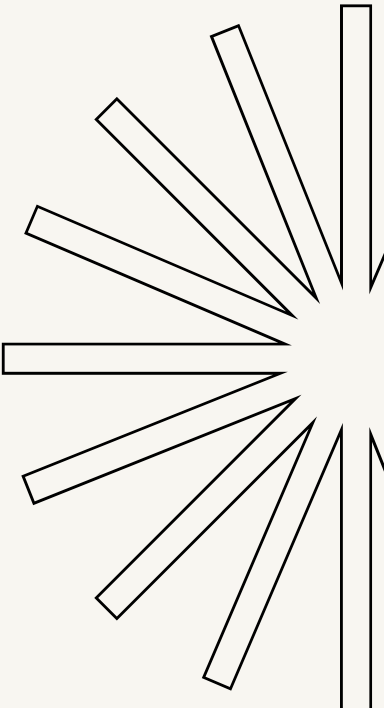
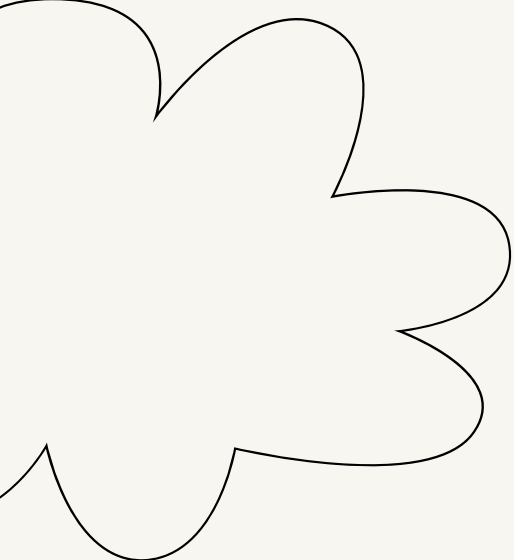
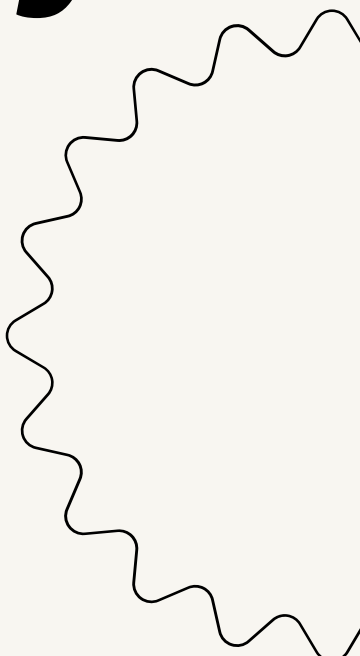




The Copy-Paste Cart Recovery Swipe File



Four emails. Fully written. Swap the bracketed placeholders for your brand and product details, load them into your platform in this order and on this timing, and hit send.



PLACEHOLDERS USED THROUGHOUT:

[First Name]

[Brand]

[Product Name]

[Cart Link]

[Your Name]

[Guarantee/Return Policy]

[Discount Code] [Discount %]

[Expiration Date]



EMAIL 1 — The Trust-First Email



Send: 0-2 hours after abandonment Goal: Get them back to checkout. No discount. No pressure.

Subject line options (pick one, or split test):

- Still thinking about [Product Name]?
- Your cart's 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.

Body:

Hey [First Name],

Noticed you were checking out [Product Name] earlier and didn't quite make it through — happens all the time, no worries.

Wanted to make it easy to pick back up if you're still interested. Your cart's exactly how you left it:

[Product Image] [Product Name] — [Price]

[Back to My Cart →]

If you had a question that made you pause, just reply to this email — I read every one and I'm happy to help.

[Your Name] [Brand]

Checklist before you send it:

- One CTA only. Delete any other links.
- Sent from a real name, not "no-reply."
- Read it out loud — if it doesn't sound like something you'd say to someone standing in front of you, rewrite it.

EMAIL 2 – The Value Email



Send: 0–2 hours after abandonment Goal: Get them back to checkout. No discount. No pressure.

Subject line options (pick one, or split test):

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

Send: ~24 hours after abandonment Goal: Answer the objection they didn't tell you about. Still no discount.

Two versions below – send the one that matches the segment. If you're not segmenting yet, use the New Customer version; it does more trust-building work and won't feel out of place for a returning customer either.

Version A – New Customer (leads with trust)

Subject line options:

- A few things people ask before buying [Product Name]
- Before you decide on [Product Name]...
- What other customers say about [Product Name]

Preview text: You're not the only one who paused here – here's what convinced everyone else.

Body:

Hey [First Name],

I figured you might have a couple of questions before deciding on [Product Name], so here's what I'd want to know if I were in your shoes.

"Is it actually worth it?" Here's what real customers have said:

"[Insert 1-2 sentence customer review here]" – [Customer Name]

"[Insert 1-2 sentence customer review here]" – [Customer Name]

"What if it's not right for me?" You're covered by [Guarantee/Return Policy]. If it's not what you expected, we'll make it right – no hassle.

Your cart's still saved and ready whenever you're set to go:
[Complete My Order →]

Questions first? Just hit reply.
[Your Name] [Brand]

Version B – Returning Customer (leads with value/fit, lighter trust section)

Subject line options:

- Quick reminder – [Product Name] is still in your cart
- Since you already know us...
- Picking up where you left off

Preview text: You've shopped with us before, so I'll keep this short.

Body:

Hey [First Name],

You've bought from us before, so I won't spend this email convincing you we're legit – you already know that.

Just want to make sure [Product Name] doesn't slip through the cracks:

[Product Image] [Product Name] – [Price]

A couple of details that might help if you're still deciding: [insert 1–2 sentences on fit, use case, or what makes this specific product a good match].

[Finish My Order →]

[Your Name] [Brand]

Checklist before you send it:

- Match cart value to depth of proof – bigger cart, more substantial proof; small cart, keep it light.
- Only add urgency here if the real reason they're stalling is "do I need this now" – otherwise leave it out.
- Never offer a discount in this email, even if you're tempted.

EMAIL 3 — The Decision Email



Send: 48–72 hours after abandonment Goal: Close the loop. This is the only email in the sequence where urgency and a discount have a place.

Subject line options:

- Last call on [Product Name]
- Closing out your cart, [First Name]
- [Discount %] off if you decide today

Preview text: Your cart closes soon — here's one last nudge.

Body — if you're offering a discount (only to segments that warrant it, and never to a cart that already has one applied):

Hey [First Name],

I'll keep this one short. Your cart for [Product Name] is still open, but I don't want to keep it saved indefinitely.

To help you decide: use code [Discount Code] for [Discount %] off if you complete your order by [Expiration Date].

[Product Image] [Product Name] — [Price]

[Claim My Discount & Checkout →]

After [Expiration Date], this offer goes away and I'll assume you've decided against it for now — totally fine either way.

[Your Name] [Brand]

Body — if you're not offering a discount (non-discount incentive or none):

Hey [First Name],

Last note on this one — your cart for [Product Name] is still saved, but I'll be closing it out soon.

[Optional: mention free shipping / extended return window / small bundled add-on here instead of a discount.]

[Product Image] [Product Name] — [Price]
[Complete My Order →]

If now's not the right time, no hard feelings — I'll stop following up after this.

[Your Name] [Brand]

Checklist before you send it:

- Confirm the urgency is real. If nothing is actually expiring or limited, don't imply that it is.
- Set your discount ceiling in writing before this goes live, and never exceed it per-customer.
- Never send this discount to a cart that already has one applied.
- This is the last "push" email. The next one is a close-out, not another sell.

EMAIL 4 — The Close-Out Email

Send: After Email 3, for anyone who still hasn't converted Goal: Leave the relationship better than you found it. No fourth push.

Subject line options:

- No more emails about this, promise
- Closing the loop on [Product Name]
- We'll leave it here

Preview text: Just wrapping up. No need to click if you aren't ready.

Body:

Hey [First Name],

I sent a few notes about [Product Name] and I don't want to crowd your inbox, so this will be my last email.

Your cart will stay saved if you change your mind, with no expiration and no pressure:

[My Cart, If I Want It →]

Otherwise, thanks for stopping by, and I hope to see you around [Brand] again soon.

[Your Name]

[Brand]

Checklist before you send it:

- No discount, no urgency, no "last chance" language — this email's only job is to leave a good impression.
- Keep it shorter than every email before it.
- This is also a natural point to route non-openers into a suppression or re-permission flow rather than continuing to email them indefinitely.

Quick Reference: The Full Sequence at a Glance

Email	Timing	Discount?	Job
1 — Trust-First	0-2 hrs	No	Remind, no pressure
2 — Value	~24 hrs	No	Answer objections, build proof
3 — Decision	48-72 hrs	Optional, capped	Prompt a decision
4 — Close-Out	After Email 3	No	Leave on good terms

Load these into your platform in order, confirm your automation logic can't let the Email 3 discount leak into Emails 1 or 2, and you're live.