

**Business objective: get a shopify store owner curious to work with me**

**1: Who am I writing to? Who is my avatar?**

- I'm writing to a guy who runs a Shopify store and sells hair care products to both men and women.

**2: Where are they now? What are they thinking feeling? Where are they inside my funnel? Etc**

- They make all of their socials strictly through their social presence
- They are most likely satisfied with their current earnings and have not explored different avenues of generating income
- They are a cold lead that I've contacted before but was ignored

**3: What actions do I want them to take at the end of my copy? Where do I want them to go?**

- At the end of my outreach, I want them to respond to me curious about working with me and exploring how email marketing could help add to their bottom line

**4: What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?**

- To persuade them to work with me, my copy should tease a dream state they could achieve with email marketing integrated into their business. And I can accomplish this in my copy by increasing their desire and certainty above the threshold to show that I am the guy who can help him reach the next dream state.

*(Bare in mind that this isn't my first time emailing this prospect so they got an idea of what I'm trying to offer them)*

**Read this first:**

So Gs, I've been following up with a prospect who does not currently use email marketing for their shopify store.

And I decided to send them a kinda nurturing email to show the benefits of email marketing for their store.

I would appreciate your thoughts on this.

Continue 🙌

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**Outreach:**

Hi \$firstname,

Almost 70% of online shoppers abandon their carts.

Not because they don't want to buy your products, but because they simply get distracted.

An email cart abandon sequence acts as a reminder, notifying your customers to return to the cart and complete their purchases.

This simple strategy ensures you don't leave money on the table and can easily increase your revenue on autopilot.

Reply “👍” if the email cart abandon sequence is something you'd like to take advantage of.

- Will