



**Cart Abandonment- Email 1 (30 minutes)**

Hi {name}

Your cart is ready and waiting for you! Don't wait too long though- our unique styles are in limited supply and tend to sell out quickly!

We saved the cart for you! Please use the link to complete the purchase!

If you have any questions, please let me know! Thanks so much for shopping the Roaming Boutique!

Beth

**Cart Abandonment- Email 2 (12 hours)**

Hi {name}

These beautiful items are in your cart and waiting for you!

Don't worry, we have saved these items for you- but they won't last long!! Click here to make these lovelies yours! Your New Outfit is Waiting!

If you have a problem with checkout, just let us know by replying to this email.

Beth

PS- if you have any questions, just click reply- a real person is at the other end of this email!

**Cart Abandonment- Email 3 (24 hours)**



Hi {name}

Last call for these cute items! We know decisions are hard and we want to make it easier on you- use AC10 for 10% off your purchase now!

Thanks!

Beth

#### **Email 4 pre-purchase #1- follow up to email submission**

Thanks for downloading our [Name of Lead Magnet](#) or joining our list!!

Say a little bit about the lead magnet or resource- just short and sweet and give link to lead magnet or reiterate coupon code.

Talk to you soon!!

Beth

#### **Email 5- Pre-purchase #2**

Hi from Beth at the Roaming Boutique!

I'd like to take a few minutes to tell you about Roaming Boutique!

Tell your story

Link to coupon code- make sure they have downloaded.

Talk to you soon!

Beth

#### **Email 6- Pre-purchase #3**

Simplify your morning routine with clothes for Roaming Boutique! Every item that comes in has to help you get ready in 5 minutes or less, so you can love your outfit, the FIRST time! I KNOW you'll love the outfits!

Use coupon code xxxx for \$ or % off your next order from Roaming Boutique!

If you need anything or have any questions, please feel free to reply to this email!



Talk soon!  
Beth

**Email 7 Post-Purchase #1 After Purchase and Shipping notifications- one week after purchase or delivery**

Hi! Thanks so much for your purchase! We really value you as a customer and want to make sure you are completely happy with your items! If you had a great experience, we would love for you to leave a review: [inset link to social media](#)

If anything was less than amazing, please don't hesitate to reach out!

Sincerely,

Beth with the Roaming Boutique

Ps- Join us in our community....[link to community](#)

**Email 8 Post Purchase #2- two weeks after the above**

Hi Friend! It is Beth with the Roaming Boutique. Thanks again for your purchase. We wanted to tell you a little bit about the Roaming Boutique

Tell your story

We would love to see you again- please present this email at checkout or use this code online to receive 25% off your next purchase.

As always, if you have any questions, please don't hesitate to reach out.

Sincerely,

Beth

Ps- if you haven't joined our community yet, we would love to have you!

**Email 9 Post Join Group- immediately after**

Hi friend!

Thanks so much for joining our VIP group! We love our group- not only do we drop our favorite new items and give exclusive discounts but it is also an amazing community!



We go live 2 times weekly in our group- every Tuesday and Friday at 7 pm- make sure to mark it on your calendar. Our lives are always fun and the best way to get your hands on our new arrivals!

Don't forget to use your coupon Group20 for 20% off your first purchase!

Talk soon!

Beth

Group Collector: <https://groupcollector.com/>

