

A real email from the kit (Email 7 of 14)

Exactly as it appears in the Email Swipe File. Replace each [BRACKET] with your details.

Email 7 — Black Friday launch (Fri Nov 27, morning)

Subject: It's live: [OFFER]

Alt subject: Black Friday at [STORE]: [OFFER] through [END DAY]

Preview: Our once-a-year sale is here.

Hi [NAME],

Our Black Friday sale is live.

[OFFER] on [WHAT'S INCLUDED], through [END, TIME ZONE].

Top picks:

- [PRODUCT 1] — was \$[REGULAR], now \$[SALE]
- [PRODUCT 2] — was \$[REGULAR], now \$[SALE]
- [PRODUCT 3] — was \$[REGULAR], now \$[SALE]

[Shop the sale →] [LINK]

Shipping note: order by [DATE] for delivery before [HOLIDAY], based on [CARRIER]'s published estimates.

All 14 subject lines in the swipe file

Each comes with an alt subject, preview text, full body and send timing in the kit.

#	Email & timing	Subject line
Email 1	Early access sign-up (send Nov 9–12)	Want first pick this Black Friday?
Email 2	Story / why we're doing this (Nov 16–18)	How we're doing Black Friday this year
Email 3	Gift guide (Nov 19–21)	Gift ideas under \$[PRICE 1], \$[PRICE 2] and \$[PRICE 3]
Email 4	Early access is open (VIP segment, Nov 23–25)	You're in: early access starts now
Email 5	Early access reminder (VIP non-buyers, 24h later)	Your early access ends [DAY]
Email 6	Thanksgiving (Thu Nov 26)	Thank you, [NAME]
Email 7	Black Friday launch (Fri Nov 27, morning)	It's live: [OFFER]
Email 8	Black Friday evening (non-openers or non-buyers, Fri Nov 27)	In case you missed it this morning

Email 9	Small Business Saturday (Sat Nov 28)	Today, a small business says thanks
Email 10	Best-sellers / social proof (Sun Nov 29)	What everyone's ordering this weekend
Email 11	Cyber Monday launch (Mon Nov 30, morning)	Cyber Monday: [OFFER OR CM-SPECIFIC OFFER]
Email 12	Last call (Mon Nov 30, ~4 hours before end)	Ends at [END TIME]: last call
Email 13	Thank you (Dec 1–2, buyers)	Thank you for your order
Email 14	Review request (7–10 days after delivery)	How's your [PRODUCT]?

Get the full kit (all 14 emails, 16 SMS texts, 30 captions, ad copy bank, 40 AI prompts, 6-week checklist and profit calculator):
<https://blackfridayprofitkit.com/#pricing>