BLACK FRIDAY

Profit Blueprint

2023 Edition

High Converting
Holiday Marketing Strategies
From 7, 8, and 9-Figure
Ecommerce Entrepreneurs

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Founder And CEO • Checkout Champ

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INTRODUCTION

This year, we're hearing so many doom and gloom narratives in the wider economy, but here at Checkout Champ we're expecting BFCM to set records once again.

And we've got good reason -

Last year all the the same negative stories were floating around about inflation and higher prices, but ecommerce sales for the 2022 holiday season set new records:

- Thanksgiving Day $5.29 Billion
- Black Friday $9.12B
- Cyber Monday $11.3B

The thing is, E-commerce is still a relatively new industry, and it's on a massive growth trend that has many years left to run.

Basically, ignore the naysayers, and focus on making bank this BFCM!

With all that said, here are a few big trends to be aware of as the holiday season approaches:

Wait & See
2022 marketing data showed an increase in 'window shopping' in the weeks before Thanksgiving, as consumers held off on spending in the run-up period knowing there were special deals on the way.

Keeping It Basic

The 2022 holiday season was more about perceived 'needs' than wants.

Items purchased during these retail events shifted towards everyday necessities like food, beverages and health products over gift items which dominated previous years.

With this 'basics' trend driving holiday season e-commerce, Walmart emerged as the preferred choice among consumers, followed by Amazon and Target.

Drizly and Instacart also gained popularity because of their quick delivery options.

Team Zuck owns the eyeballs

Brands that leverage media to highlight holiday promotions drive more purchases, so you need to be visible.

It's worth considering that TikTok has emerged from nowhere to grab 3% share and is growing TikTok Shop at a rapid pace.

They have a lot of young people's eyeballs and want to monetize, so it's a good call to place some traffic here if you need to reach them.

Instagram and Facebook are still going to be your meat and potatoes though - the #1 and #2 platforms drive a combined 25% of all online purchase intent, so that's where most of your paid and organic social focus should be.

Let's Get Tactical

At Checkout Champ, we have the good fortune to see the inner workings of thousands of 7- and 8-figure ecommerce businesses.

We see how dynamic the industry is, how things change fast between years and even seasons.

Here's what we know -

All the big picture knowledge and strategies in the world don't make the slightest difference if your stores and funnels aren't converting and bringing in cash every day.

So the rest of this short book is going to walk you through simple steps you can implement NOW for extra profits this holiday season.

PART 1

The Road To

BLACK FRIDAY



If there's 1 mistake we see entrepreneurs making, it's starting TOO LATE...

In fact, by the time you're reading this ebook, it's already likely to be later than you think.

So rip through it fast, pick 3-5 strategies below, and get implementing NOW!

Use Proven Winners

BFCM is a narrow time-limited opportunity to make big profits.

This is NOT the time to experiment with bold new ideas.

Research on competitors, review your 2022 data, and get a game plan based on what's known to make money.

Huddle With Your Team

Kick off the BFCM campaign prep with a team strategy review.

What worked and failed last year?
What are your objectives this year?

Use data to set KPIs and stretch goals for new customers acquired, existing customer repurchases, and dormant customer reactivation.

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The reason being is because we need to know the audience and who we're targeting. Then we can establish the platform they are on...i.e. social media is interruptive marketing and the goal is to STOP the scroll. Provide amazing captivating content that is benefit driven with features and UGC to close the deal.

Google Shopping is different - thats where prospects already understand their pain and need a solution. Having excellent landing pages (product pages) that meet the needs of the prospect is key.

Everyone should be focused on bringing in as many new customers as possible and providing their BEST OFFER or DEAL and remarketing to them over and over again through their email and sms campaigns.

Build BFCM Assets Ahead Of Time

Assembling everything you need for BFCM way ahead of time gives you a lot of advantages:

- Data-driven product and offer selection
- Proven profitable creatives
- Capture 'early-bird' wallet share from buyers
- Clear excess inventory before EOFY
- Less stress during the event

What we don't want during BFCM (or ever really!) is to send a bunch of special-offer-seeking eyeballs to the home page.

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We want to maximize the value of every event-specific click.

That's why you need to create separate custom Landing Pages for all your BFCM promos if you haven't already.

Each LP should answer 4 questions:

1. What is the product and what does it do?
2. How does it make the buyer's life demonstrably better?
3. What social proof exists that shows this brand is credible?
4. How soon can it be delivered? (THE TRUTH, NOT AN OPTIMISTIC ESTIMATE)

The same principle applies for Ads and emails, and here you can lean on what's currently working.

Re-use proven copy and creatives with updated offers specific to the event, and add BFCM-relevant hooks for testing.

Ecommerce Funnels

Checkout Champ adds an extra funnel 'layer' on top of any ecommerce store, without affecting the existing model.

You can still sell products direct from your store's Product Display and Listing Pages(PDPs & PLPs) just like before.

Now thought you can also build and test unlimited single-product and bundle offer funnels from any traffic source - reducing acquisition cost and increasing profit.

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Promote Early & Often...

The earlier you test pre-BFCM offers, the more you can know what deserves the biggest push during the event.

Get ahead of the rush by running offer tests to limited segments of your list and seeing what converts the best.

Have your media buyers do the same small-scale tests with ad creatives.

This gives you valuable data for what's likely to work during the BFCM weekend and collects sales from early bird shoppers.

You also want to make sure your core marketing processes are running smoothly, so your message is getting seen and heard:

- Steadily ramp up existing paid ad spend to capture new attention over the 4 weeks before Black Friday
- Keep sending broadcast email and SMS - ideally 3x per week, but once is the absolute minimum
- Publish one piece of content per social channel every day.

None of this needs to be fancy, highly-polished production. Simple content and creatives will do.

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The bottom line is -

If you want your audience to see and hear you over the BFCM weekend, the most important thing is start to engage them NOW.

But Keep Your Gunpowder Dry

Even though we're suggesting you to start prepping and promoting ahead of time...

It's best if you don't explicitly mention the words 'Black Friday' until the 1st of November.

That's when you start cranking up the volume, and send A LOT more emails and SMSs mentioning the upcoming offers/discounts.

Plus, keep posting 2-3x/day on socials - the idea is to create anticipation about the upcoming deals.

You can increase paid ad traffic too if budget permits, but if you're tight on cash, hold off on increasing this spend until a few days out from Black Friday.

Integrate Your Full Tech Stack

Checkout Champ integrates over 500 ecommerce softwareapplications, allowing you to build ANY custom functionality your business needs to grow.

You might not even need to hire a developer either... Our in-house dev team constantly create solutions for our users, and are ready to help you realize your vision.

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PART 2

LET'S TALK *Offers*

We all know that our customers expect special offers during BFCM, and the more outrageous value we can give them, the more they buy.

BUT...

An Offer Is Not Just A Discount!

Brands that depend on discounts to drive sales growth are sawing off the branch they are sitting on.

And it's the product that's usually at fault.

No amount of retention marketing, loyalty schemes, affiliate programs or subscription models can disguise a product that customers don't care about or value enough to pay full price for.

So when it comes to BFCM, just making a bunch of extra sales is no good if all it drives is unprofitable transactions and one-time customers.

A successful BFCM campaign includes BIG profits from your buyer list AND new customers having a great first-time shopping experience.

And that means focusing on your best products.

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Multiple Offers, Multiple Markets, One Solution

Instead of just a 'one-size-fits-all' store, Checkout Champ lets you create custom messaging and experiences for different customer avatars, and serve them all at the same time!

You can keep your branded store too. Personalized experiences lead to higher conversions and buyer satisfaction.

Find Out More At: Checkoutchamp.com

BFCM Shoppers Are Ready To Impulse Buy

It's time to go all in on creating the most outrageously great offers your team can come up with...

And this is why we keep BFCM landing pages separate from the regular store navigation.

Put your strongest-selling and most profitable products front and centre in your limited availability offers...

Then make use of weaker products for bonuses and bundle merchandising...

And when in doubt, first add more value before you (reluctantly) lower price.

Let's run through some proven offer frameworks that can jack up your BFCM sales:

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VIP Offers

In any buyer list, the top 20% of customers tend to drive 80% of the profits.

Giving your best customers early VIP access to the hottest deals will have a huge effect on total sales.

Make them feel extra special by adding upgrades, gifts, and swag to their order, and they will spend more than they ever intended.

Referral Offers

Brands like Harry's Razors and Morning Brew have mastered this strategy as a major growth driver.

If you haven't tried it yet, BFCM is an ideal opportunity.

These offers tie in very well with VIP offers, because your best customers are the ones most likely to promote you to their friends.

Offer them gift vouchers and limited-availability special edition products (think Alex Hormozi's hat!) in return for sharing referral links.

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Bundle Offers

A good bundle deal is a win-win for you and your customers.

Bundles allow you to combine proven-seller SKUs with weaker products that are less likely to sell well standalone.

For example, if you're selling Air Jordans as your core product you can create a great bundle set by choosing from complementary products like:

- Matching branded socks
- Replacement insoles
- Spare laces
- Shoe deodorisers
- Waterproofing spray
- Cleaning spray
- Cleaning brushes
- Colour touch ups
- Shoe bag for storage

For the complementary bundle items, the general rule is to make sure at least half the products selected are strong sellers.

This will give a stronger value perception overall even if there are some 'stuffer' items that don't sell well alone.

The customer gets the value & you clear out slow moving inventory!

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For premium bundle pricing, a good rule of thumb is:
- Price is 2.5 - 3x AOV
- Value is 4 - 5x AOV

Using the Air Jordans example above -

If your AOV is $150, then assemble a premium bundle with a demonstrable retail value of $600-750, and price it (profitably!) for $375 - 450.

Make sure your copy presents this not as a discounted deal, but as a massive value Bonus...

So in the customer's perception, they're still paying full retail for the high-demand shoes and getting a ton of extra value from the bundled 'gift'/'upgrade' items.

Pro Tip: Give the bundle a name that suggests a benefit, has a feel-good element and is easy to remember. Alliteration is your friend here!

Spin Up New Offers Fast

Once you have an offer that works, Checkout Champ makes it EASY to copy-paste as many variations as you like.

You can sell the same product 10 different ways... Or bundle 10 products together to create a whole new offer.

Remember there are many types of people out there, all with different needs, wants, and spending habits...

You make more sales when you make more offers!

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FOMO (Urgency & Scarcity) Offers

Don't believe FOMO is real?

Let me remind you of something that happened not so long ago!



FOMO makes people do crazy irrational things and spend a lot more than they normally would...

So you want to use it in your BFCM offers.

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If your Black Friday offer kicks the crap out of anything else you do all year round, then say it loud and proud.

Put the same 'now or never' urgency message in your ads, and your emails, and your landing pages...

And anywhere else you can think of.

Price-sensitive customers will love it.

You can also create scarcity FOMO by limiting quantities of the offer, even if the item for sale is not scarce.

So even if you have 10,000 pairs of socks in your warehouse, you can still create scarcity by announcing a '2-for-1' offer that's limited to the next 1,000 customers who buy...

Adding live timers and tickers for these types of offers on your landing and checkout pages will drive FOMO-sensitive buyers totally crazy too!

It's an easy way to improve conversion for the big event.

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Continuity Offers

If you have a paid membership community or subscription products, you know what a massive cash flow booster they can be.

The BFCM event is a perfect opportunity to get new paying members and subscribers by offering a trial period of 30, 60, or 90 days as a bonus when they buy.

FYI, longer trials are more likely to stick.

Upgrade Incentive Offers

This works great to push up AOV. Here's how -

Find your current AOV threshold, and offer a bonus or upgrade for spending 10% more.

Going back to our Air Jordans example with $150 AOV... You could create a 'BFCM Upgrade' and offer a bonus 3-pack of matching-color branded socks for an extra $15.

This principle also works great for pricing service upgrades like free shipping, express shipping, or an extended warranty.

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Enablement Offers

Often overlooked, payment plans are a KEY part of a good offer.

If the consumer can get something now without having to pay the full amount today, the deal becomes a lot more attractive.

That's why you need to implement Buy-Now-Pay-Later(BNPL) services like Affirm, Afterpay, Klarna, and Paypal's 'Pay-In-Four' for pretty much everything you sell above $50.

And make sure the BNPL service branding is clearly displayed on all your landing and checkout pages so customers know they can spend more without stress.

No More Payment Risks

A growing business can't rely on just 1 or 2 payment processors - they need multiple backups and options.

With checkout Champ, you can integrate over 180 payment processors, and take payments in 100+ currencies.

Our powerful payment engine lets you sell any type of straight sale, upsell, subscription, or membership... And control the fine details of every transaction, so you always get the highest possible approval rates and save on fees.

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PART 3

YOUR BLACK FRIDAY CYBER MONDAY (BFCM)

Weekend Gameplan

If you've done your preparation right, you'll cruise into the BFCM weekend with winning offers locked and loaded.

Plus, you'll have a highly engaged audience on your organic social profiles and email list.

Don't slack off now...

You need to crank everything up hard for these few days.

Remember,

This is the NOISIEST time of year for marketing

People are getting 4-5x more emails, SMS messages, app notifications than any other time of year.

Yes, people do spend more, but your traffic costs also go up A LOT.

Plus the holiday weekend itself has family get-togethers and big national events like football that are capturing people's attention.

What this means is, it's hard and expensive to get seen and heard.

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So you need to bring your A game with delivering awesome creatives and copy throughout your Ads, Landing Pages, Emails, Upsells...

Even Your Cart pages need to be on point if you're going to max out holiday revenue.

Have more assets than you need, and keep some spares in reserve in case something in your plan doesn't work out.

Safe Real-Time Changes

If a landing, checkout, or upsell page isn't converting like you expected, you don't have to wait to make changes.

With checkout Champ, you can setup 2-4 way split tests for any party of your funnel, and control your traffic flow using a simple visual map.

There's no need for downtime or backups - our secure systems let you adjust strategy in real-time, without losing any clicks.

Find Out More At: Checkoutchamp.com

No matter what happens, keep your focus on:

Getting noticed - Frequency of email sends and volume of paid ad impressions

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Getting clicks - Split test your big sends on smaller segments 1-2 hours ahead of time.

Run multiple concurrent versions of ad and landing page headlines, then ruthlessly cut the losers and run the winners hard.

At every stage, ask yourself if your message is clear and it's easy to understand what awesome value buyers are going to get.

This is not a time to be subtle!

Getting people excited - Even if you are not a fan of hype, this is the one time of the year when you can AND should go a bit harder than you feel comfortable with.

On the BFCM weekend days, it's ok to send 4 or 5 emails/day.

Some people send more.

BFCM Is A Major Opportunity To Drive People Through Your Funnel

Of course you've got to do what feels right for your brand, but here's the thing -

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You've been building anticipation for this even for weeks, and if you've done a good job you KNOW people are aware of and considering your offers.

BFCM is the best opportunity to push them through to a purchase...

So don't hold back at the moment of truth.

Morning After Cleanup

After Cyber Monday, you might have some inventory 'left over'.

You can take this a bunch of directions -

- Extend your offers into Tuesday
- Announce a 24 hour 'clear out the warehouse' offer
- Tie a 'Giving Tuesday' offer into a philanthropic gesture where you donate at a level tied to purchases on that day.

Whatever you choose, remember there's always some shoppers who missed out on BF or CM, and may be regretting their inaction.

One final chance to get a great deal will shake them out of the bush and keep the sales clocking up.

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Pro Tips From 8 & 9 Figure Marketers

At Checkout Champ, we're very lucky to have a wealth of knowledge 'in-house'.

Both from our own team and from the thousands of incredibly skilled marketers who use our platform to launch and scale their offers.

Here's a selection of BFCM tips and tactics to help you make the most of the event.

And if you want to see what Checkout Champ can do for your stores?

You can Book A Demo with our client success team.

Now, let's see what these marketers have to share:

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Matt Martorano
Founder At Checkout Champ

I'm in the very fortunate position to see data from tens of thousands of live stores AND have an incredible team of designers, developers and analysts around me...

So I give all credit to them for anything I share here that's useful:

It's Not Enough To Give Customers A Great Deal

What really matters is that your customers FEEL like they're getting a great deal:

- During BCFM, set your discount codes to apply automatically on checkout pages. Make a fuss about this by drawing attention to the codes with arrows, color contrast, and on-page animations.

- If you're giving away free gifts, put them in the cart, ZERO out the prices, and call attention to this with arrows and copy/graphics on page. Everyone loves the feeling of getting something for nothing.

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Prepare For The Worst

- I learned this in the army. Something will ALWAYS screw up, but it won't be a problem if you plan and prep ahead of time.
- Test ALL your landers and site performance under worst case scenario situations.
- Ideally you want your drunk uncle Freddy to be able to shop on his iPhone 7 with a cracked screen and one bar signal for his slow 4G data.
- Make sure that your shipping and tracking options are all set, and your logistics partners are giving you accurate delivery times.
- Tell customers ahead of time if they should expect delays - and let people know early if their stuff might take a little longer. Proactive communication will save you on refunds and negative reviews.

Warrior Mindset In Business

Matt's Checkout Champ Demo



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Upsells Are Where The Money Is

- Don't try to stuff the cart with too many pre-purchase options. 1 or 2 check-box bumps is about the limit.
- Focus on getting the first sale closed, and then upsell.
- Post-purchase upsells are the single biggest needle mover to increase AOV. The psychology is very different to in-cart extras/'upsells'.
- People feel a real rush the moment they click the buy button. A post-purchase upsell taps into that feeling and encourages them to make a second impulse purchase.
- Don't get too clever - your best upsell options are simple:
  - **More of the same** - increase the quantity, decrease per-unit price. Great for supplements or other replenishable products that people buy over and over.
  - **Complementary product** - something that enhances the experience of the first product - like the example of matching socks for your new Air Jordans we mentioned earlier.

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Trey Lewellen
8-Figure Ecommerce Entrepreneur & Mentor

- Loose lips sink ships! Keep your winning products and offers close to your chest. Don't share your plans or offers with anyone outside your team, and even then keep things on a 'need to know' basis.

- Anything that can let you stand out from competitors is going to be an advantage.

- Test A LOT of products and narrow down to the ones where you have an edge - some unique feature others can't offer, a special pricing deal with a supplier, faster shipping.

- Be prepared to work your ass off through the BFCM weekend. Make sure you have your schedule cleared ahead of time - and schedule 1 or 2 days rest right after so you can recover. This is the big event, so prepare like an athlete would.

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- If you're running a team, they're going to be working just as hard as you. Make sure to show your appreciation for their great work and contributing to the success of the business. Being recognized for a great job with praise and bonuses inspires people to go above and beyond.

- The same goes for partner companies. These are the people you rely on whenever you have a problem, so keep them close and praise them for a job well done. Our Client Success Manager and the customer support team at Checkout Champ give us exceptional service whenever we ask for their help to solve a problem, and we love to shout them out.

- Make sure your tech stack is setup properly and reliable enough to handle the BFCM traffic spike. My company uses Checkout Champ because of its scalability and reliability. I've tried to break it and failed! Even with a high volume of clicks, my funnels and stores on Checkout Champ run smooth and fast.

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- If you're not using funnels to acquire customers for your ecommerce store, you're leaving a ton of money on the table. Sales funnels will always out-convert large storefronts. I know when I see a storefront doing well that it has the potential to 3x or 4x with some solid funnel strategy.

- Ecommerce is a high volume game and there's no upper limit to how far you can grow. If you're earlier in the journey, seek out more experienced and successful entrepreneurs and work for them or pay them for mentorship. This is the #1 way to accelerate your progress.

How He Scaled With Checkout Champ

Watch Trey Lewellen Interview



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Grub Bussio
Founder & CEO At The Keen Agency

- Inexperienced entrepreneurs start with a product first mindset. They overinvest time, energy and money before they have market validation.
- Successful entrepreneurs come from an audience first mindset. Create your promotions around WHO you want to buy, not WHAT you want to sell. Then create offers based on their needs.
- UGC video is the future of ecommerce on social media. We're seeing a 3-4x performance improvement over other forms of advertising.
- UGC ads are not VSLs you can run over and over for months. Your audience expects regular fresh content or they'll lose interest.
- Basic UGC from marketplace platforms is NOT effective. High-converting content needs professional scripting and editing for maximum impact.

Why He Switched To Checkout Champ

Watch Grub Bussio Interview



Van Oakes
Founder at GOAT Media

- Product quality is important, but it's not what builds a fan base for a brand. Loyal customers return to and promote brands they feel connected with.
- Building a fan base is about connecting with customers, understanding their needs, and providing valuable content and experiences.
- Membership rewards programs increase customer loyalty and frequency of repurchase.
- Giveaways and contests build audience buzz and can trigger viral shares. They're also a great source of exciting content to further promote the brand. It's a win-win.
- Take legal advice before launching any sweepstakes, contest, or giveaway program. Your company must be properly licensed, registered and bonded to comply with the laws in this area.
- Businesses with subscriptions, clubs, and memberships tend to receive 2.5 - 3x higher valuations when founders decide to exit.
- Giving away a hot item like the latest iPhone or a trending product incentivizes customers to join the membership program and make repeat purchases.

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- SMS marketing is insanely undervalued. My partners and clients see as much as 15x ROI on SMS campaigns.
- SMS is a personal channel for communication. Our companies have a specific format for SMS marketing to create a personalized and familiar experience for customers that feels like a friend texting. This increases open and response rates.
- Separate email and SMS marketing efforts to avoid bombarding customers. Send emails during the workday and SMS messages in the evening when people are more available to engage.
- Email is for education, SMS is for promotion. Higher open rates and engagement with SMS make it a priority for our brands.
- Never rely on any one channel. Email, PPC, Organic Social, Paid Social, SMS, and even Direct Mail - each one has risks and benefits. The more channels you use, the more backups you have when problems hit.

Making Millions From Memberships On Checkout Champ

Watch Van Oakes Interview



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Julian Reyes
8 Figure Ecommerce Marketer

- Ecommerce merchants are leaving a ton of money on the table by not having funnels.
- If you're paying for traffic it's essential to have a customer journey you control. Funnels can do this, websites can't.
- Approval rates are hugely important for overall revenue and profitability. Audit your approval rates and make sure your merchant processor is giving you the service you want.
- Have multiple backups for your merchant accounts. Account problems during peak promotional periods can cost MILLIONS in lost revenue.
- Digital products are a MASSIVE AOV and profit booster. Find or create complimentary digital products that fit with your physical products and use the digital product profits to buy more traffic and outspend your competition.

8 Figures A Year On Checkout Champ

Watch Julian Reyes Interview



Damon Wright
Attorney and Ecommerce Law Expert

- Protect intellectual property, like trademarks, URLs and product names. If you don't have documented proof of ownership, it can easily be stolen with no recourse.
- The regulatory environment gets stricter every year. Protect your company from lawsuits by regularly auditing your websites, funnels and other customer facing channels for compliance with laws around disclosure and avoiding deceptive claims.
- Subscription billing laws vary from state to state, and you must comply with every state you do business in.
- Maintain strong written agreements with hired influencers to meet FTC endorsement and testimonial guidelines.

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- Your proprietary technology and confidential information are potentially worth millions in the event of a business sale. Protect them through agreements with partners and independent contractors.

- Have business insurance in place, and review your cover each year. As your company grows, so do the risks and threats.

Protecting Your Business From Fines & Lawsuits

Watch Damon Wright Interview



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