

Customer Email

What to include:

- Thank them
- Offer discount
- Scarcity
- Include images they viewed but didn't buy yet
- P.S. Ask them why they bought (information about your target audience)

Example:

Hey John,

I just wanted to thank you again for your purchase. It means the world to me.

As a way of saying thanks, I wanted to present you with an additional offer. For the next week, take 30% off on any additional purchases.

Whether you're Christmas shopping for yourself or others, the least I can do is offer an even bigger discount as a way of saying thanks for your patronage.

So I've attached a few images of some of my best sellers.

The deal expires Sunday at midnight.

I appreciate you tremendously and hope you have a wonderful holiday season.

- Patrick

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