



Getting Creative for Black Friday

Looking for some new ways to get your customers excited about the Black Friday sale? Use one of our out-of-the-box ideas to get your customers excited about the possibilities of freeze dried food!

1. Host an online party during the week of Black Friday! Create a Facebook group or event for the party where you can post links to videos, share your own experience and answer questions! Encourage guests to invite others to the group and do a giveaway for every 100 people added!
2. Make a list of everyone who was initially interested in purchasing from you but backed out due to cost. Let them know of the sale and encourage them to make a one-time order as a discounted taste test!
3. Make some goodie bags full of your favorite Thrive Life fruits and veggies, then hand them out while caroling with the family!
4. Film a Facebook live of you cooking a classic Thanksgiving dish, like mashed potatoes. Show everyone how much time they can save without compromising taste or health, then follow up with anyone who viewed or commented on your video!
5. On Black Friday, invite friends over for a mid-day shopping lunch break! Whip up some quick chicken salad sandwiches and turn your luncheon into an “impromptu” tasting event!
6. Are some of your customer’s double dips expiring soon? Invite them to host an online party during Black Friday to help them take advantage of the sale and cash in on their host benefits!
7. Contact your current Q customers and ask them if they’d like to get cashback on their own purchases! If they sign up as a consultant, they can earn 10% back in commission on one-time orders and 5% back on their Q of over \$100!*
8. Contact all your current Q customers and encourage them to make a one-time order during the sale! Share some of your favorite items that are on sale, and offer them a free Snackie for ordering!
9. Are you throwing a football party? Make it into a tasting event with Thrivalized appetizers and freeze dried fruits as snacks!
10. Take some Snackies singles with you while you shop on Black Friday! Make it a goal to meet five people to give them to, and get their contact information as follow up! Also post a picture on social media of you waiting in line with your Snackies!

*Commission on the first \$50 of a consultant Q is given to their enroller. Commission on the remaining amount is then given to the consultant.