TEMPLATE
Shopping Cart Abandonment Sequence

Credit:
Based on Sam Cart's recommended sequence. Highly recommend that you sign-up for Dripscripts for help in creating e-mail sequences.

Goal:
Re-engage someone to complete a purchase.

Time:

Notes:
Edit as required.

Email #1: Immediate Reminder Email

Send:
1 x hour after abandonment

Subject:
You forgot something!

Body:
Looks like you were right in the middle of your order for **[INSERT PRODUCT NAME HERE]**. Anything we can do to help?

If you have any questions about how **[INSERT PRODUCT NAME HERE]** can help you, reply back this email and ask away...

If you're all out of questions, and ready to grab your copy, then just click the link below and head back over to the secure checkout page to complete your order!

You will be right inside **[INSERT PRODUCT NAME HERE]** in minutes.

I can't wait to show you everything we have for you. Just click the link below and complete your order now…

>> Grab your copy of **[INSERT PRODUCT NAME HERE]** **Hyperlink to your product

[INSERT YOUR SIGN-OFF]

Email #2: Reminder 1 Day Later Email

Send:
24 hours after abandonment

Subject:
Save **[DISCOUNT AMOUNT]** on **[INSERT PRODUCT NAME HERE]**

Body:

You know that I know, that you know…

Ya know what, let me try that again…

I know you are confident in what **[INSERT PRODUCT NAME HERE]** can help you accomplish.

[EXPLAIN 3 KEY BENEFITS OF YOUR PRODUCT]

But here is a problem…

You didn't complete your order yet, and I think I know why. I'm going to guess it is because of the price. And I completely understand!!

When I was just starting out, money was a huge deal. My wife would've killed me if I just randomly dropped a chunk of cash on something outside of our budget!

So here's what I want to do…

For the next 24 hours, you can use a special coupon and get your copy of **[INSERT PRODUCT NAME HERE]** at a huge **[INSERT DISCOUNT AMOUNT]** discount!

Just click the link below, and enter the coupon code: SaveBig

Save **[INSERT DISCOUNT AMOUNT]** when you click the link below and complete your order now…

>> Grab your copy of **[INSERT PRODUCT NAME HERE]** **Hyperlink to your product

But remember: this coupon code is only good for the next 24 hours. I won't let price hold you back. I want **[INSERT PRODUCT NAME HERE]** in as many hands as possible. Take me up on this special chance to save big, and grab **[INSERT PRODUCT NAME HERE]** now!

[INSERT YOUR SIGN-OFF]

Email #3: Final Reminder Email

Send:
48 hours after abandonment

Subject:
Save **[DISCOUNT AMOUNT]** on **[INSERT PRODUCT NAME HERE]**

Body:

This is it!

Your last shot.

There's still time to grab your copy of [INSERT PRODUCT NAME HERE] at a whopping [INSERT DISCOUNT AMOUNT] discount!

Just click below and use the coupon code "SaveBig" before the deadline in a few hours…

>> Grab your copy of **[INSERT PRODUCT NAME HERE]** ****Hyperlink to your product**

You only have a few hours left on this special discount! So I need your decision ASAP…

And remember, when you place your order, you don't just get instant access to [INSERT PRODUCT NAME HERE]! You also get unlimited access to these crazy bonuses too…

[LIST YOUR BONUS ITEMS ALONG WITH AN ESTIMATED VALUE AND DESCRIPTION OF EACH]

So here's what you need to do right now…

Click the link below, and grab [INSERT PRODUCT NAME HERE] plus these great bonuses before your special offer expires…

>> Grab your copy of **[INSERT PRODUCT NAME HERE]** ****Hyperlink to your product**

And if that's not enough, remember to use the coupon code "SaveBig" and we'll take [INSERT DISCOUNT AMOUNT] off your order right away.

But I need your answer. Time is running out, and this discount is gone in just a few hours.

All of the risk is on me. You know what [INSERT PRODUCT NAME HERE] can do, you know these bonuses are a huge value, and you know your special discount is running out.

Grab your copy now, and we'll see you inside!

[INSERT YOUR SIGN-OFF]