

The No-Discount Recovery Script



The exact first follow-up email that recovers carts without using a coupon code, helping you protect your profits from day one.

Why This Email Never Leads With a Discount

Here is a quick look at why this works before you read the script.

When your first follow-up email includes a coupon, you teach your customer a bad habit. You teach them that leaving items in a cart is a smart strategy, not an accident. Once someone learns that waiting an hour gets them a discount, they stop paying full price. They can still afford your products, but they know they don't have to pay full price if they just wait.

This problem grows over time. Your most loyal shoppers visit your checkout page most often, so they learn this trick fastest. Without realizing it, you train your best customers to rely on deals. Your profits slowly drop month after month.

Here is the most important part: price usually isn't the reason people walk away. Most shoppers leave because of extra friction or simple timing, like an unexpected shipping cost, a quick distraction, or a question about size. That means a first-touch coupon doesn't solve a real problem. It just hands away profit to someone who was already planning to buy.

This email has one main job: remove doubt. It isn't trying to buy the sale. If you use discounts at all, save them for three emails later, and only offer them to shoppers who genuinely need the extra push.

The Script

Send time: 0 to 2 hours after abandonment, while the shopper is still thinking about it.

Sent from: A real person (for example, "[Your Name] at [Brand]"), never "no-reply."

Subject line choices:

- Still thinking about [Product Name]?
- Your cart is waiting for you
- Forget something?
- [First Name], your [Product Name] is still here

Preview text: No rush. Just didn't want you to lose your spot.

Email Body:

Hey [First Name],

I noticed you were looking at [Product Name] earlier and didn't finish checking out. It happens all the time, so no worries at all.

I wanted to make it easy to pick back up if you are still interested. Your cart is saved right where you left it:

[Product Image]

[Product Name] — [Price]

[Back to My Cart →]

If you had a question that made you pause, feel free to reply to this email. I read every message and I am happy to help.

[Your Name]

[Brand]

That is the entire email. There is no coupon code box, no sale banner, and no special discount. It is just a helpful reminder and an open door.

Why Every Line Matters

Subject line: Keep it specific to the product or cart, and avoid using "Don't forget!" A specific subject line feels like a real person paying attention, not an automated message. Avoid pushy words like "hurry" or "last chance," which belong in later emails and ruin your helpful tone here.

Opening line: Saying "Noticed... didn't quite make it through" gives the shopper the benefit of the doubt. Compare that to "You forgot to finish your order!" which makes them feel guilty for normal behavior. The customer should feel noticed, not caught.

Product image, name, and price: This is the most powerful part of the email. It reminds the customer why they wanted the item in the first place instead of making them remember on their own. If they had multiple items, show all of them so you don't undersell the cart.

One button and one link: "Back to My Cart" is the only thing to click besides replying. Avoid adding links to other products or social media pages. Extra links distract shoppers from taking the one action that matters.

The reply line: This line helps in two ways. It lets you hear real doubts so you can answer them (which helps you write Email 2), and it proves a real human sent the message.

No discounts anywhere: Leaving out the discount is the whole point. This email shows that your product is worth full price to someone who already liked it enough to add it to their cart. Skipping the coupon here keeps shoppers from waiting for a deal every time they shop.

Before You Send: The Read-Aloud Test

Read your finished email out loud. If it sounds like something you would actually say to a customer in a real store, it is ready. If it sounds like robotic sales talk, your customer will notice too. Keep tweaking the wording until it sounds completely natural.

Run one final check on your phone: lock your screen and glance at the notification like a real customer. If the subject line gets cut off or the button is too small to tap with your thumb, fix it before sending.