

Laylee: Hey friends, welcome back to So Here's the Thing. Today we have Lauren Grayson of Lauren Grayson Studios. She is an incredible, incredible photographer and educator, and she's going to be talking with us about Black Friday, which is so exciting.

It's such a hot topic. I totally know that it's overwhelming to a lot of people and it had been overwhelming to me in the past as well. And I still kind of, I'm not gonna lie. I, Do any of us really know what we're doing? I don't know, but Lauren does. So she's going to be telling us her best advice about all things Black Friday.

I'm just going to kick it over at Lauren. If you could just like tell the people a little bit about yourself and how you became kind of like the go to person for Black Friday, I know that you have a course on it and all those things, but what made you want to start teaching on it?

Lauren: Yeah, so thank you for having me. I'm excited to talk about this. It's one of my favorite things I do every single year. So I have been in business for over 12 years now. I started a photography business over a decade ago. Kind of went all in full time doing portraits. And I fell in love with the business and marketing side, which is what I kind of always tell people.

Most creatives hate the business and marketing side. And I was one of those weird people that liked both. So I started teaching other photographers, other creatives, and I still do portraits and brand photography. And then I also teach a lot of marketing, content marketing. And, I created a little mini Black Friday course because I had found over the years, That I had kind of honed in on a method with it, almost as you know, many of us, not all, but many of us, you know, we launched courses, we launched products.

We talk a lot about launching, right? Open carts and closed carts. And I started to apply some of that methodology to running a Black Friday sale. And I found it helpful, started tracking all the data and everything, and then just making it easier on making a repeatable buildable system every year. And Black Friday is great because I mean, it's a good.

10 to 20, 000 cash bump, you know, in sales every year for what, what has become mine. and I've been able to kind of help some of my clients do that. So I know that's what we're going to talk about a little bit.

Laylee: Yeah, that's amazing. I feel like when people hear the potential for the results there, they get really excited, but I think what stops a lot of people is just

the overwhelm of like a couple of things. One, I hear a lot of my, my students say, you know, like, there's just so much noise. I feel like it's not, I'm not going to break through.

What do you say to that? When people are like, I just feel like. Everybody hates their inboxes. All I'm going to get are unsubscribes, like all of those, like commonly put up walls and questions that people have. What's your response to that?

Lauren: Well, you will get some unsubscribes of course, naturally, anytime we launch or do anything. So there's a couple of different things you can do. And depending on, I don't want to go too far deep into tech and not answer the question, but depending on what platform you are using, I'm on flow desk personally, I know you are as well.

We love flow desk, but there's other ones and you know, depending on your level of technology, you can segment and make different lists and also give people that opt out option to, Hey, I'm going to be marketing black Friday. If you want to stay on my list, but you don't want to receive those emails, go ahead and opt out.

Not hard to set up those automations and those workflows. Super easy to do so that if that makes people feel better, go for it. But when it comes to just worrying about all of the noise, I think having a little bit of a runway and making sure that you are prepping people, you know, you're kind of teasing the idea, you're dropping it before black Friday really starts.

You're prepping people, you're getting them excited and you're building that anticipation. And you're going to make sure that the right people, either they're on a Black Friday list or a wait list, or you're giving people the option to opt out on your main list, however you want to handle it. I think getting ahead of the noise is probably the biggest. thing I would suggest for people is not waiting too long to really make sure you dive in and at least let people know that it's coming. So they do have you on their radar when they're shopping.

Laylee: I love that advice so much. First of all, like the opt out in flow desk, like I know that that's kind of a newer feature that they've released and I am so thankful for it. I know we all are so thankful for that. So, yeah, if you're not that yet, make sure you do that. And I, I was curious as you were talking about that, how far, when you say like getting ahead of it, how far in advance should you be telling your audience, and your, your list or even, you know, Your

community within social media or whatever, like how far in advance should you be telling them like, Hey, something's coming for black Friday.

And do you tell them what that something is?

Lauren: Yeah. So good question. So I map it out and with my students, I pretty much map it out when we kind of start November 1st and that's when we kind of start what I call my TPO method, which sounds too much like toilet paper, but I could not come up with anything better. So if anyone has any advice on a better name, which I just told them is kind of basically how I've run all of my launches and what I do for Black Friday is we tease, we prep, and then we do the offer.

So we kind of tease the idea, we build the anticipation, we get people really excited, we prep them and prime them to buy. I, I don't like hiding the full details of pricing and what to expect until too late, just because people need to be ready and they need to have an opportunity to reach out to you and ask questions.

If, you know, if they're not sure if the purchase is going to be for them or not, depending on if it's a service or a product. They might have questions prior. And if you're someone who, especially with service based owners, if you have limited availability. Then you want to make sure people have time to ask you those questions prior, if things could sell out, right?

Like if you're like, you know, there's limited, you know, only four of these available. We want to make sure we give people a chance, before, you know, you just drop the price that day or something. And, and people don't know what to expect. So with that, I, my calendar usually starts at November 1st. And that's when it will really kind of start to roll out throughout November.

And it's, it's a pretty big focus. If you want to ahead of time, I think it's perfectly fine to maybe send out one email, you know, in October at the end of October. Or you can mention it on social media if you want to, I don't think you necessarily need to because you're going to burn out, you know, obviously we all know we burn out if we go too far.

So, uh, definitely a few weeks though, at least I would say.

Laylee: Yeah. I love that. Especially like, I'm thinking about, something I saw, I think it was Dawn from tech savvy creative had shared something about like warming your list up again and like talking to them again. And so I think. You

know, as soon as you guys listen to this episode, our listeners start talking to your people.

On that first, the first email or the first drop of like, Hey, something's coming for black Friday. Is that when you would recommend for people to do the opt out? Or do you recommend that on like the first sales email?

Lauren: I think that you can do it either way. I would go ahead and do it right away if you're able to, just because obviously we know everyone isn't going to open all of our emails, you know, so giving that them that option right away, I think is perfectly fine. But if you want to wait until that sales email, so they at least have a chance to see what the offer is going to be, then, I mean, there can really be a case made for either one.

So I don't think there's a right or wrong there. No, it's not a great answer to, to not, but you know, that one, there's not a right or wrong.

Laylee: no, I love that answer. I think it's perfect. Like I'm like, okay, I love that. I can't mess up. It's great. I love hearing, I don't have to be wrong. Amazing. Okay. So I, sorry, I got like really like nitty gritty on that one. So moving forward, I'd love to hear kind of your, maybe like top three to five tips on preparing for, for Black Friday and also like, I love that TPO.

That's fun. But, um, in terms of like preparation, like how do you decide your offers? And then once you decide what offers are going to be on Black Friday, like, then what do you do to get ready?

Lauren: Okay, so first, as far as prep, I am a big and last year is a great example. So last year I, of course I have three kids and so they brought home all of the germs right before my big sale and, um, it was hard. I had like a really high fever, you know. Awesome. Uh, sick throughout the whole week. And I'm like, Oh my God, I can't think I can't even, you know, it's hard to function when you're sick and you're taking care of kids, so.

I am a big fan of prepping absolutely everything and anything you can and automating as much as humanly possible. Because even if you don't end up sick like I did last year or you don't have kids, you have family, you have friends, you, it's a holiday, right? Like you're going to want to take a little time off.

So I suggest prepping any emails. And in my like mini course that you mentioned, I, Actually have copies of everything. I have a whole spreadsheet

that I make, and I have an example of here are all of the to do tasks. So writing copy for every email, mapping out what emails are going to be sent one day.

Those are all easily automated in whatever software you're using, like flow desk. You can make that automate. You can set all those up to automate for yourself. Any, if you have any sales pages that you need to get up and set and, you know, proofread those, make sure all of that is done. I'm doing all of that prior. Or at least as much as I can. Some of the social media stuff I am still doing a little bit more on the fly. I want to be as prepared as I can, but some of that it's like, Oh, I might wait and record a real, obviously all of my Instagram stories are going to be as we go and I'm getting questions. I kind of know what people are going to ask me at this point since I've done it quite a few years, but I'm still doing that as I'm going along.

But as much as you can prep, is, and, and the great thing is, If you have done a Black Friday sale before I also track all of my data from I think 2021 I forget, but I have the last several years. I mean, I have. All of my open rates, all of my click through rates in my spreadsheet, and I show how to organize it all of every single subject line, which one did well, which one didn't do well for open rates, how many people clicked on what, and then down to like how many people bought each day, how long should my sale be?

I mean, I'm, I've learned data matters, right? The numbers matter. So if you have done a Black Friday sale before, reuse and repurpose that. No one, no one is going to say, I think she sent me this last, last November. Like that's long gone, right? It was a year ago. So repurpose anything you can to make your life easier.

I love repurposing. I think it's the smartest thing any of us can do. Nobody remembers, nobody cares. And then what was your, that's kind of what I prep, but what was your second question?

Laylee: How do you decide, like, which offers to sell and, like, how many to sell? How many is too many? Should you just do everything you own? Like

Lauren: another, so that's going to be a little bit dependent on what it is you do and what you sell. So if you have a shop. Obviously, if you want to do like a shop wide sale, you know, everything's 15 percent off or 20 percent off or whatever. Great. Even if you have an online store and you do digital products.

Great. This was one of my big lessons last year. And I know I had mentioned to you that every single year my sale has become more and more profitable. I've

had more sales. I've done better and better. And so I was like, Oh, you know, I, I cracked the code. I've, I figured out how to get better and better every year.

Like I'm only going up and that gives me so much credibility. And then last year was the first year I've had a bit of a slide back in several years, and it wasn't a huge one, but it was less so, you know, maybe four or five sales less, but. Less. and for a service based industry, that means I, you know, I think I booked and I even have a copy of it somewhere.

I booked 18 clients instead of 22 for my black Friday sale. So for less still, still really good numbers, still great numbers, but it was a And I think one of the reasons, so I just talked about this with some of, you know, the women I work with is one of the reasons I think that I think there's a couple of contributors, but one of the biggest things is I think I made it too confusing.

And I know better. I know, I know better. We all know better, right? But I think I went way too big. And I tried to have multiple offers. And there were different price points and different ways to buy. And I had multiple lists going. I had a client only list and a wait list. And, you know, I, it was, you know, Wildly overcomplicated.

And I really need, probably needed someone to reign me in a bit and tell me that I was going a bit too big, but you know, I just had all these grand plans and ideas. So when deciding what to sell, that's my big work around to get to the answer. When deciding what to sell, simplify, not only for yourself, when it comes to fulfilling those obligations or those clients or orders or whatever it's going For your client's sake, I do think that it will impact your sales if you make it too complicated, right?

Like what's the old Donald Miller line that everybody loves to talk about? If you confuse, you lose. And I definitely think that I went that direction last year. So I would err on the side of caution. I would make sure you're not offering too many things. You're not making it too confusing. You either want to stick to one or two price points.

We want it to be very simple. Obviously we know people are getting bombarded with quite a few ads, quite a few sales. We want to make it an easy, yes. We want to make it very attainable, very easy to understand. If it is too complicated, if you can't explain it to someone outside of your industry, and this is a great check, go explain it to your spouse or your best friend who is not in your industry.

And if they're like, I don't even know, What any of way too hard, you know what I mean? It should be so easy and so simple and then the other thing I would say is when deciding what to offer is What do you want to do? What do you want to do more of next year or immediately? What do you want to sell?

And is there anything you know, are you making any big pivots? Are you making any big big shifts? Do you have a slow season that you want to attempt to fill? You know, that's a great thing to do with Black Friday is hey, you get to fill a slow season and they get the benefit of a discount, you know So be strategic in what you're going to offer based on kind of what you need as well so that it's not a big You You know, a big hit or a big impact or anything as far as loss of money or income, but also, you know, what is it that you actually want to do more of?

And what is something that you really want to push that you can kind of get the ball rolling here with that?

Laylee: my gosh. Yes. I feel like, as you were talking, I was going through my own, like, Like my own previous sales and the ones that have done the best have been the simplest by far. I was actually remembering, one time I did like a, every day there's like a different, oh my gosh, it was just,

Lauren: Yes.

Laylee: I mean, I get it.

Like door busters are fun. Different tiers are fine, but also like they're stressful and I don't, as a consumer, I don't do well under stress. Like I'm just going to not buy it. So.

Lauren: Kind of a 12 days of Christmas thing where it sounds fun. And then, and I did that one time years ago. And every day I had people emailing me, I missed day seven, but can I get that now? And you go, well, of course I still want you as a customer, but, but, but, but, okay, so yes. And then you're opening and you're closing things and you're it's the, the backend of it. Logistical nightmare.

Laylee: Yeah, for sure. And you're, I just feel like you're adding barriers and you're also adding obstacles for yourself and for, for your customer. I was also thinking, it's funny because I have new offers now this year. Like I have my membership, the educators lounge, which wasn't available last year.

And it's like, okay, that opens a whole new door to deciding. You know, some years I've done the shop, some years I've done the shop and the conference. Last year I just did the conference. So now it's kind of like that same thing. So I think if you're feeling overwhelmed by like what to choose, I loved your advice about what do you want to do more of?

What do you want to, you know, bring more eyes onto? And then the other thing I wanted to kind of like circle back to, as you mentioned ads, do you run ads for Black Friday or do you stay away from that?

Lauren: No. So I, I am an, I love organic marketing. I am not at all saying that, you know, paid ads cannot and do not work, especially around sometime. And I am not an ads expert. I don't run ads for clients. I don't really run them for my own business. I prefer organic marketing. That's what I teach on. Yeah. I, again, I think if you have the budget and you're already running ads in your business, and you have experience in that, or you have someone on your team who's doing that, great.

Feel, feel free. If you are not, I do not think Black Friday is a good time to Trial and error. It's yeah. One, you're going to be paying way more because it's going to, it's, it's a really costly season. Obviously the competition is high and to you to run effective ads, in my opinion, from my experience thus far is you got to have a budget to play around with in order to kind of get your sweet spot and like get your footing with it and learn.

So I, and I think this is why, I mean, Social media is difficult. And I know email is, you know, people are getting a lot of emails as well, but it's why it's so important to have that email list because that is, that is where 95 percent of, that's not an exact number, 90, 95%. I mean, almost all of my sales come from my email list when it comes to Black Friday.

Laylee: Yeah, same. It's actually like, generally speaking, not just Black Friday. My email is, I feel like this episode could be sponsored by Flodesk. It's not, but honestly, like it should be, um, um, Flodesk sponsor us, but truly like, I will link, I think I have a discount code or whatever that I will link into, I think the code is just Laylee actually.

So if you're listening and you want to try out Flodesk for like a free trial, they also have a free account you can make, but if you use code Laylee, it'll get you a discount and a free trial. But truly I can't, I can't like double down on what you said enough about how important it is to, when you're making sales, to utilize that list, to grow the list throughout the year so that you can sell to them.

The other thing I want to circle back around to. Is tracking when you said that you track all of your emails, and I know that that's part of your course.

And I think a lot of people don't, don't rely heavily on the data and they should, like they really should. So tracking KPIs, or if you don't know what a KPI is, a known performance indicator, and I know that you give people that in your course through a spreadsheet, but if people have never run or never tracked and they can't go back, like, let's say you've run a couple of Black Friday sales, I would suggest going back and like jotting that down, right?

Like go back and get your, get your data. If you can't. How do you, how do you suggest people set goals for this season? Like, I think a lot of my clients and students struggle with that because they, they either go too big or too small. Like, how do you, how do you guide people to set a realistic goal that they're not going to want to like cry at the end of the season about?

Lauren: Yeah, that is, that is one of the most difficult things because if you have nothing to base it off of, it's, you know, you kind of go, well, how do I even, where do I even start? Right. Where do I even start? And you want to, I'm a big fan of. Whatever the technical term is, but I'm a really big fan of, you know, setting your realistic goal, setting your stretch goal, setting, you know, setting multiple goals where it's like, okay, this is like my really comfy, cozy.

I should absolutely be able to hit this. So that is one thing I would suggest is get comfortable with setting a goal. I mean, setting a goal of, I make one sale if you want, if you've never done it like a feel good. I feel good number, you know what I mean? So that you can walk away, not feeling totally beaten down by the process.

Because here's the thing. If it's the first time you've ever done it, and if maybe you haven't, especially if you haven't been active with your email list, subscribers and stuff, then it may be a little bit more difficult, right? To kind of come out of the gate. I don't think that that means if you don't think it was wildly successful that you should never try it again, because it's a little, you know, Well, you know, unfortunately it happens once a year.

So it's not like you can try it again in three months, but even, you know, even looking at other launches you've done. So even if it's not black Friday, look at other times that you've launched a new product or a new service, or other times when you've launched a course or whatever, you know what I mean?

Whatever you've built up hype for kind of look at some of those numbers and look at some of those indicators. Go ahead and look at. Just your regular open rates and your click through rates and what's typical for you, how many people typically do buy when you offer something and let that kind of guide you to give you some of those realistic goals and then it's okay if you want to make that, you know, stretch goal that you really want to try and hustle towards or, or hit, but I like to err on the side of caution.

Not caution, but you know, I like to err on the side of conservative a bit when I make some of those comfy goals because you don't want to walk away feeling like this was all for nothing,

Laylee: Yeah.

Lauren: you know, so I think it's perfectly fine to say. I'm going to walk in going, I'm going to be happy if I made one sale, because if I wouldn't have had a black Friday sale, I would have made zero.

Laylee: Yes, I love that so much. I feel like, I like to call it like the good, better, best system. And I think that's, yeah, I think that's amazing. And I, looking back, it's been really interesting where I've, I've, sometimes I don't even hit my good goal, but like. I liked your idea of being a little bit more conservative with like setting that to where it's more attainable.

I also was wondering as you were saying that on average, have you seen with, with you or your students, on average, do you see that it performs like around the same as a normal launch better or worse?

Lauren: would say it performs better. And the reason I think that it performs better is because people are in a season of spending. So any other time you are doing a launch. You know, there's so many factors. Is it summer? Is it winter? Is it January, where people are a little tighter with money and spending is not big?

That's a lot of a big slow season for the majority of us. Is it summer and people are on vacations or kids are out of school? So there's so many other external factors, but it's pretty, I mean, especially here in the U. S., It's pretty well known that it's, it's a spendy time of year. You know what I mean?

People are the most open to spending money. They're expecting to spend money and they're expecting to purchase. So I feel like priming people and prepping people to buy is easier than any other time of year because they're already kind

of in that mood and in that mode. It's really just a matter of showing them why your purchase is the best fit for them.

If it is the best fit for them.

Laylee: I love that. And I think it's really encouraging too, because if obviously if you're planning on doing a black Friday sale and you're listening to this, but you haven't done one yet, I love that you gave people the advice to go back to like an old launch because you had to have launched something, right?

So go look at your old launches and maybe use that for your success metrics and standards to be able to see like where to set those, those goals from. That was really, really helpful. Even for myself to hear. And I, as you were talking about that people are primed to buy in that time, it's really funny because I'm doing, like a no spend November where I don't buy things for like, because I am, if you guys follow me on social media, you know, I do like Laylee's favorite things.

I love to buy skincare and like little treats. I'm not like a big spender, but I'm like, I have so many little things like on my desk right now. Like

Lauren: I mean, skincare is important, though. That's, you know, that's,

Laylee: just buy everything, but

Lauren: that's kind of essential spending.

Laylee: I have so much, right? So like the goal for, for me personally in November is to not buy things that I already have.

And if I run out of like every moisturizer, I'll buy a new moisturizer, but I have to work through every moisturizer I have. Right. But the caveat to all of that, the reason I'm bringing this up is that. While I'm still holding my lip gloss while my personal spending is going to be like hit on pause. I'm not doing that for business.

So like, if you're an educator, which most of our listeners are, I'm still, I'm like ready to buy some education. Like I'm ready to buy like tickets to things. I'm ready to buy like courses and memberships. I'm ready to buy, um, digital guides and products and templates like business spending. That's not off the table for me.

So like, I think we can often get into our own heads about like, what are our spending habits, but we have to remember that everybody's spending habits are different at different times of the year. So you're going to hit somebody who's like ready to go. And normally on Black Friday, I've got like a list.

Mm

Lauren: because and you have a list and you already kind of have your eye on certain things, which is why I think that prep part is so important for people because if you've already allocated, whatever your budget is to all the other things you saw and then something else comes and you're like, I totally would have bought that, but I already purchased, you know, this, this, that, and the other from whoever, because I didn't know, or I didn't see it.

That's why it's so important to really do that prep period and give people the chance to kind of make sure you are one of the people on there. Oh no, I really, really need this list. If it's the right thing for them again, of course, obviously, but.

Laylee: Yeah, a hundred percent. I'm actually thinking too. Like I, yesterday I got a DM on my conference account that was asking like, Hey, our tickets going on sale. I really want to come, but I don't want to buy it now. And then in a month from now, they'd be cheaper. And I was like, yeah, they are, you know, I don't even know.

I don't even know like what it's going to be or what the discount is. I haven't even started my

Lauren: Like, I don't know yet, but

Laylee: at the time of this recording. You guys, I am not, hopefully by the time this recording goes live, I'm like, All planned out and everything's scheduled in flow desk. But right now I'm

Lauren: you'll have it all done.

Laylee: yeah, yeah.

Right now I'm like, I don't know, but like, yeah, totally. So I love that you said you got to get

Lauren: gonna dive right in. Well, and actually I'm so glad you brought that up. That's another great point when you just mentioned someone asked, Oh, I don't want to buy it now and then be mad or upset in a month when they go on sale.

That is another reason why you have to be really careful when choosing what's going to be on sale and how you're going to execute the Black Friday. And that's why simplification is another good idea because you don't want people to go, Oh, well. I bought on day one and I thought I got the best deal, but then someone on day three got something better or, you know, that's why, again, and I also like having that runway to prep as well so that people aren't buying something on November 5th.

And then coming back and going, well, I just bought that three weeks ago and I paid full price because, you know, I'm totally fine if they have that sale price, but having to go in and logistically figure out like refunds or even though it's like, well, technically, you know, it's not my fault, but we want to make our customers happy, you know, so it's just that.

That weird, awkward thing where, and that's why it's, again, so important that we simplify, so important that we give people a little bit of a heads up in a runway and like, great that they ask, you know, good for them thinking ahead, being like, well, let me ask ahead of time, because if it goes on sale, I'll just wait.

You know, um, that's another really good point.

Laylee: Yeah, absolutely. And I feel like it also, like, as we round out this episode and before I ask you about your unpopular opinion, um, my, the last thing I'll say about that is I think this is a huge opportunity for us to be like ethical educators. And, and for my longtime listeners, they know, and if you're new around here, I talk a lot about ethics and education because we are, and like a completely, there, there is no.

Higher power of the industry that we're in. No one is over here, like regulating us. It's completely unregulated. And so I think we have to regulate ourselves and be really ethical. And this is when I would say, like, make sure that you go back and you just double check yourself and say, so for example, for the conference, early bird is the lowest rate.

Alumni was like, The people who have come before the alumni get the true lowest rate and then the public gets the lowest rate of early bird. So I have to make sure I'm not pricing my Black Friday the same because I told them like, I,

my word, my word is my bond. But like, really, I was like out here telling people like early bird is the lowest it's going to be.

So I'm not going to price it the same because I don't want to, I don't want to be like, A hypocrite or be a liar or be caught out and sometimes that's on accident, right? So like I say that not to say that you would intentionally be unethical But this is another opportunity for us to do like a quick ethical check.

So just want to put that out there

Lauren: Yes, no, that's absolutely it, and it happens because, and that's why, again, over, you know, overcomplicating things, then you forget who you offered what and this thing and that, you know, and it's you, if you can't keep track of all of that in your own head, then you're more likely to make a mistake and you want to make sure that we are, you know, being completely honest and it's, you know, another thing where it's like, Hey, if that's your, you know, I mean, there's so many big box stores you see where they're like our biggest, you know, Macy's it's our biggest sale of the year.

And it's like you have your biggest sale of the year every four weeks.

Laylee: I know. I know i'm like when is it not when is it

Lauren: Yeah, right. Really? Really? Is it? No. So don't be like that.

Laylee: yeah for sure Retweet. Okay. So as we wrap up this episode, there was, first of all, thank you so much for sharing all of your knowledge. You guys need to go check out Lauren's mini course on this. I mean, I cannot imagine that it wouldn't be exponentially even more helpful than this episode, which this was already such a generous, generous knowledge that you've shared with us.

I'd love to hear your unpopular opinion about Black Friday sales.

Lauren: If I had to pick one, I think it would be that it's going to cheapen your brand. So I think, a lot of times I will see and I will read and I will hear a lot of people saying, well, I'm not doing a black Friday sale because that's going to cheapen my brand. My clients won't value me, this, that, and the other.

And while I understand that, And then even some criticism towards people who do run a Black Friday sale, you know, Oh, you're gonna, you're gonna bring us all down in the industry. You're, you're lowering standards. You're, you know, we shouldn't be, we should never ever do a sale or never do a deal or anything.

And I just, honestly, I don't feel that that's true. Because one, I think Black Friday is kind of a unique opportunity. Where it's almost like the wild, wild West and sales, right? Like it's a unique thing where it's like, but everybody's doing the black. You know what I mean? It's not a, it's not a weird thing.

It's, it's very common. And the second thing I would say is that even those of us who are willing to spend thousands of dollars, we're, we're all educators. We've, most of us spent hundreds or thousands of dollars at some point, whether investing in our business, whether it was education, whether it was a conference, any of those things.

Um, Just because I still like a sale. I still like to feel like I got a good deal on something. That doesn't mean that I devalue the person or at, I mean, I kind of almost reverse engineer it, especially in this space when you're talking about education and you go, Do you still shop sales sometimes? You know, don't don't we all don't we all enjoy that?

Don't we all feel good about that? Are we all excited by those things? Of course. So that doesn't mean that I appreciate the person I'm purchasing from any less or that I'm devaluing them or anything like that. I think that It's kind of just a mutual exchange of they're excited to buy and you're giving them the opportunity to get it at a lower price.

And I also think that it is nice because depending on what it is, you do, whether you, you know, have products or services, if there are people who love following you and they're in your audience, but they don't feel that they've ever had the opportunity to invest with you. And maybe just that little black Friday discount is what.

Makes a big enough difference that they can finally hop on board and work with you or purchase something from you that they've wanted for so long. Then amazing. Shouldn't we all feel good about, I mean, there's nothing wrong with that, right? Like that should feel good for everyone. Yeah.

Laylee: favorite unpopular opinions is Black Friday. I never would have thought, just because I, I really feel like it's just, it's so true and it's multifaceted too in, in the response of like, One, no. And two, it's such a good opportunity for people.

I don't know. I love that. I feel like it's, it's almost like a gift to, it's a win, win, win situation where it's a gift to your community and to yourself and your business. And so I just think. I don't know. I love it. And I feel very inspired to

now, like I said, next week, sit down and really map out my own offers and, and see how it goes.

And, and I mean, I'll report back for sure, but, thank you so much for sharing all of this. Okay. Where can people shop your mini course? I will link everything in the show notes at, so here's the thing podcast. com. But like, if they're just listening to this on a drive, where can they quickly find you?

Lauren: So you can find me at it's Lauren Grayson on Instagram, and that's where you're going to find most of the links and information. So if it's easiest for you to just go to Instagram, go for it. laurengrayson. com is where I have my portrait stuff and I do have some of my photography courses and stuff on there.

But all of my other stuff is at laurengraysonstudios. com. So I have a couple websites, a lot going on. So that might be why it's easiest to find me on Instagram and just go through my link in bio and then pick and choose which, which path you want to choose your own adventure kind of book style.

Laylee: I love it. I love it. It's Lauren Grayson on Instagram. And then like, we always say like, you guys can DM the podcast account or a me, you know, me, Laily Amati, obviously. Hi, have we met? My name

Lauren: I love that you were, I love that you were the first Laylee on Flodesk, so you're like, Actually, it's just Flodesk

Laylee: it's Laylee. I am the Layle and you can find me there. We will link. Lauren's stuff, the mini course, everything on our show notes and always reach out if you have questions. Thank you again, Lauren. This is so good.

Lauren: Thank you!