

GROWTH HACKING ACADEMY

Module 2: Email Templates

NEW CUSTOMER WELCOME & CART ABANDON

These are the emails you would send to your new customer upon buying – or, if they visit your checkout page and do not buy, the emails they would receive after “abandoning” their cart. It’s important whenever you’re working with templates that you pay close attention to the language that you use and the personality you convey. Templates rarely (if ever) capture your personality so be sure to modify as necessary.

Also, anything in square brackets [like this] needs input from you. Be sure to thoroughly read your emails before sending them. I recommend installing [Grammarly](#), which is a free extension for both Chrome and Firefox browsers that will double check your spelling and grammar as you go...

Last but not least, if you are an Ontraport user these email templates can be automatically imported into your account by using the code provided in the Member’s Area.

Have fun!



1. New Customer Welcome Email

Subject: Welcome to [Product/Course Name]

Hey [First Name]...

I want to take a second and not only thank you, but also congratulate you on making a GREAT decision today on purchasing [product/service name]!

I'm so happy you're here and know you're going to love it!

[Give the customer details about how to access their purchase - could include login information to a membership site, a link to download, access to an online community or information on shipping times]

****OPTIONAL BONUSES****

As part of the [product/service name] I've also included a few great bonus that [will be released during the course of the training/will be shipped with your order/can be accessed immediately].

BONUS #1: [Name of bonus]

BONUS #2: [Name of bonus]

BONUS #3: [Name of bonus]

IMPORTANT: All product updates announcements will be sent from: [NAME] at [EMAIL ADDRESS] and start with [PROGRAM NAME UPDATE]

PLEASE make sure you white label the address and set up a filter to mark these mails as "important" and NEVER archive them or send them to the bulk or spam folders.

Trust me, you won't want to miss ANYTHING and doing this will make sure you don't! ;)

***** OPTIONAL COMMUNITY ACCESS *****

Join The [PRODUCT/COURSE NAME] Private [Facebook/LinkedIn] Group

Add yourself to our private group here:

[LINK TO GROUP]

We will see the request and will then accept you on our end (give us up to 1 business day to approve your request).

IMPORTANT: If your user name on [Facebook/LinkedIn] (not email address) is different than your purchase name, please let us know by emailing [SUPPORT EMAIL] with your [Facebook/LinkedIn] Name and the Name you purchased under.

If we can't verify that you've purchased and we don't have an email from you, we'll have to decline your request to join the group.

I can't wait to help [DESIRED BENEFIT] and I look forward to seeing you in the member's area.

Again, congratulations on getting started... you made a great decision!

Sincerely,
Your Name

2. Cart Abandon Email #1

Subject: Wow, totally my fault...

Hey [First Name]...

I just noticed that you tried to [JOIN/PURCHASE] [PRODUCT NAME], but unfortunately it looks like we were having some trouble.

Did something happen with our order page?
(If so, please let me know so we can fix it)

If you closed out of the page already, don't worry! I found your pending order and created a link for you so you can pick up where you left off:

[LINK TO ORDER FORM]

If you need any help, feel free to reach out to us at [SUPPORT PHONE NUMBER], or via email at [SUPPORT EMAIL ADDRESS].

Talk soon,
[YOUR NAME]

3. Cart Abandon Email #2

Subject: Did life get in the way?

Hey [First Name]...

Yesterday you were about to [JOIN/PURCHASE] [PRODUCT NAME], but we haven't seen your order come through.

Anyway, we just wanted to make sure you didn't miss out... we know how life can sometimes get in the way!

If you closed out of the page already, don't worry! I found your pending order and created a link for you so you can pick up where you left off:

[LINK TO ORDER FORM]

If you need any help, feel free to reach out to us at [SUPPORT PHONE NUMBER], or via email at [SUPPORT EMAIL ADDRESS].

Talk soon,
[YOUR NAME]

4. Cart Abandon Email #3

Subject: Let me make this right...

Hey [First Name]...

A few days ago you started to sign up for [product name].

*****OPTIONAL COUPON CODE*****

If you still want to [benefit of the product or service], I wanted to make sure there was nothing preventing you from getting started, including the price...

That's why I've decided to knock \$XXX off the price, just for you.

Here's your coupon code:

[COUPON CODE]

Here's the catch, it's only good for the next 24 hours so if you still want to [benefit of the product or service], complete your order ASAP:

[LINK TO CHECKOUT PAGE]

The only reason I'm sending you this email because you created your account for the program but didn't activate it yet.

If the information above is correct go here NOW to activate your account and join [PRODUCT NAME]:

[LINK TO ORDER FORM]

If the information is wrong or you need to change anything at all, call me right away at [SUPPORT PHONE NUMBER].

Remember you only have 24 hours to take advantage of this special offer.

See you in the members area,

[YOUR NAME]