BFCM Checklist

# Creating Trust and Urgency Online

## 4 THINGS YOU CAN DO IN THE NEXT 24 HOURS TO CREATE TRUST AND URGENCY ONLINE...

Black Friday - Cyber Monday can be overwhelming no matter how big or small your online store is. That's why we created a series of five simple, actionable checklists for you to use in order to maximize your BFCM sales.

- [ ] **Plan your offers now!**
  Be sure to calculate your margins (if you haven't already) and predict how that will impact demand.

- [ ] **Start gathering data**
  Start gathering your customer events and information now so you can learn from and make decisions based on it.

- [ ] **Add reviews or customer photos**
  Utilize reviews, ratings, photos and testimonials from real people to build trust

- [ ] **Calculate your LTV**
  Understand your LTV/repeatable purchase % so you can see how much in discounts you can afford to give away.

Make sure to follow us on social media to get your essential BFCM checklists

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