

Basic Setup

Prerequisites Inside Autoresponder

1. Create a tag for subscribers who abandoned cart (do for each product)*
2. Create a tag for subscribers who purchased (do for each product)
3. Create a tag for subscribers who refunded (do for each product)

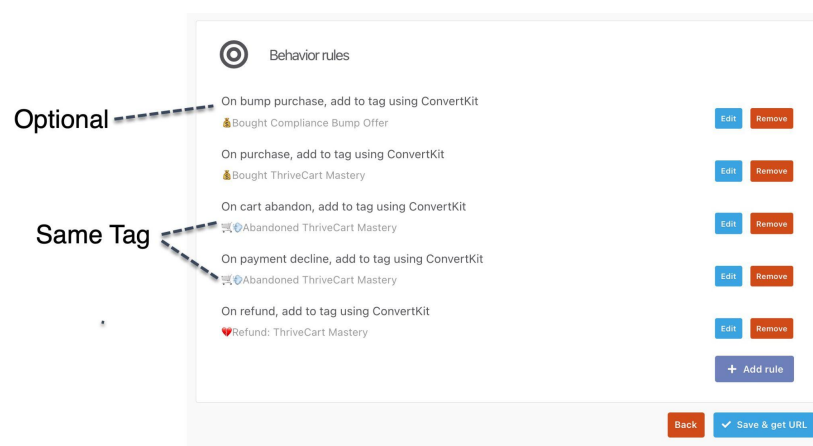
**Abandoned carts and failed payments can both be tagged with the same abandoned cart tag.*

Prerequisites Inside or ThriveCart

1. Create behavior automation that adds a corresponding tag for...
 - a. On purchase of main product
 - b. Cart abandoned and failed payment*
 - c. On Refund
 - d. (Optional) Bump payment purchase**
 - e. (Optional) Bump payment refund**

*** These serve no purpose for abandoned cart sequences since they are one time only offers, but it is helpful to know who did or didn't purchase them so you can remarket the product to them at full price later or send them automated emails regarding how to redeem or use the bump or upsell.*

It will look like this...



Be sure to save once complete.

Sequence Automation Logic

The logic of your sequence must follow this formatting to work correctly. Failure to set up the correct logic will lead to customers who already purchased receiving unnecessary messages reminding them to purchase which can lead to refunds.



Email Templates

All non-ConvertKit users. copy and paste the text from these templates into your email sequence.

Email #1

Send: 1 day after tag

Subject: *Did Something Go Wrong (insert custom code for subscriber first name)***?*

***Note: All decent email autoresponders should have a shortcode that will allow you to add the subscribers first name and if not available, it will put a placeholder word such as "there." If you don't have this functionality, simply remove any name placeholders. In ConvertKit, this code is written as {{ subscriber.first_name | default: "there" | truncatewords: 1, "" | capitalize }}. That may or may not be the same in your alternative autoresponder.

Preview Text: RE: Your attempted purchase...

Hey {{ subscriber.first_name | default: "there" | truncatewords: 1, "" | capitalize }},

This is **(your name)** from **(your website)**

I just want to make sure that everything is fine and that you didn't encounter any technical difficulties or problems during your checkout.

Simply reply to this email if you experienced any problems or have some questions.

If not, **[this link right here takes you right to your cart \(replace with your checkout link or sales page link\)](#)**

Here's what I have saved for you:

Your product @ \$Price (Special Offer)

We've locked your lifetime price offer of **(your price)** for the next 14 days but we can't guarantee that the price won't go up after that.

If you have any questions before purchasing, don't hesitate to shoot a reply to this email. We check it!

Have a great day,

(Your Name)

Email #2

Send: 1 Day after previous emails (or 2 days after tag added)

Subject: Quick question *(insert custom code for subscriber first name)*...

Preview Text: I wanted to check in really quick.

Body:

Hey {{ subscriber.first_name | default: "there" | truncatewords: 1, "" | capitalize }},

Got a quick question for ya...

What kept you from finishing your order with **(your product)**

(Explain why your product is so valuable and address possible doubts that led the customer to not purchase).

Hopefully that eases your mind and you see the enormous value in this.

We'd love for you to join us.

Click here (insert your checkout link) to finish your purchase now.

What is holding you back?

Thanks,

Your Name

PS: Don't forget, you can reply to this email directly with any questions or concerns. We check it daily.

Email #3

Send: 1 Day after previous emails (or 3 days after tag added)

Subject: How **(your audience)** are using **(your product)**

Preview Text: Don't just take our word for it...

Body: Hey {{ subscriber.first_name | default: "there" | truncatewords: 1, "" | capitalize }},

You were interested in purchasing **(Your Product with outbound link to checkout)** but held off. It's ok, you're not alone. Many people just like you start the order process and then don't pull the trigger because they're wondering "will this actually work for me?"

To ease your mind and help you decide, I wanted to share some examples of customers who found awesome results with **(your product)**.

(INSERT TESTIMONIALS FROM HAPPY CUSTOMERS)

Hopefully that helps!

If you're ready to dive in, **click here to get started (insert your link to product)**.

Have a good one!

Your name

Email #4

Send: 1 day after previous email (or 4 days after tag added)

Subject: Last attempt

Preview Text: You won't get any more emails about this...

Body: Hey {{ subscriber.first_name | default: "there" | truncatewords: 1, "" | capitalize }},

Just wanted to reach out one last time...

This is the last email I'll send with a reminder to complete your purchase of **(your product)** at the guaranteed locked in price of **(insert price)**.

I want to make sure you get one last chance to grab it before you forget about it.

This will be the last email you get from us regarding it, so if you're interested, don't wait!

Click here to grab it now (Your link)

-Your Name