

Flash Sales are great for achieving a large number of sales in a short period of time. They offer a sense of urgency due to the time limit. Make sure you don't overuse this promotion, as your customers will learn that you just have lots of sales... that this one is not really better than any other one.

Sample email content is below. Be sure to customize the emails to discuss the timeline of the sale, how often the sale happens and why they shouldn't miss it.

Email 1 – Flash Sale Announcement

Subject Line: Flash Sale! For three days only!

Email:

Hi ~Contact.FirstName~,

Don't miss this once a year offer!

[Why should the reader be interested in your product or service? Call out some of the value it provides or pain it helps to solve.]

For a limited time we're offering an amazing deal on our (product name) for (name outrageous price or discount)! As this deal is only good through (date/day), take advantage now by ordering today!

[LINK TO OFFER](#)

Create desire for them to investigate and take action! Use imagery to describe how your product or service will explicitly change their life.

Enter a customer testimonial that shares how a problem they may be facing was solved by your product

[LINK TO OFFER](#)

Don't miss out on this limited time offer!

[Signature]

Email 2 – Flash Sale Reminder

Subject Line: Get this NOW before it's gone...

Email:

Hi ~Contact.FirstName~,

If you've been waiting to get [product/service], now is the time!!!

We're so excited because for a limited time we have made it easier and less expensive!

For the next 24 hours, you can get our (product name) for (name outrageous price or discount)!

If you're tired of (call out pain) day after day, take advantage of this now."

[LINK TO OFFER](#)

Add in information about why they should buy this product/service. Add in pain points that it solves or something it accomplishes for them.

[LINK TO OFFER](#)

We hope you take advantage of this limited time offer!

[Signature]

Email 3 – Last Chance

Subject Line: Today is the last day to take advantage of (enter promotion)!

Email:

Hi ~Contact.FirstName~,

Did you miss the news? Today is the last day to take advantage of this limited time offer of (price or percent discount) on our (product/service name).

We wanted to make sure you got one final opportunity to take advantage of this special deal so you can start (benefit of product service) right away... and at a great price!

[LINK TO OFFER](#)

Don't miss out!!!

[Signature]