BLACK FRIDAY WORKSHEET

Your program on one page.

Six lines. Fill it in tonight, bring it to your onboarding call, and you'll be live in a week instead of two.

1 Goal

What do you want members to do more of? For Black Friday, the answer is the second order.

2 Free perk

One thing you give, automatically, on the first order. Points, early access, a bit of credit.

3 Paid perk and price

What's in it, and what it costs a year. Free shipping and member pricing are the usual pair.

WHAT MEMBERS GET

PRICE PER YEAR

$

DO THE MATH Members should earn the fee back in a few orders, tops.

Fee $ _____ ÷ saves per order $ _____ = _____ orders to break even

4 What you gate

One thing only members can see or buy. Costs you nothing. A collection, a product, early access, a members-only checkout.

5 Early access date

The day members shop Black Friday before everyone else.

6 Monthly credit

How much lands on the 1st, every month.

Ready to build it?

Install Bold Memberships, answer a few questions, and book a call with a membership expert. Bring this sheet. You'll be live before the rush.

boldcommerce.com/memberships