

Your Cash Spike

THE SKY KINGDOM SALE · MAGIC BEANS

Here's your whole sale in one place, built from your answers. The checklist comes first, that's what you actually run. Everything after it is the content the checklist points to. Work down the checklist in real time and the whole thing is handled.

The shape of your sale

What's on sale: everything, 40% off with code CLOUDS.

The hero: the magic beans (\$8) with the Beanstalk Blueprint grow-guide (\$27) free.

The occasion: you're climbing the beanstalk to the sky kingdom for the week. The trip is the proof.

Runs: Thursday 9am to Sunday 11:59pm eastern.

Keyword: CLOUDS

THE CHECKLIST · WHAT TO POST AND SEND, WHEN

Thursday — announce

- ☐ **9:00am** · post the announcement story slide. CTA: reply CLOUDS
- ☐ **9:15am** · send Email 1 (the announcement, from the base of the stalk)
- ☐ **12:00pm** · check the CLOUDS automation is capturing emails and sending the link

- ☐ **1:30pm** · send Email 2 (same-day resend) to non-openers
- ☐ **7:00pm** · post story: the view from halfway up ("I grew this. from a bean.")

Friday — prove it

- ☐ **10:00am** · post story: the giant's kitchen ("people ask if it really works. I'm standing in a cloud.")
- ☐ **11:00am** · send Email 3 (the proof email, from the sky kingdom)
- ☐ **throughout** · reply to anyone who writes back after the automation

Saturday — the belief (offline day, mostly pre-scheduled)

- ☐ **10:00am** · send Email 4 (the give-away email, "nobody actually wants magic beans") — pre-schedule this, you're summiting
- ☐ **1:00pm** · post the trust slide (the black-thumb reframe, no CTA) if you have signal

Sunday — close

- ☐ **9:00am** · post story: climbing down, deadline stated once ("sale ends when my feet hit the ground, 11:59pm")
- ☐ **10:00am** · send Email 5 (the mechanism email, "why your last plant really died")
- ☐ **6:00pm** · post final story: the menu of outcomes, deadline once
- ☐ **7:00pm** · send Email 6 (last call)

☐ **9:00pm** · DM everyone who typed CLOUDS and didn't check out

Monday morning — after

☐ spend 10 minutes on the debrief (last page) while it's fresh

One thing flagged as missing

You didn't mention a broadcast channel or a Close Friends list. If you have either, run the last-call menu there Sunday afternoon too. It's the same menu from Email 6, so nothing new to write.

YOUR MESSAGING (THE SPINE EVERYTHING'S BUILT FROM)

The one-liner: the beans that grow whether or not you believe in yourself, on sale while I'm up in the clouds.

The three angles (rotate these):

1. you're not bad at growing things. normal seeds just needed you, and these don't.
2. I'm literally in a cloud kingdom my beans grew me to. that's the proof.
3. you cannot kill these. that's the entire design.

The buyer menu (sorted by her situation):

- killed every plant you've ever owned? the magic beans. they grow themselves, that's the point.
- grown one beanstalk and want it to actually reach somewhere? the Beanstalk Blueprint.
- ready to trade up for the goose that lays gold? the Golden Goose Mastermind.

Say this, not that

You've never run this sale before, so you have room. But do NOT say "lowest price ever." Say "**the lowest it's been**" so you never trap your future self in a promise you can't keep.

YOUR EMAILS (IN SEND ORDER)

1. half off everything (I'm on a cloud)

headed up the beanstalk for the week

imagine waking up to a beanstalk outside your window that wasn't there yesterday.

no fussing. no green thumb. no daily watering schedule you'll abandon by Thursday. just a plant that grew itself while you slept.

that's the whole idea, and this week it's 40% off. I'm headed up the stalk to the sky kingdom (the trip the beans paid for, honestly) so everything's on sale til I climb down Sunday.

grab the beans and I'll throw in my Beanstalk Blueprint grow-guide free.

reply or tap below, code CLOUDS at checkout.

[shop the sale] → [LINK]

xo

2. emailed you from the third cloud 🌥

you probably missed it

I sent an email this morning and then immediately started climbing, so if the wifi up here is as giant-sized as it looks, you might've missed it.

quick version: everything's 40% off til Sunday while I'm up in the sky kingdom. code CLOUDS.

and if you've never kept a plant alive in your life, start

with the beans. that's literally what they're for.

[here's the link again] → [LINK]

xo

3. growing while I'm gone

writing this from the giant's guest room

writing this from the giant's guest room. (yes, it's pre-scheduled, I'm not typing next to a sleeping giant, but I AM always thinking of you.)

the beans I planted Tuesday are already tapping on the window up here. I did nothing to them. no watering, no talking to them, no guilt when I forgot they existed.

that's not a green thumb. that's just what these do. and til Sunday they're 40% off with the grow-guide free.

[grow something impossible] → [LINK]

xo

4. nobody actually wants magic beans

read this one

here's something that'll change how you think about everything you buy.

nobody actually wants magic beans. they want to be the person who finally grew something.

you're not buying seeds. you're buying the walk out to the yard in the morning to see how tall it got overnight. you're buying proof that you're not the person who kills everything.

it's true for more than beans. nobody wants a planner, they want to feel on top of their life. nobody wants a language app, they want to order coffee in Rome without sweating. nobody wants the gym, they want to catch their reflection and feel good.

nobody buys the thing. they buy who they get to become because of it.

that's what the beans are, by the way. and they're 40% off til Sunday.

[become a person who grows things] → [LINK]

xo

5. why your last plant really died

it wasn't your fault

can I tell you the truth about your last plant?

it didn't die because you're bad at this. it died because normal seeds need you. every day, or they quit. you missed a couple days of watering, life happened, and it held that against you.

you've been blaming your thumb when the problem was the seed.

these are different. they grow whether or not you remember they exist. I forgot mine behind the couch once and it hit the ceiling. you genuinely cannot mess this up, that's the entire design.

40% off til tonight, code CLOUDS.

[try the one plant you can't kill] → [LINK]

xo

6. last call before I climb down ☹️

ends tonight at 11:59pm eastern

my feet are almost on the ground, which means the sale's almost over.

last call to grow something that actually reaches the sky.

last call to stop believing you have a black thumb.

last call to wake up to a beanstalk you did nothing to deserve.

killed everything before? the beans. want more? the Blueprint. ready for the goose that lays gold? the Mastermind. all 40% off til 11:59pm eastern tonight, code CLOUDS.

[grab it before I land] → [\[LINK\]](#)

xo

YOUR STORIES

The announcement slide (post Thursday 9am)

we're headed up the beanstalk for a week (paid for by, well, beans ☺)

and I just remembered I don't HAVE to be a responsible adult about this

so everything's on sale til I climb back down

reply CLOUDS and I'll send you the link (there's a free grow-guide in there too)

The whim line ("I don't have to be a responsible adult about this") is what makes it safe to buy from. Nobody who needs the money calls her own sale a whim.

The arc across the sale

Thu night, prove it: the view from halfway up. "I grew this. from a bean."

Fri, handle the doubt: the giant's kitchen. "people ask if it really works. I'm standing in a cloud."

Sat, the trust slide (no CTA): "if you've quietly decided you have a black thumb, I need you to know that's not a personality trait. it's a seed problem. and this seed is different."

Sun, the close: climbing down. deadline once, "ends when my feet hit the ground, 11:59pm eastern." then the menu. no countdown stickers.

YOUR KEYWORD AUTOMATION (BUILD BEFORE YOU ANNOUNCE)

Keyword: CLOUDS

Message 1: hey! just double checking, you want the link to the sky kingdom sale? ☺ [button: YES, SEND IT]

Message 2: you got it! what's your email address?

Message 3: ok sent! if you've genuinely never kept a plant alive, start with the beans, that's literally what they're for. (if you already gave a green thumb, you don't need me lol) [button: SHOP THE SALE]

Message 2 gives it to her ("you got it!") BEFORE asking for the email. Never flip that. And "gave a green thumb" is a typo left in on purpose, a bot would spell it right.

THE MORNING AFTER · YOUR DEBRIEF CHECKLIST

Do this Monday, ten minutes, while it's fresh:

- ☐ what did I make, and how many people bought?
- ☐ which email got the most clicks? (lean into that shape next time)
- ☐ did the beans or the bonus grow-guide get mentioned more in replies? (tells you what people actually wanted)
- ☐ did I promise anything I now have to live up to? (check: did I keep "lowest it's been" and never slip into "lowest ever"?)
- ☐ the 3 things I'd do differently next time, ranked

Built by Cash Spike from your answers. Every piece here is yours to edit. Run the checklist top to bottom and you've run your whole sale.