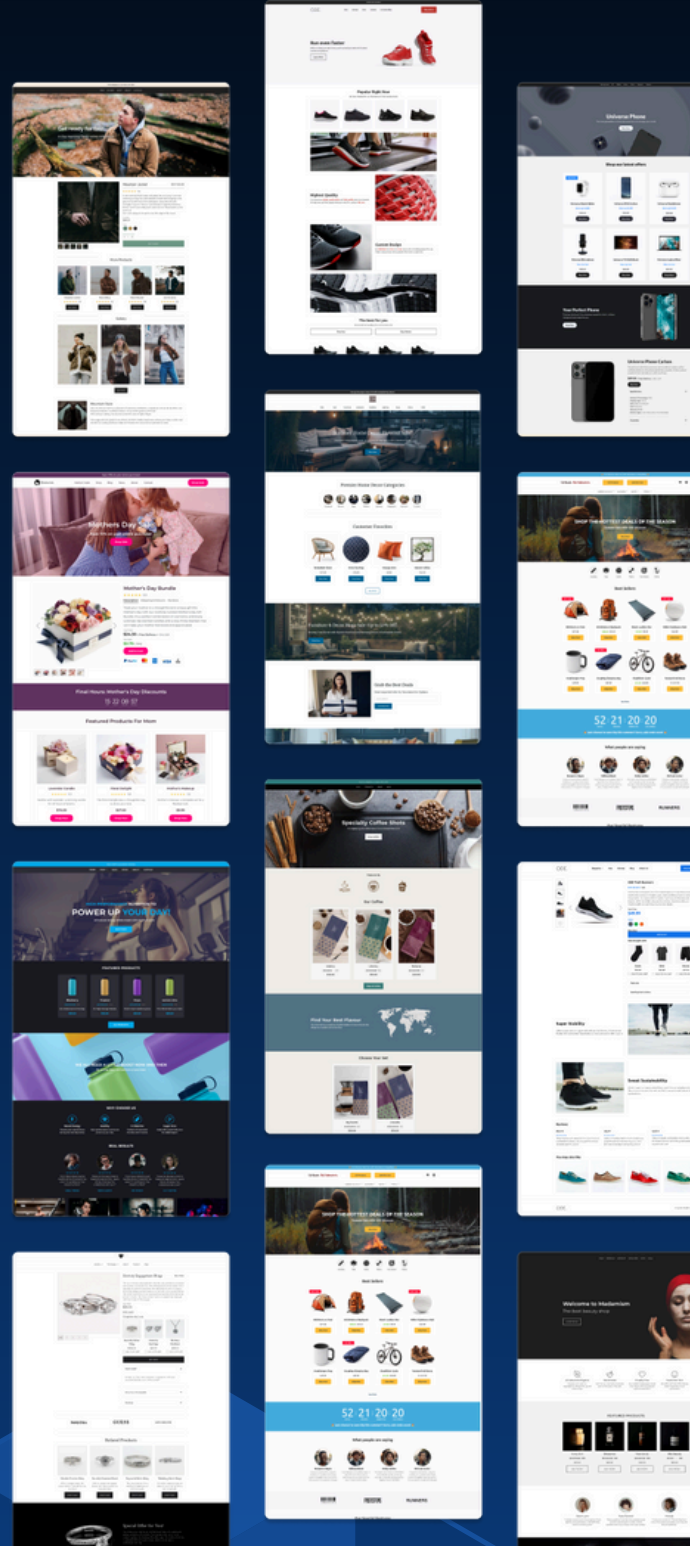
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ZIPIFY PAGES IS MUCH MORE ECONOMICAL THAN OTHER SHOPIFY LANDING PAGES APPS SUCH AS SHOGUN AND PAGEFLY, WHICH HAVE A SMALL MAXIMUM LIMIT OF PRODUCT PAGES.

- ALPHASTRONG (USA)

Thank you FOR READING



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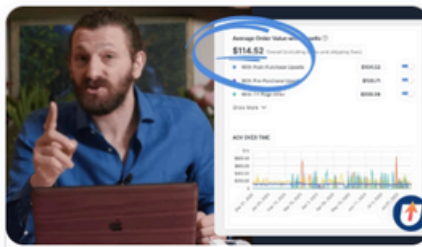


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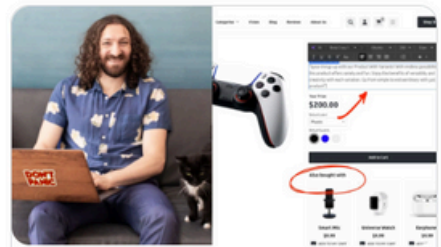


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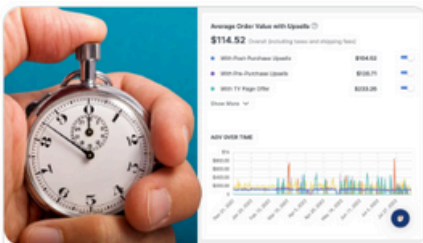


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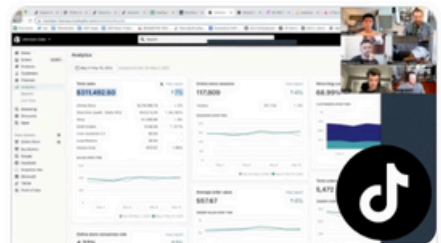


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