

TOOL 5 - Customer Favorites

Customer Favorites are page kits from the back of your store. These will be featured on your new Oscraps designer page for 4 - 6 months. THAT is NOT A TYPO.

These are your oldest products which means they have not been seen by any customers in a very long time. We are going to give these “classics” some attention by featuring them in your new subscriber welcome series and by sharing them on social media.

Customer Favorites are discounted to a price that is similar to your new release discount. If you release a new kit at 20% off, you should price these at 20% off.

Remember these may be old to you but to NEW customers visiting this page, they are some of your best products. They are your classics.

You can market them with or without a freebie.

If you market with a freebie, do not include a PROMOTIONAL PDF or a coupon. You don't want to double discount.

Use your 00-free folder for these freebies.

STEPS

- Choose 6 products to use as your customer favorites. If you want help choosing your Customer Favorites OR any of the promotional products in this training, tag me in the group. I am happy to make some selections for you. You are not obligated to use my choices but it will get you moving faster.
- Set the sale to your new release discount. Open each product and adjust the price to your New Release Discount.
- Uncheck Apply Global Discounts
- Uncheck Apply Special Offers
- Check On Sale if you want to get the Sale flag to show on these products.
- Update
- Add these to your Monthly Offers Tracking Sheet (coming soon)
- Create an advertisement to go with the freebie that points customers to the discounted product. It is ok to use the % discount on the advertisement
- Post your list of Customer Favorites in the Group.

FREEBIES for Customer Favorites

REMEMBER - Use OLD freebies if you have them. You don't need to make new freebies because we are going to market these to NEW customers. :)

Freebies should be SINGLE elements. Here are some links to freebies from other designers.

<http://www.oscraps.com/shop/Sketchbook-BONUS-Quick-Page-Freebie-1.html>

<https://www.oscraps.com/shop/Express-Yourself-Change-Gift-04.html>

<https://www.oscraps.com/shop/Just-For-Today-Gift-04.html>

STEPS

- Load your freebie to the store as a hidden product for now. You can turn these on and off later but you don't want 6 freebies showing at the top of your shop.
- Each freebie will have 3 zips
Freebie zip with png or jpg files
BONUS-and-TOU zip
Previews.zip
- Add these to your Monthly Offers Tracking Sheet (coming soon)
- Tag me in the group and I'll check your freebies.