

ABANDONED CART EMAIL SEQUENCE TEMPLATE

As proposed by
Stephen Chan

HOW TO USE THESE EMAILS



THE EMAIL COPY IN THIS BOOK IS MEANT TO BE TWEAKED AND EDITED BY YOU TO FIT YOUR BUSINESS AND PRODUCT SALES.

The templates are also meant to be used in conjunction with smart order forms that will allow you to automate an email sequence if someone begins the purchase process on your site but does not complete it.

It's a good idea to use your marketing automation system's merge fields whenever possible to increase the personal feeling of the message.

EMAIL #1

SENDS 1 HOUR AFTER CART ABANDONMENT

THIS IS A NO-NONSENSE, DIRECT EMAIL WITH A LINK BACK TO THE ORDER FORM. THE LANGUAGE ASSUMES THE CONTACT WANTED TO ORDER, BUT SOMETHING DISTRACTED THEM.

Subject: Oops! You forgot something

Hey,

Oh no! We noticed you weren't able to complete your order.

Don't worry, all is not lost!

Just click here to go back:

>> INSERT LINK BACK TO ORDER FORM<<

It's the best „next step for you to start [biggest benefit of your course], be bold, and take action today.

Sending good vibes,
Your Name

P.S.If you weren't able to complete your sign-up because of technical issues, or if you have any questions at all, just hit „reply% to this email.

EMAIL #2

SENDS 1 DAY AFTER CART ABANDONMENT

THIS EMAIL IS A VERY SIMPLE REMINDER WITH A LINK BACK TO THE SHOPPING CART, THAT ASKS IF THEY RAN INTO ANY TECHNICAL PROBLEMS OR IF THEY HAVE ANY QUESTIONS ABOUT YOUR PRODUCT.

Subject: Oops! Having issues?

Hi {FIRSTNAME},

Looks like you weren't able to complete your order, and get your hands on [your course name].

That's a bummer, but don't worry!

>>Simply click here to complete your order.<< [Link back to order form](#)

You'll get instant access, and join the ranks of successful [people in your industry] in no time.

Here for you,
Your Name

P.S. If there are any issues or questions that have you stuck, hit reply and let us know how we can help :)

EMAIL #3

SENDS 2 DAYS AFTER CART ABANDONMENT

THIS EMAIL OFFERS AN INDIVIDUAL ONE-TIME-ONLY COUPON CODE THAT EXPIRES IN 1 DAY. THIS CREATES URGENCY AND WILL MOVE PEOPLE OFF THE FENCE WHO NEEDED AN EXTRA REASON TO DO THIS SOONER RATHER THAN LATER.

Subject: 10% off is just a few clicks away

Hi,

You've spent enough time scouring the web a [your topic]solution/ it's time to act!

Save 10% on your order with code:COUPON CODE

Hurry, though--this discount expires tomorrow!

>>Click here to complete your order and save<< [Link back to order form](#)

Your Name

EMAIL #4

SENDS 3 DAYS AFTER CART ABANDONMENT

THIS EMAIL IS THE FINAL SELL. IN IT, YOU CAN OFFER A DISCOUNT AND/OR FREE SHIPPING. THE GOAL IS TO CREATE A "TOO GOOD TO MISS" FEELING THAT DRIVES CUSTOMERS STRAIGHT TO YOUR CHECKOUT.

Subject: Last chance to save 10% (expires tonight!)

Hi,

Your shopping cart expires at midnight tonight and we don't want you to miss out on the [biggest benefit of your course/outcomes people can expect].

To prove our commitment to your success, we'll go one step further:

Use this one-time coupon on your shopping cart to get 10% off:

COUPON CODE

It's only good till midnight tonight, so hurry!

>>Go to my shopping cart<< [Link back to order form](#)

See you on the other side!

ADDITIONAL RESOURCES

As proposed by
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[Learn more about AccessAlly's native abandoned cart features.](#)



[See AccessAlly in Action.](#)



[Book a Demo.](#)