

Abandoned Cart Email

What to include:

- Extend original sale
- Scarcity
- Include images they viewed
- Thank them for showing interest in your art

Example:

Hey John,

Saw you had an image in your cart over the holidays.

Not sure whether you were just kicking the tires or close to buying it and got distracted by the holiday craziness.

Regardless, I figured I would reach out and give you another shot at the piece if you did want it.

So I'm extending that same holiday discount and the discount is going to expire Sunday at midnight.

I just wanted to say I appreciate you, and I hope you have a wonderful holiday season.

- Patrick

P.S. Can I ask how you heard about me?