



[EMAIL MARKETING – E-COMMERCE SEQUENCE]

[EMAIL #1 – ANNOUNCEMENT – DAY 1 – SEND 1-2 DAYS BEFORE THE START OF YOUR SALE]

Subject Line: Bet’cha this will be the BEST email you open today

Hey [First Name],

Yesss, high fives for reaching forth your fingers and clicking on the BEST email in your inbox today. Now, because we know your inbox is a crowded place, we’re going to keep this short and sweet ...

I hear Target, Walmart, Amazon and department stores are dropping major sales, but the one thing you’ll get from us that you’ll never get from them is ...

DIFFERENT.

Now, don’t take that as “hate” because I applaud what the big-box stores do ... it’s just not our style. You see, we cater to a more sophisticated shopper ...

Someone who doesn’t eat the same thing for breakfast every day.

Someone who hates the side part hairstyle.

And someone who appreciates DIFFERENT.



Now, if that sounds like you, here's something that'll make you go crazy. Not in a bad way, but in a purple suit, with a lace collar and high-heel boots kind of way.

I'll be back tomorrow with the details on this insane sale, but in the meantime, go ahead and browse the store [\[link to store\]](#), make your wish list and come back to your email tomorrow for a deal so incredible it'll turn your wish list into your purchased list!



[EMAIL #2 – REVEAL – DAY 2/3]

Subject Line: [BFD Sale] Let's go crazy ...

Hey [First Name],

I'm baaaack! Now, in the words of late-great Prince, "let's go crazy ..."

Grab your wish list, copy/paste this coupon code: [COUPON CODE HERE] and run on over to [insert link] to unlock your exclusive savings on whatever you buy this weekend from us.

Enjoy,

[insert closing]

P.S. Don't forget to use the coupon code I gave you yesterday: [insert coupon code]. You only have a couple more days before your savings disappear. Shop now => [insert store link].



[EMAIL #3 – FOMO – DAY 3/4 – SEND IN THE A.M.]

Subject Line: Are you REALLY gonna miss this?

Hey [First Name],

A couple of days ago, I gave you a special coupon code to devour this weekend.

Have you used it yet?

If not, you wanna grab it now and here's why:

48 hours have already passed, leaving you with just a few more days to browse our wide selection of [insert what you sell] and choose something that complements your unique flava.

And with so much to choose from, trust me you'll need some time to get through this "candy store" of goodness.

So, let's not waste any more time. Here's what you wanna do today:

1. Click here [insert store link] to get teleported over to the store.
2. Add some products to your cart.
3. Enter your exclusive coupon code: [INSERT CODE]
4. And voila – watch your prices drop it low.

Remember, your special code gives you an incredible savings on anything you purchase until [day the sale expires].



Now, you'll never again see prices this low, so best to check out the store now so you don't miss out.

[insert closing]



[EMAIL #4 – LAST CALL – DAY 3/4 – SEND IN THE P.M.]

Subject Line: [BFD Sale] OMG, I can just see you in THIS ...

Hi [First Name],

You are holding the golden ticket.

Let me explain:

If you're the bold, stylish diva I think you are, you're going to love these products:

[List a few product names – about 5 to 7 to entice reader to check out the store]

We have soooo much to choose from that you just gotta grab your coupon code [insert code] and come see for yourself:

[insert store link]

See ya inside the store,

[insert closing]



[EMAIL #5 – LAST CALL – DAY 3/4 – SEND 2 HOURS BEFORE EXPIRATION]

Subject Line: Black Friday Deal ends in 2 HOURS

Hey [First Name],

Welp, this is your 2-hour warning before your special offer disappears like Cinderella's glass slipper at the end of the ball.

This is the last email you'll get about the best Black Friday deal ever – pinky promise!

And I'm only sending this one because I saw that you checked in on the previous emails, but you must've got distracted by cat videos, kids screaming your name a million times or one of those videos of kids doing the Turkey Wobble, Wobble dance because we don't have you down as getting in on this insane deal ... yet.

Just as a reminder, [insert code] unlocks special savings exclusively for you for the next 2 hours.

Now, I'm not the pushy type so I'd never drag you kicking and screaming buying my high-quality products. I know you'd look awesome in everything we have, but you have to believe that just as much as I do.

Claim your special offer here:

[insert store link]



See ya inside the store!

[insert closing]

P.S. Remember your exclusive coupon code gives you XX% off your purchase and it expires in just 2 HOURS.



[EMAIL #0 – ABANDONED CART – SEND WITHIN 3 HOURS OF THE INCOMPLETE PURCHASE]

Subject Line: Seems like there's a problem with your order

Hey [First Name],

Awww shucks, we noticed you didn't process your order. Now, we're guessing something awfully important came up that made you leave all this valuable stuff just sitting in your cart unattended.

But it's cool – we understand which is why we're here to teleport you back to the happy page – the place where you turn your wish list into the purchased list. #Yay

Teleporting you in 3-2-1 ...

Click here now:

[insert link]

We've reserved your entire order. All you have to do now is grab your coupon code [insert code] and go here [insert link].

See ya inside the store!

[insert closing]