

**BLACK**

**FRIDAY**

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# 2024

# EXECUTION GUIDE

# OVERVIEW

**OFFER - PROSPECT \*NORTH CAROLINA AND WISCONSIN ONLY\***

During the ALL OUT Black Friday: 48 Hour Flash Sale (November 29th & 30th), Prospects will be incentivized to join as Premier or Elite members with the November Next Month Free promotion + an additional gift from OTF to increase the volume of leads and maximize the number of new joins (a \$100 Promo Vault gift card). This is up to \$279 worth of savings for each Prospect

**OFFER - PROSPECT \*IOWA AND INDIANA ONLY\***

**\*IA and IN will be starting 6- and 12-month Premier Commitment Rates EARLY\***

- Can be stacked with November offer (Join Now, Get Your Next Month Free!)

**Link to [Commitment Rate Trials Execution Guide \(One-Pager\)](#) - IA and IN**

**OFFER - MEMBER \*ALL STUDIOS\***

Get 50% off the OTbeat™ HRM. **Code: Otbeatfmp50**

## TIMELINE

- 11/19 - Black Friday 2024 Execution Guide Released
- 11/19 - 11/28 - Prepare, Pull Assets, and Market Deal
- 11/29 - 11/30 - ALL OUT Black Friday 48 Hour Flash Sale

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# DISCOUNTS

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## PROMO VAULT GIFT CARDS

Gift cards will be assigned by logging into [Promo Vault](#).

To log in:

- Email: firstname.lastname@otgrowthpartners.com

**\*Make sure you're using your @otgrowthpartners.com email address and NOT your @orangetheoryfitness.com email address\***

- A secure login link will be sent to this email. Access the link to login!

For more information on how to use [Promo Vault](#) to assign gift cards for the ALL OUT Black Friday 48 Hour Flash Sale, please watch [this quick video](#).

**\*DO NOT USE YOUR RAMP CARD WHEN PURCHASING PROMO VAULT GIFT CARDS\*** The accounting team has already added separate cards for each studio to your Studio Manager's [Promo Vault](#) account.

## RETAIL ITEMS

The sale guide for the **Network Exclusive Early Black Friday Sale** is linked [here](#).

## PURCHASING NEW RETAIL ITEMS

Save up to **70%** on [shoporangetheory.com](#) now!

- Refresh your studio with new merchandise.
- Take advantage of Black Friday markdowns.
- Use these markdowns to improve margin potential.

Take advantage of this sale while it lasts!

- This sale is **exclusive to studios** until **11/25/24** (when it will roll out to members).

## SELLING OLD RETAIL ITEMS

Gain a great margin by hosting Black Friday sales on retail items in-studio!

- Start your in-studio sales as soon as possible.
- Use sale signage and stickers to clearly differentiate discounted items.
- **Retail items will be 50% off. Code: OTF50**

# ASSETS

## SCRIPTS

### [Black Friday Text Scripts](#)

- With texting graphics!
- **\*DOWNLOAD** texting graphic GIFs and upload as an attachment (paperclip icon) on RingCentral\*

### [Black Friday Email Scripts](#)

## IN-STUDIO COLLATERAL

### [Black Friday In-Studio Flyers](#)

### [Black Friday Locker Inserts](#)

## SOCIAL MEDIA GRAPHICS

### [Black Friday Instagram Posts](#)

### [Black Friday Instagram Stories](#)

## OUTSIDE COLLATERAL

### [Black Friday Outsider Flyers](#)

