



400+
Marketing
IDEAS

BECAUSE

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YES! YOU DID IT!

YAY! You did it. You got the guide that can help you create the 3 things that help sales skyrocket.

Scarcity. Urgency. Curiosity.

This guide will make it easier for you to come up with titles to use on Instagram, Facebook, Twitter, SnapChat, and/or in emails.

Each month will be loaded with 30+ that you can use. That means you could do a promotion each day! BUT, I'd discourage that. It brings buyers fatigue. Have you ever noticed Nordstrom only holds 2 big sales a year? THEY CRUSH IT. I'm not saying do a promotion twice a year. You are not Nordstroms (yet). I have one ecommerce site that can handle 2-3 promotions a month. I have another that likes them every other month. Test to see what your audience likes. They'll let you know by buying from you. It's simple like that.



Now, before we get into things...I like to over deliver. I hope that's okay with you.

I've included a bonus section that you'll find up next. These are tricks and tips that work all year long. They have been tested by...ME! For over 8 years I've been sending emails and have learned a few things from the millions of emails that have gone out on a monthly basis. I know. It's a lot. BUT it's worked.

BONUS SECTION

Here are some general tips that can help you get more click, more excitement, and help you bump up your sales numbers.

- 1. Use their name.** Email platforms have made it easy for that to happen. For my emails, if I type in #NAME# in where I want my reader's names it magically appears. Note: You must get the exact code that your email provider requires. Once I sent out #name#...lower caps and that didn't trigger the system and a bunch of #name# emails went out. Blah. Chat with your email providers customer service and they can give it to you.
- 2. Appreciation** goes a long way. Use the word "Thanks" or "Thank you". I personally feel that word is underused in this world. People love to feel appreciated and a simple word can make or break that connection.

PS. Have I told you thank you for getting this ebook on titles. I hope to rock your world with it:).

PSS. Don't be fake about it either. I was truly thankful that you trusted me to give you this crazy good information.

- 3. Use Percentages.** Don't be shy. Shirts on Sale vs 75% off All Shirts. The first one I'd ignore. People need a reason to stop what they are doing and focus on you. Make it worth it for them.
- 4. Urgency.** I've found my sweet spot to be 48-hour sales. I've tried a bunch of times and this one converts the best.
- 5. Add 'you' or 'your'** to your emails. You Deserve More - More Than 50% off or Your order has shipped.
- 6. Use emojis.** You know picture books and how they draw in kids....well emojis draw adults in too. We are visual beings. Add the visuals. I'm guessing that the heart on this page made you read this section.

07 JANUARY

1. The year's almost over — and so is this sale
2. New Year's Eve 48 Hrs Sale: 75% off!
3. New Year. New Sales. Start Now.
4. Are You There? This is Good.
5. It's The Last Sale of the Year! DON'T MISS OUT
6. Ready...Set...Save!
7. Year End Deals + Free Shipping!
8. NEW shirts to kick off the NEW year.
9. Ends tonight: Up to 80% off this year's top-selling sweater
10. Time is Ticking! Get It Before The New Year
11. Up to 60% OFF! End-Of-Year Closeout.
12. Hello Good January Deals
13. Only 48 Hours Left.
14. New Year. New Gear. End Savings Ends Soon
15. Before the Ball Drops! Year-End Savings Ends Soon
16. New Years Need New Dress
17. 3... 2... 1... Happy New Years!
18. Have A Glowing New Year and SAVE!
19. End the Year in Style!
20. New Year, New Savings For You!
21. Fresh New Looks for the New Year - Don't Miss Out
22. Ready to Ring in the New Year with a Sale?
23. Top 20 New Arrivals for the New Year
24. The best deals you'll find until next year!
25. What Are You Wearing... On New Year's Eve?
26. BOGE ONE before the Year is OVER!
27. Ring in the New Year Early: Up to 50% off
28. End the Year in Style! (48 Hour Sale to Help You)
29. Save 75% Off Sitewide Before the Ball Drops!
30. Get it for New Year's Eve – Free Overnight Shipping!
31. The New Year's sale is on starting NOW!
32. Sale Ends Soon. This is Your Last Chance This Year!

02 FEBRUARY

1. Love is in the air, and so is our sale!
2. Forgot it was Valentine's? Don't sweat it, 50% off jewelry now
3. For you and for her! Buy one get one free!
4. Make this Valentine's one to remember, 4 days left!
5. A gift she'll love guaranteed, 20% off.
6. Unbeatable deals that will make her heart beat! Get them now!
7. Drop a hint, 15% off all gifts for her this Valentine's.
8. Date night? Nothing to wear? 30% off all dresses
9. Cupid's last arrow, get your deals now before it's too late!
10. Every rose has its thorns...luckily our sale is still on!
11. Love is 35% off!
12. V-day treat, 50% off all shoes!
13. There's still time to find the perfect valentine, sale ends in just two days!
14. We love our customers, Valentine's sale on now!
15. Show him you care, 25% off all mens wear
16. A sweet deal for your sweetheart!
17. Breakfast in bed? Don't worry we deliver... but hurry sale ends soon!
18. Don't mess up- last day for 20% off bouquets
19. Will you be our Valentine? 45% off all day!
20. A charming deal- jewelry she will love 50% off
21. A sweet deal for an even sweeter guy! 25% off now!
22. It's still not too late to save the date- deal ends sunday!
23. Not sure what to get for Valentine's day? We have a few ideas!
24. Deals that will make your heart throb- check it out!
25. Hey Valentine, here's 25% off
26. Did you forget? Today's Valentines! There's still time to get your deals!
27. Roses are red, violets are blue, we have 40% off just for you!
28. Hundreds of ways to say I love you- 30% off all Valentine's gifts
29. Valentine's day Giveaway- check it out now!
30. We are in love with these deals- we think you will be too!
31. Show her what she means to you- buy one get two!
32. 30% off that gift for your special someone!
33. Deals you'll love this Valentine's day!

03 MARCH

1. MARCH into savings with 30% off!
2. Lucky you!- 25% off storewide!
3. They say there's a pot of gold at the end of the rainbow (it's our sales!)
4. All things gold and shiny this St. Patricks day- 45% off jewelry
5. These deals will make you feel real lucky!!
6. Kiss me I'm...40% off!!
7. We have a lucky feeling about these sales!
8. It's not easy being green... unless you have deals like these!
9. A little leprechaun told me you wanted 25% off all tops!
10. It's March MADNESS with these crazy good deals!
11. Shopping with us never felt so LUCKY!- Free shipping now till Friday!
12. Get more of your favorites with less of the GREEN- 50% off this weekend
13. Get lucky with our deals this weekend but hurry, time is running out!
14. Don't wait and test your luck- sale ends tonight!
15. These deals will save you a whole pot of gold!- Check them out now!
16. Go for the GOLD while saving your GREEN- 25% off earrings
17. At the end of the rainbow we found AMAZING deals for you!
18. The sales are marching in- Hurry before it's too late!
19. A lucky deal for you- check it out now!
20. You're in luck- 45% off!!
21. Hurry and catch these deals before St. Patricks day is over!
22. 50% off sounds like March Madness? Check it out for yourself!
23. Your friends will be GREEN with jealousy when they see these deals!
24. Are you feeling lucky? Check out these sales and you will!
25. 50% off sounds golden to me!
26. These deals might just be your lucky charm!
27. Have any St. Patties day traditions? Our St. Patricks day sale is about to be one of them!
28. Check out our sales!- You'll feel lucky you did
29. At the end of the rainbow you may just find...25% off storewide!
30. March Madness means some crazy good sales!
31. Save your green this St. Patties day!
32. Oh when the sales come marching in- 45% off!

04 APRIL

1. April showers bring May flowers...And TONS of sales!- Check them out!
2. TREND ALERT: Spring styles for you! 25% off!
3. Spring has arrived! And so have new deals!
4. Think Spring!! New arrivals for the season 45% off!
5. Bright and colorful trends for the season 50% off
6. Free Shipping on NEW Spring dresses!
7. Easter egg hunt? Look no further- 40% off new arrivals!
8. Spring into new deals now until Friday!
9. New season= new styles (and new deals!!)
10. The weather's getting warmer and our deals are heating up!!
11. All winter wear must go, it's spring cleaning! 50% off EVERYTHING
12. Kick back in new spring kicks with free shipping!
13. SPRING FEVER and we have you covered- 25% off new arrivals!
14. Everything you need this spring
15. Spring break but don't leave us hanging- 25% off storewide!
16. Freshen up your wardrobe this Spring with 30% off pastels!
17. Spring forward sale TODAY ONLY!!- Check it out!
18. Spring florals just in- get them now!
19. Get ready for spring break with 40% off storewide!
20. The sales are blooming- check them out now!
21. The deals are popping up like flowers- don't miss them!
22. Spring is on the way, it's time for a change- see our new arrivals!
23. Spring showers won't stop us from bring the sales!
24. Get a first look at our Spring line!!
25. What's new? Spring styles picked just for you!
26. Deals to fill your easter basket!!-25% off storewide
27. I spy spring arrivals! (and they're 30% off)
28. These deals are bound to put a little spring in your step!
29. Spring is in full bloom and so are the deals!
30. Spring cleaning!! 50% off storewide- Hurry! Deal ends soon.
31. We've got spring fever and the deals are HOT
32. Our SPRING FLING sale is all 45% off!!
33. Pretty new tops this Spring you will love- 50% off

1. Show your love to the mothers in your life- 45% off jewelry
2. Low prices your mother would be proud of!
3. Click if you love your mom!- Sales on new arrivals
4. The flowers are blooming and so are the deals!
5. Mother's give everything, it's time to give back- 25% off!
6. To Mom with love- shop our sales now!
7. She's got great taste, so let Mom choose!- Giftcards 30% off!
8. Mom always takes care of you... and we do too!- 50% off all gifts
9. Remember the sales Memorial Day weekend!
10. Save BIG for your Memorial Day cookout!
11. How to host the perfect Memorial Day party- open for deals!
12. April showers bring May flowers- and lots of them! 30% off bouquets
13. Mother knows best and she would want you to check out these deals
14. Happy Cinco de Mayo!-50% off recipes
15. It's a fiesta this Cinco de Mayo- Check it out now!
16. Still got spring fever? 25% off might be the cure!
17. Holy guacamole!- Our Cinco De Mayo sale is here!
18. Guacamole is extra, but our prices aren't!- Cinco de Mayo sale 45% off storewide
19. Spring into sales- 25% off storewide!
20. May day sale is finally here- and we've got a surprise for you!
21. MAY the deals be plentiful- shop now!
22. MAY the force be with you!- Sale ends May 4th
23. MAYDAY MAYDAY! Sales are about to end!
24. It's a fiesta and you're invited!- 35% off hand-picked for you
25. Oh happy day!- Our May day sale is here!
26. Don't worry- our spring sale is still on!
27. 25% off electronics and kitchen appliances- open for more caliente deals
28. Spring Fling is still on- Deals to the end of the month
29. Mayyybe you should check out our deals- no definitely! 45% off storewide!
30. These deals are bound to put a little spring in your step!
31. Save on all things Spring!- 25% off new arrivals
32. THINK SPRING- May day sale is here for you!
33. The weather is getting warmer along with our sales- spring fling sales on now!

06 JUNE

1. Hey June! Summer sales have just begun!
2. Summer is finally here! Get 40% off swimming suits now!
3. Make a splash! Jump into the early summer sales now!
4. Get ready for summer with 45% off all in store purchases
5. Can you feel it? It's getting hot and so are the deals!
6. These deals are bound to give you a sunny disposition :)
7. 30% off new arrivals just in time for summer!
8. Don't be cold- These summer sales are too hot to handle!!
9. The deals are just warming up- come check it out!
10. Come on in, the water's fine!- 25% off storewide
11. New season, new arrivals, new deals!!
12. This girl is on fire!- 45% off sun dresses
13. Dip your toes in the water... or jump right in!- Summer sale starts today!
14. Dive into summer with these new looks hand picked for you!
15. SUMMER! The days are long and the sales are longer- 45% off all week!
16. This is it! 45% off you summer favs!
17. Baby, it's HOT outside- check out these cool deals!
18. The hottest new arrivals are here for the summer- check them out!
19. Here comes the sun and the sales!
20. Get your summer on! 25% off EVERYTHING now!
21. Get a head start on Summer- the deals are waiting for you!
22. In the good ole' summer time... we found hot deals for you!
23. Get ready for your summer glow!
24. We're walking on sunshine and so will you!- Check out these deals!
25. Your summer checklist begins here!
26. It summer! And you know what that means...
27. Don't wait to get your summer steals!
28. Summer fun with 45% off!
29. Summer lovin! Hand picked deals for you!
30. 50% off? It's getting hot in here!
31. What's not to love about summer? Get 30% off your favorites
32. 25% off cool deals to keep out of the heat.
33. Summer break won't stop us! More deals for you!

07 JULY

1. Happiness is a walk on the beach...or through our store!- Storewide sale on now!
2. These deals go perfectly with laying by the poolside!
3. NEW tops in sunny colors to give you a breezy vibe!
4. Summer never looked so good and neither have our sales!
5. Servin up summer all month long!- Check out the deals
6. Surfs up! Hot deals on swimwear!
7. Splish splash our summer sales are back!!
8. Hot deals for cool summer fun!
9. Take a dip in our sales... or dive right in!
10. Hey sunshine! Check out these deals hand-picked for you!
11. Summer steals and deals
12. Here comes the sun (and the sales!)
13. These deals are burning up! But keep your cool there's still time to shop.
14. CANNONBALL! Into summer sales!
15. Take a summer vacay to our website- check out the deals!
16. Summer deals for everyone (but especially you)
17. Check this off your summer checklist!
18. Summer weekend style all 45% off!!
19. Sit back, relax, and enjoy our summer sale.
20. One last hoorah! Summer clearance sale starts now!
21. Backyard BBQ? We're bringing 45% off outdoor furniture.
22. Stuck in the summer heat? We have some cool deals!
23. Summer is here?! Swimwear for all 30% off!
24. SUMMA SUMMA- Hot deals on now!
25. The forecast says sunny deals all weeks long!
26. Happy 4th! And happy shopping!
27. These sales are going out with a BANG sale ends July 5th.
28. You're gonna look HOT in these new summer styles
29. Drop it like its hot and run into our store!
30. Stock up on all things summer!
31. Pioneer Day sale TODAY only!
32. 4th of July sales to spark your summer
33. Red White and Blue sale for you!

08 AUGUST

1. It's that time of year again... stock up now!
2. Back to school sale!!
3. Back to school: the happiest time for parents just got happier 30% off everything!
4. Too cool for school with these new styles!
5. Get back in the school spirit- 45% off!
6. Short on school supplies? We've got you covered!
7. Back to school checklist- 25% off school supplies
8. Save BIG on back to school!
9. Teachers pet? 30% off all gifts
10. School's back in session and so are the sales!
11. End of summer sale- EVERYTHING must go!
12. Get schooled in sales!
13. Summer is winding down but the sales are just getting started!
14. Summer clearance-50% off EVERYTHING
15. Be back to school ready!
16. Go back to school in style- 30% off dresses and jeans
17. School is just around the corner... are you ready!?
18. Sales are stacked for success this school year
19. New styles to rule the school!
20. We do school old school- vintage styles on sale now
21. RECESS! Take a break and shop our sales!
22. School is starting and so are the sales!
23. Back to school essential on sale now!
24. Pack your backpack with all these back to school essentials!
25. Ready, set, back to school!
26. Summer's ending- get your deals while they're still hot!
27. Prep for school with these deals!
28. Get your kicks for the school year!- 45% off footwear
29. Brilliant stuff for your little scholars here now!
30. BIG back to school savings!
31. Stay cool in school!- Deals on styles you'll love
32. All good things must come to an end- summer clearance on now
33. Summer's at its close- hurry! Check out these deals!

09 SEPTEMBER

1. Can you believe it? 4 months till Christmas!- Deals for you!
2. The leaves are starting to fall and our sales are not far behind!
3. Fall is arriving! Don't miss out on our sales!
4. Hello Fall! We have a surprise for you!
5. 7 Fabulous ways to make Fall your favorite season!
6. Autumn is here- time to fall into our collection! 45% off
7. 30% off must haves this fall!
8. Raise your hand if you STILL need school supplies!- Last minute school sale
9. Fall into savings and get 35% off!
10. These sales will LEAF you speechless!!
11. Rake in the savings!
12. Harvest the sales today!
13. Winter is coming but don't forget about Fall! Autumn deals now!
14. These deals are un-be-LEAF-able!
15. Fall layerRING??- 45% off jewelry
16. 5 fall essentials hand picked for you!
17. Autumn, it's on! Get the deals now!
18. Fast forward to Fall- your favorites are here!
19. New styles in your favorite fall palette!
20. 40% off this season's essentials
21. Get a head start on all things Fall!
22. Raking the leaves is not as fun as raking in the deals!
23. Fall is finally here! 45% off new arrivals!
24. Say goodbye to summer and JUMP into fall!!
25. Get ready for cooler weather- these hot deals will warm you up!
26. You will FALL for these new arrivals!!
27. It's not just the leaves that are falling!
28. You will fall in love with these sweet deals!
29. You'll be head over heels for these fall deals- 45% off boots!
30. So long summer... hello fall!!- check out why we're so excited!
31. All eyes on the new season!
32. Fall savings event starts now!
33. Autumn is in the air- check out these deals!

10 OCTOBER

1. So long summer... Fall sales are here!
2. The leaves are falling and so are our prices!- 50% off now
3. You're going to FALL for these deals!
4. 25% off your Fall wardrobe!
5. Spice up your closet-10 must haves this Fall!
6. Fall in love with these new styles!- 30% off
7. This just in!- Check out the latest Fall fashion.
8. Trick or treat?- All treats with 45% off
9. Fall into savings- 25% off storewide!
10. Kick off the new season with SUPERbowl savings!
11. Fall Clearance is on! Check it out now!
12. No tricks, just treats- check out these sweet deals!
13. Our deals are sweet like candy- you know you want it!
14. Sales event SPOOKtacular!
15. Fall in love with 50% off all sweaters!
16. We are FALLing for these deals and we think you will too!
17. New arrivals to start off the season right!- Check it out now!
18. That's sooo last season! Check out all the latest styles!
19. Meet your new fall sweater- 45% off!
20. 25% off your favorites this fall!
21. Dress your best without breaking the bank!- Fall clearance sale going on now!
22. WANTED: Affordable, cute fall fashion? We are guilty as charged!
23. End of summer sale ends soon- Jump in now!!
24. Get 25% off coats now before the weather turns!
25. All eyes on you this season with 50% off fall fashions!
26. Pumpkin spice and everything nice with 45% off!
27. The weather's about to get colder but our deals are just getting hotter!
28. Fall fashion even straight to your closet!- Free shipping all weekend!
29. Fall for Fall with 25% off new arrivals!
30. These prices are fresh for the season!
31. These deals will make you think it's witch craft!
32. Sweet deals that will satisfy your sweet tooth this Halloween!
33. Fall's pride! 30% off now!!

11 NOVEMBER

1. Fill up on our sales this Thanksgiving
2. We have prices you're just going to gobble up!
3. We're grateful for you- here's 30% off
4. Give thanks and get 20% off!
5. First turkey, then shopping! Black Friday deals here!
6. Early black friday sale- What are you waiting for? 50% off!
7. We are seriously crazy about these sales- Black Friday door busters here!
8. Best deals under the stars- Cyber monday is here!
9. Reboot now with 20% off entire store this Cyber monday!
10. You'll be grateful for deals like these- check it out!
11. These deals are sweeter than pumpkin pie!
12. 25% off goes great with Turkey!
13. This black friday we know we'll see you busting down our doors- 50% off everything!
14. Thanksgiving and thanksGETTING- buy one get one free!
15. So many sales you'll be stuffed!
16. We are giving thanks and giving back- 45% off now!
17. The early bird catches the worm. Pre-Black friday sale now!
18. We can't get enough of these deals- 25% off storewide!
19. Monday MADNESS- count down to Black Friday deals with us!
20. Stuck in the kitchen this Thanksgiving?- Free shipping on us!
21. CYBER deals on CYBER Monday- check it out!
22. 50% off is something to be grateful for
23. Black Friday is here and so are the deals!
24. 45% off now! Hurry before Thanksgiving dinner gets cold
25. Give thanks for 25% of EVERYTHING
26. You'll love these Cyber monday deals to the moon and back!
27. Craving 30% off? We've got you covered.
28. So much to do, so little time!- Free shipping now until Friday
29. Dinner looks good- and so do our sales!
30. Open for the best Black Friday deals!
31. Back in Black! 25% off everything this Black Friday
32. CYBER monday- our deals are out of this world!
33. Free shipping makes holiday shopping easy as pie!

12 DECEMBER

1. Roses are red, Monday is Green... we have the greatest sales you've ever seen!
2. The more the merrier- buy one get TWO free!
3. We're on the nice list this year- 50% off all gifts!
4. Countdown to Christmas- our sale ends soon!
5. HAPPY HOLIDAYS- 50% off now!
6. Give the gift of 25% off
7. Count your blessings- 30% off now!
8. 45% off stocking stuffers- check it out!
9. 'Twas the night before Christmas- sale ends tonight!
10. Need a little Christmas cheer? Here's 40% off
11. Have yourself a merry little christmas- 30% off all jewelry
12. Santa Clause is coming- That means the deals are too!
13. Do not open until Christmas- but you can open this for sales going on now!
14. All is merry and bright with 25% off- deal ends tonight
15. 50% off?? It's beginning to look a lot like Christmas!
16. Christmastime is here- give them the perfect gift!
17. Not a creature was stirring... except your computer mouse!- Online deals now!
18. No gifts under the tree?- Free shipping now until Friday!
19. Deck the halls with DEALS- 45% off now!
20. Chestnuts roasting on an open fire- these deals are HOT!
21. Naughty or nice we still have deals for you- check them out now!
22. I don't want a lot for Christmas there is just one thing I need... 50% off now until Friday!
23. The Grinch's heart grew three times that day- and yours will too when you see these deals!
24. You're about to miss it- holiday sales end tonight!
25. We found 50% off under the mistletoe!
26. Let it snow, let it snow,let it snow!- 25% off all coats!
27. Give a gift and get a gift!- Buy one get one free now!
28. It's a wonderful life- especially with 35% off everything!
29. We couldn't wait until Christmas morning- Sales going on now!
30. We LOVE Green Monday- You will too!
31. A very merry sale going on now!- check it out!
32. It's a Christmas miracle!!- 50% off Electronics
33. 12 Days of Christmas sale- don't miss a thing!

OH YES... THERE IS MORE.

Yes, find more info. Follow me on the other social platforms so I can help you get to that next level!

I'm excited to see you around!

Alison J Prince

 **YouTube:** Alison J Prince

 **Facebook:** Alison J Prince

 **Instagram:** Alison J Prince

Free Master Class: 0-100k.com



Note: If you take these ideas, I can't guarantee you'll sell like a mad cat. I know that's obvious, but just want to make sure it's stated so everything is super clear and I can sleep tonight knowing I've just laid this all out. The January Email titles Guide is a way to get you thinking about ways to increase your conversions online.