ForgeKits

FREE PDF · BFCM 2026 EDITION

Black Friday email swipe file

12 subject lines and 6 ready-to-send emails for Etsy and Shopify sellers, from the early-access invite to the last day to order for Christmas. Swap the [BRACKETS], schedule, done.

12 subject lines | 6 emails + send dates | Etsy · Shopify | Klaviyo · Mailchimp · Kit

getforgekits.com · @forgekits.studio

How to use this swipe file

1. Pick your offer first: one discount, one end date, one code (or an automatic discount). Write them down. Every email repeats the same three facts.
2. Copy an email into your tool (Shopify Email, Klaviyo, Mailchimp, Kit, Flodesk). Replace every [BRACKET]. If a bracket asks for a review, a number or a sell-out, only use a real one. Never invent it.
3. Pair each email with one subject line from pages 3–4. Test two subject lines on your biggest send (Email 3) if your tool allows it.
4. Etsy sellers: Etsy does not let you send marketing to buyers through Etsy Messages. Send these to people who joined your own list, and link to your Etsy Sale or coupon.
5. Keep one button per email. Send on the dates below, in your buyers' time zone.

Send calendar, BFCM 2026 (US dates)

Thu Nov 19	Email 1 · Early-access invite
Tue Nov 24	Email 2 · Offer reveal
Thu Nov 26	Thanksgiving: early access opens (optional)
Fri Nov 27	Email 3 · Black Friday is live
Sat Nov 28	Email 4 · Small Business Saturday
Mon Nov 30	Email 5 · Cyber Monday last call (x2)
Mid-Dec	Email 6 · Last day to order for Christmas

> KEY DATES
> Thanksgiving Thu Nov 26 · Black Friday Fri Nov 27 · Small Business Saturday Nov 28 · Cyber Monday Mon Nov 30 · Giving Tuesday Dec 1

12 SUBJECT LINES · WITH PREVIEW TEXT

Subject lines that get opened

EARLY ACCESS

NOV 19 - NOV 25

01 You're on the list (the public isn't yet)
Preview: Early access to [SHOP NAME]'s Black Friday opens [DAY] at [TIME].

02 Your Black Friday price, 48 hours early
Preview: Same [DISCOUNT], before the rush and before anything sells out.

03 I need a favour before Friday
Preview: Pick one: [PRODUCT A] or [PRODUCT B]. The winner gets the biggest discount.

LAUNCH DAY

THU NOV 26 - FRI NOV 27

04 It's live. [DISCOUNT] off everything.
Preview: Code [CODE] works until [END DATE]. Here's what to grab first.

05 The 3 things people buy first
Preview: Our best sellers, in order, and why. Doors are open.

06 Doors open: [SHOP NAME] Black Friday
Preview: No countdown games. The full sale starts now.

WEEKEND

SAT NOV 28 - SUN NOV 29

07 A small shop said thank you (that's us)
Preview: Small Business Saturday: one person packs every order here.

08 You looked at [PRODUCT]. Still thinking?
Preview: It's still [DISCOUNT] off until Monday night. Here's what buyers say.

09 Gifts under [PRICE], sorted
Preview: A short list for the people who are hard to buy for.

10 Tonight at midnight, it's gone
Preview: Last call: [DISCOUNT] off ends [TIME] [TIMEZONE].

11 I'm turning the code off at [TIME]
Preview: Not a fake deadline. After that it's full price until next year.

12 Order by [DATE] for Christmas
Preview: Our last safe ship date. Digital items arrive instantly.

5 rules for subject lines that sell

1. Say the offer or the deadline. Clever loses to clear in BFCM week.
2. Write preview text every time. It's the second subject line and most sellers leave it blank.
3. Use a real deadline: the end of your sale or your last ship date. Never a fake timer.
4. Write like a person: lower case, short, one idea. 'I'm turning the code off' beats 'FINAL HOURS!!!'
5. Test two subject lines on your biggest send (Email 3). Keep the winner's style for Cyber Monday.

Tip: keep subject lines under about 45 characters so they don't get cut off on a phone. One emoji at most, and only if it fits your brand.

EMAIL 1 OF 6 · SEND THU NOV 19 OR FRI NOV 20

Early-access invite

Get your list to raise a hand before the sale. Clicks now = buyers on Friday.

SUBJECT	You're on the list (the public isn't yet)
PREVIEW	Early access to [SHOP NAME]'s Black Friday opens [DAY] at [TIME].

Hi [FIRST NAME],

Quick one. Our Black Friday sale starts on Friday the 27th for everyone else. You get in on [EARLY DAY] at [TIME], because you're on this list.

What's in it: [DISCOUNT] off [WHAT'S INCLUDED: everything / the whole shop / every bundle]. The [BEST SELLER] sold out last year in [TIMEFRAME, only if true], so early access matters this time.

You don't need to do anything now. Watch for an email from me on [EARLY DAY] morning. The link and code will be in it.

Want first pick? Reply with the product you're eyeing and I'll make sure it's in stock.

[YOUR NAME]

P.S. Shopping for someone else? Reply with who and your budget and I'll point you at the right thing.

SELLER NOTE

Etsy: send this from your own email tool (Kit, Mailchimp, Klaviyo, Flodesk) to people who opted in. Link to a Sale or a coupon code in your Etsy shop.

EMAIL 2 OF 6 · SEND TUE NOV 24

Offer reveal

Make the offer concrete. People buy what they can picture.

SUBJECT	Your Black Friday price, 48 hours early
PREVIEW	Same [DISCOUNT], before the rush and before anything sells out.

Hi [FIRST NAME],

Here's exactly what's on sale, so you can decide before the noise starts:

1. [PRODUCT 1]: [OLD PRICE] -> [SALE PRICE]. Best for [WHO IT'S FOR].

2. [PRODUCT 2]: [OLD PRICE] -> [SALE PRICE]. Best for [WHO IT'S FOR].

3. [BUNDLE]: [OLD PRICE] -> [SALE PRICE]. The best value if you want [OUTCOME].

The sale runs [START] to [END]. After that, prices go back to normal until next November.

Early access opens [DAY] at [TIME]. I'll send the link then.

[YOUR NAME]

P.S. If one item usually sells out, say so here, and only if it's true.

SELLER NOTE

Shopify: build the discount as an automatic discount so buyers don't need a code. Etsy: schedule the Sale in Shop Manager > Marketing > Sales and discounts.

EMAIL 3 OF 6 · SEND FRI NOV 27, 7-9AM BUYER TIME

Black Friday is live

Your biggest send. One job: get the click.

SUBJECT	It's live. [DISCOUNT] off everything.
PREVIEW	Code [CODE] works until [END DATE]. Here's what to grab first.

Hi [FIRST NAME],

The sale is live. [DISCOUNT] off [EVERYTHING / THE WHOLE SHOP] until [END DATE AND TIME].

Shop the sale

Not sure where to start? Most people pick [BEST SELLER] first. It's [ONE-LINE BENEFIT].

Code: [CODE] (or it's applied automatically at checkout).

That's it. Go get it before [THE THING THAT RUNS OUT: stock / the early price / the bonus].

[YOUR NAME]

P.S. Buying a gift? [GIFT NOTE / GIFT WRAP / INSTANT DOWNLOAD] is available at checkout.

SELLER NOTE

Keep it short. Put the button above the fold. On mobile, one link beats five.

EMAIL 4 OF 6 · SEND SAT NOV 28

Small Business Saturday

Use the one day people want to buy from a small shop. Be a person.

SUBJECT	A small shop said thank you (that's us)
PREVIEW	Small Business Saturday: one person packs every order here.

Hi [FIRST NAME],

Today is Small Business Saturday, so a little honesty: [SHOP NAME] is [ME / ME AND ONE OTHER PERSON]. I [MAKE / DESIGN / PACK] every order at [WHERE: my kitchen table / a small studio in CITY].

When you buy here, [A REAL, SPECIFIC THING: it pays for next year's materials / I hand-write your note].

The Black Friday price is still on: [DISCOUNT] off until Monday night.

Shop small today

Thank you for being here. Really.

[YOUR NAME]

P.S. Can't buy right now? Forwarding this to one friend helps more than you think.

SELLER NOTE

Add one real photo of you or your workspace. It does more than any graphic.

EMAIL 5 OF 6 · SEND MON NOV 30, MORNING + 4-6 HOURS BEFORE CLOSE

Cyber Monday last call

The deadline sells. Send it twice; the second send often outsells the first.

SUBJECT	Tonight at midnight, it's gone
PREVIEW	Last call: [DISCOUNT] off ends [TIME] [TIMEZONE].

Hi [FIRST NAME],

Short and clear: the sale ends tonight at [TIME] [TIMEZONE]. After that, everything goes back to full price.

If you've had something in your cart since Friday, this is the moment.

Get it before midnight

Still deciding? Here's what [CUSTOMER FIRST NAME] said about [PRODUCT]: "[REAL REVIEW]".

[YOUR NAME]

P.S. I'm not extending it. If you're reading this after [TIME], I'm sorry, and see you next year.

SELLER NOTE

Only send the second email to people who didn't open or click the first. Most email tools can filter this.

EMAIL 6 OF 6 · SEND 2-3 DAYS BEFORE YOUR LAST SHIP DATE (MID-DEC)

Last day to order for Christmas

Sell to the late buyers. A shipping cutoff is a real, honest deadline.

SUBJECT	Order by [DATE] for Christmas
PREVIEW	Our last safe ship date. Digital items arrive instantly.

Hi [FIRST NAME],

If you want [PRODUCT TYPE] to arrive before the 25th, order by [DATE] at [TIME]. After that I can't promise it'll make it.

Too late for shipping? [DIGITAL GIFT CARD / INSTANT DOWNLOAD / PRINTABLE] arrives in their inbox in a minute.

Order in time

Here are the 3 gifts people are ordering most this week:

[PRODUCT 1] / [PRODUCT 2] / [PRODUCT 3]

[YOUR NAME]

P.S. Need it gift-wrapped or with a note? Add it at checkout or reply to this email.

SELLER NOTE

Check your carrier's 2026 holiday cutoffs (USPS, UPS, Royal Mail, Correos) and add a day of margin.

WANT THE FULL SEQUENCE?

The Holiday Money Stack

This swipe file is 6 emails. The Stack has the full BFCM Email Sequence: 10 emails from early access to Cyber Monday last call, plus abandoned-checkout and thank-you automations, with send dates.

It also includes the BFCM Ad Prompt Vault (80 ad prompts), Holiday Content OS (day-by-day posting calendar, captions, graphics) and 80 Christmas SVGs. $79.

Use code BFCM20 for 20% off every kit until Dec 1, 2026.

getforgekits.com/kits/holiday-money-stack

Just want the ads? BFCM Ad Prompt Vault, $29:
getforgekits.com/kits/bfcm-ad-prompt-vault

Use these emails for your own shop and your clients. Please don't resell or repost this PDF. © 2026 ForgeKits