

Start with an intriguing statement that teases one of the latest trends in your product area (Make sure you have products related to this trend to offer). Ask them if they want to know what this trend is, and present the “No” option as if they already know the trend.

If they choose to learn more, give them 2 options of a well known person / company / sports team etc. that is following this trend.

If they choose no, praise them for already knowing the trend – and mention what the trend is.

Show them a picture or send a link relating to the person / company / sports team they have chosen.

Present a range of products that are complementary to the one mentioned in the trend. Ask which one they like.

Now show them your product / products that fit with this trend.

Which ever one they choose, praise their choice.

Offer a discount code valid for the next 24 hours.

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If they answer yes, give them a code plus a link to the product(s). If they answer no, give them a link to the product(s) anyway.

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