

Three campaigns, written to ship.

Finished spec samples for a Black Friday/Cyber Monday campaign, a welcome series and an abandoned-checkout flow, each with subject-line tests, timing, triggers, build notes and the strategy behind it.

01

KINDLEMOOR · WELLNESS

BFCM campaign

6 emails + 2 SMS, Nov 20 to 30.
An honest "one sale a year" story with real scarcity and compliant claims.

02

GRAVELPAW · PET

Welcome series

4 emails over 6 days. Founder voice, trust-building and a chew finder personalized by dog size.

03

KINDLEMOOR · WELLNESS

Abandoned checkout

3 emails over about 3 days.
Help first, objections answered, and a discount only where it's needed.

Kindlemoor

Fictional supplement brand: Evening Ritual (magnesium drink) and Steady Day (ashwagandha capsules).

Gravelpaw

Fictional pet brand: single-ingredient, air-dried dog chews and treats.

Spec work. Kindlemoor (supplements/wellness) and Gravelpaw (dog chews and treats) are **fictional brands** made up for these samples. They are not affiliated with any real company. Every product, price, policy and person in this document is invented. The samples contain **no customer reviews, testimonials or results**: where a real brand would put a verified review, the copy marks the slot and says how to fill it.

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How each email is documented

Every email below includes:

- **Send timing and trigger:** when it goes, to whom, and what starts or stops it in Klaviyo
- **Subject line (A)** plus an **alternate (B)** to A/B test
- **Preview text**
- **Body copy**, written ready to paste. `{{ ... }}` marks Klaviyo personalization tags with fallbacks.
- **CTA:** the button text and where it links
- **Layout and images:** short build notes for the designer or the Klaviyo editor

All times are **Eastern Time (ET)**. Each piece ends with **Strategy notes** explaining why it's built the way it is.

Brand A: Kindlemoor (fictional)

A small wellness brand making two daily supplements: one to wind down in the evening, one to steady the day. The voice is calm, warm and plain-spoken. It never hypes, and it's never clinical.

Evening Ritual	Powdered drink mix, honey-chamomile flavor. Magnesium glycinate (200 mg), L-theanine (200 mg), tart cherry powder. 30 servings. \$38
Steady Day	Capsules. Ashwagandha root extract (600 mg), vitamin B6, vitamin B12. 60 capsules (30 servings). \$34
The Full-Day Set	Evening Ritual + Steady Day. \$64 (normally \$72 bought separately)
Approved structure/function claims	Evening Ritual: "helps you unwind," "promotes a calm, relaxed state," "supports restful sleep." Steady Day: "helps the body manage everyday stress," "B vitamins support normal energy metabolism." All carry an asterisk to the DSHEA disclaimer.
Brand facts	Made in the USA in an FDA-registered facility that follows cGMP. Every batch is third-party tested for heavy metals and microbes, and the batch certificate (COA) is posted on the product page. 60-day empty-tin guarantee. Free shipping over \$50. Subscriptions are 15% off, and customers can skip, pause or cancel online anytime. Team of nine. Founder: Nora.
The sale	Kindlemoor runs one sale a year : BFCM. (This is true for the fictional brand. For a real client, confirm it before using the line.)

Sample 1: Kindlemoor BFCM campaign

"One Sale a Year": 6 emails + 2 SMS, Nov 20 to Nov 30, 2026

The offer (Tue Nov 24, 9:00 AM ET to Mon Nov 30, 11:59 PM ET)

- **25% off everything.** That includes the first order of a new subscription.
- **30% off the Full-Day Set** (\$44.80, normally \$64).
- **Free Ritual Mug** (hand-glazed ceramic) with orders of **\$75+**, for the **first 500 orders** only.
- **Cyber Monday only:** free shipping on every order, no minimum.
- **Early access:** email and SMS subscribers get Nov 24 to 26. The sale opens to the public on Black Friday, Nov 27.

Sale prices: Evening Ritual \$28.50 (reg. \$38) · Steady Day \$25.50 (reg. \$34) · Full-Day Set \$44.80 (reg. \$64)

#	Send (ET)	Email / SMS	Job
E1	Fri Nov 20, 10:00 AM	Teaser	Build anticipation and grow SMS sign-ups
E2	Tue Nov 24, 9:00 AM	Early access opens	Reward subscribers and capture the eager buyers
S1	Tue Nov 24, 12:00 PM	SMS: early access	Reach the highest-intent channel
E3	Fri Nov 27, 7:00 AM	Black Friday	Reach the full list and help each reader pick a product
E4	Sat Nov 28, 10:00 AM	Small Business Saturday gift guide	A new angle: gifting
E5	Mon Nov 30, 8:00 AM	Cyber Monday	Add free shipping and a last-day reason to buy
E6	Mon Nov 30, 8:00 PM	Last chance	Countdown and close
S2	Mon Nov 30, 7:00 PM local time	SMS: last call	Close via the highest-intent channel

Segmentation (all sends): Send to **engaged profiles**: anyone who opened or clicked in the last 90 days, or subscribed in the last 30. Suppress anyone with no engagement in 180+ days to protect deliverability. **From E3 onward, exclude anyone who has bought since Nov 24.** They get a separate one-email thank-you (outside this sample) instead of more sale pressure. Klaviyo Smart Sending is on, with a 10-hour window, except for E5/E6 on Monday.

E1: Teaser

Send timing and trigger: Campaign, Fri Nov 20, 10:00 AM ET, to the engaged segment.

Subject A: Our one sale of the year starts Tuesday

Subject B: Mark Tuesday. You'll want first pick.

Preview text: Subscribers get three days of early access before anyone else.

Body

Hi {{ first_name|default:'there' }},

We don't run many sales. We run one.

Starting **Tuesday, November 24**, everything at Kindlemoor will be **25% off**, and the **Full-Day Set will be 30% off**. Because you're on our list, you can shop for three days before the sale opens to everyone on Black Friday.

Early access matters this year for one reason: the **first 500 orders over \$75 get a free Ritual Mug**, hand-glazed and heavy enough to keep your evening drink warm. Once the mugs are gone, they're gone.

Three things you can do now:

1. **Make your list.** Have a look around, so on Tuesday you only have to click.
2. **Get a text when it opens.** SMS subscribers hear first. Takes ten seconds.
3. **Watch your inbox Tuesday at 9 AM ET.**

Already subscribe? You're automatically in. You can add one-time items to your next shipment at the sale price.

Talk soon,

Nora and the Kindlemoor team

CTA (primary): `Make my list` → /collections/all

CTA (secondary text link): `Text me when it opens` → SMS opt-in landing page (Klaviyo form with the TCPA consent language)

Layout and images: Reads almost like a letter: one column, generous white space. The hero image is the Evening Ritual tin and the Ritual Mug on a nightstand in warm dusk light. A small date badge in the corner reads "TUE · 11.24." **No prices or product grid**, so the curiosity carries over to Tuesday. The SMS link is styled as a soft secondary button under the list. Plain footer with address and unsubscribe.

E2: Early access opens

Send timing and trigger: Campaign, Tue Nov 24, 9:00 AM ET, to the engaged segment and all active subscription customers.

Subject A: You're in. Early access is open.

Subject B: 25% off everything, 3 days before everyone else

Preview text: Plus a free Ritual Mug on orders \$75+, while the first 500 last.

Body

You're in, {{ first_name|default:'friend' }}.

Our once-a-year sale is open, for subscribers only until Friday.

- **25% off everything**, including the first order of a new subscription
- **30% off the Full-Day Set:** \$44.80 (reg. \$64)
- **A free Ritual Mug** with orders of \$75 or more, for the first 500 orders
- **Free shipping over \$50**, as always

Evening Ritual: \$28.50 ~~\$38~~

Magnesium glycinate, L-theanine and tart cherry in a warm honey-chamomile drink. Made to help you unwind at the end of the day and support restful sleep.*

Steady Day: \$25.50 ~~\$34~~

Ashwagandha root extract with vitamins B6 and B12. Helps your body manage everyday stress, and the B vitamins support normal energy metabolism.*

The Full-Day Set: \$44.80 ~~\$64~~

One for the morning, one for the evening. Our biggest discount of the year.

Stocking up? The details, plainly: The sale price applies to the first order of a new subscription. After that, it renews at our usual 15% off, and you can skip, pause or cancel online anytime. No phone calls, no hoops.

Our 60-day promise: If it isn't for you, send back the empty tin and we'll refund you.

CTA: [Shop early access](#) → /collections/bfcm (product cards link to their product pages)

Footer (required): *These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. If you are pregnant, nursing, taking medication, or have a medical condition, talk to your healthcare provider before use.

Layout and images: The hero is a deep-plum band with the cream headline "You're in." and a small "Early access · Nov 24 to 26" label. Below it, a four-line offer summary on a cream card. Then three product cards in one column on mobile and three across on desktop. Each card has a clean packshot on a cream background, with the sale price in plum and the regular price struck through. **The struck-through prices must be prices Kindlemoor actually charged** (FTC guidance on former-price comparisons). The guarantee sits in a thin band with a small tin icon. The disclaimer goes in the footer at legible size: 11px minimum, not light gray on white.

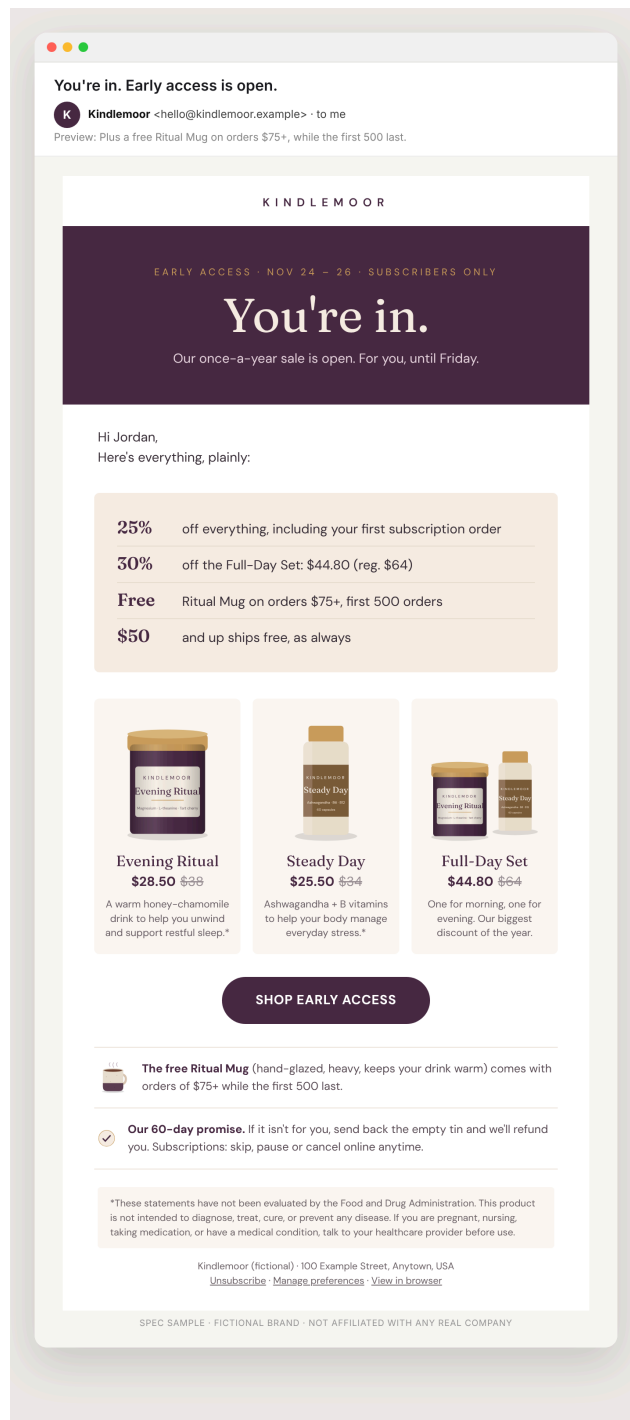


Figure 1. Kindlemoor BFCM E2, early access (desktop mockup). Packshots are illustrated placeholders; the client's product photography drops into the same slots.

S1: SMS, early access

Send timing and trigger: SMS campaign, Tue Nov 24, 12:00 PM ET, to SMS-consented profiles only, with quiet hours on. Noon ET lands at 9 AM PT.

Message (about 155 characters with a 14-character short link: 1 segment, no emoji, so it stays in the GSM character set):

Kindlemoor: Early access is open for you. 25% off everything + 30% off the Full-Day Set. Free mug on \$75+ (first 500). {short_link} Reply STOP to opt out

CTA: The short link goes to /collections/bfcm with UTM `utm_source=sms&utm_campaign=bfcm26_ea`.

Layout and images: None. Plain SMS keeps cost to one segment. An MMS with a mug photo is a reasonable A/B test if the client's SMS budget allows (MMS costs roughly 3x per message).

E3: Black Friday

Send timing and trigger: Campaign, Fri Nov 27, 7:00 AM ET, to the engaged segment, **excluding purchasers since Nov 24**.

Subject A: Black Friday: 25% off everything at Kindlemoor

Subject B: The sale we only run once is live

Preview text: Full-Day Set 30% off. Free mug over \$75 while they last.

Body

It's Black Friday, so your inbox is full. We'll keep this short.

25% off everything. 30% off the Full-Day Set. A free Ritual Mug on orders over \$75.

Through Monday, November 30, at 11:59 PM ET.

Not sure where to start? Pick the line that sounds like you.

"My evenings run long." → Evening Ritual, \$28.50

Stir a scoop into warm water or milk about an hour before bed. Magnesium and L-theanine help you wind down and support restful sleep.*

"My days run me." → Steady Day, \$25.50

Two capsules with breakfast. Ashwagandha helps your body manage everyday stress.*

"Honestly? Both." (It's usually both.) → The Full-Day Set, \$44.80

[REVIEW SLOT: one verified, unedited customer review pulled from the client's review app, used with the reviewer's permission. Pick a review about taste, routine or packaging. Do not use any review that describes a health outcome or condition.]

If the mugs run out before Monday, we'll say so in our next email. No fake countdowns here.

Try it for 60 days. If it isn't for you, we'll refund you.

CTA: `Shop Black Friday` → /collections/bfcm. Each "Pick your line" row is also a link to its product page.

Footer: DSHEA disclaimer and healthcare-provider note, as in E2.

Layout and images: The hero is a black-and-cream "BLACK FRIDAY" wordmark with "25% off everything" under it. It's rendered as live text over a background color, so the offer still shows when images are off. The

"Pick your line" section is the heart of the email: three tappable rows, each with a small product thumbnail on the left and the quote in a bigger serif. The review slot is a cream box with a placeholder outline. The guarantee band sits just above the footer.

E4: Small Business Saturday gift guide

Send timing and trigger: Campaign, Sat Nov 28, 10:00 AM ET, to the engaged segment, excluding purchasers since Nov 24. **A/B test the send time:** 10 AM vs. 7 PM, 20/80 split, with the winner chosen by placed-order rate after 4 hours.

Subject A: For the person who never sits down

Subject B: A small-business gift that's actually useful

Preview text: The Full-Day Set is 30% off, and we'll pack it gift-ready.

Body

Today is Small Business Saturday. We're a team of nine, and we pack every order ourselves. So here's our small-business gift guide, short on purpose.

For the friend who answers emails at midnight

Evening Ritual, \$28.50. A warm, honey-chamomile wind-down drink for the end of a long day.*

For the coworker who runs on lists

Steady Day, \$25.50. Two capsules with breakfast to help with the everyday stress of a full calendar.*

For the sibling who says they don't need anything

The Full-Day Set, \$44.80. Buy two (one for them, one for you) and the order passes \$75, so a Ritual Mug comes free while the first 500 last.

Gift details we've handled for you:

- Add a free handwritten gift note at checkout
- Prices are left off the packing slip
- Every order includes a full ingredient card, so your recipient knows exactly what's inside and can check with their healthcare provider if they'd like to
- **Order by Dec 14** for delivery by Dec 24 with standard shipping (contiguous US)

CTA: [Shop gifts](/collections/gifts) → /collections/gifts

Footer: DSHEA disclaimer and healthcare-provider note.

Layout and images: A gift-guide grid: three tiles, each a lifestyle photo of the product wrapped in kraft paper with a twine tag, with the recipient line as the tile headline. Below the tiles, a cream "Gift details" box with four small line icons (note, tag, card, truck). Use a warmer palette than the sale emails, so this reads as a new email and not a repeat.

E5: Cyber Monday

Send timing and trigger: Campaign, Mon Nov 30, 8:00 AM ET, to the engaged segment, excluding purchasers since Nov 24. Smart Sending is **off** for this send.

Subject A: Cyber Monday: free shipping on everything, today only

Subject B: Last day of our only sale, now with free shipping

Preview text: 25% off ends tonight at 11:59 PM ET. No minimum for shipping.

Body

Last day. One more thing added.

For Cyber Monday only, **shipping is free on every order**, with no minimum. That's on top of:

- 25% off everything
- 30% off the Full-Day Set (\$44.80)
- A free Ritual Mug on orders over \$75 [MUG STATUS LINE: choose one at send time from the real Shopify count. Option 1: "Mugs: about {N} left of 500." Option 2: "The mugs have all found homes. Thank you!"]

The sale ends tonight at 11:59 PM ET. We won't extend it, and we won't run another one until next November.

If you've been waiting for a sign, this is the least dramatic one we could write.

CTA: Shop Cyber Monday → /collections/bfcm

Footer: DSHEA disclaimer and healthcare-provider note.

Layout and images: The hero is a cream band with a big plum "Free shipping. Today only." and a small truck line icon. A compact three-row offer recap follows, with the mug-status line in italics. A single product row (three small packshots) leads to the button. The whole email fits in about 1.5 phone screens.

E6: Last chance

Send timing and trigger: Campaign, Mon Nov 30, 8:00 PM ET, to anyone in the engaged segment who **opened or clicked any BFCM email** and hasn't bought since Nov 24. It's a smaller, warmer audience, which protects sender reputation on the year's heaviest sending day.

Subject A: Closing at midnight ET

Subject B: Last call, {{ first_name|default:'friend' }}: 25% off ends tonight

Preview text: Our only sale of the year ends in four hours.

Body

{{ first_name|default:'Hi' }},

Quick one: our sale ends at **11:59 PM ET tonight**.

[LIVE COUNTDOWN TIMER: hours and minutes to 11:59 PM ET]

- Evening Ritual, \$28.50
- Steady Day, \$25.50
- The Full-Day Set, \$44.80
- Free shipping on every order, today only

Tomorrow, prices go back to normal.

Thanks for being here this week, whether you bought something or just read along.

Nora

CTA: `Shop before midnight` → `/collections/bfcm`

Footer: DSHEA disclaimer and healthcare-provider note.

Layout and images: Plain-text style: no hero, a signature-style sign-off, and one button. The only graphic is the live countdown timer (a hosted timer GIF from a tool like Sendtrac or MotionMail), set to the real deadline. It reads like a personal note, which stands out on a night of loud, image-heavy emails.

S2: SMS, last call

Send timing and trigger: SMS campaign, Mon Nov 30, **7:00 PM in each recipient's local time** (Klaviyo "send in recipient's local time"), to SMS-consented profiles who haven't bought since Nov 24. Quiet hours stay on. The deadline is midnight ET, so West Coast recipients still have 2 hours.

Message (about 138 characters with the short link, 1 segment):

Kindlemoor: Last call. 25% off everything ends at midnight ET tonight, plus free shipping today only.
{short_link} Reply STOP to opt out

CTA: The short link goes to `/collections/bfcm` with UTM `utm_source=sms&utm_campaign=bfcm26_lc`.

Strategy notes: why this campaign works

1. **One honest, reusable story.** "We run one sale a year" gives every email a reason to exist, and the reason is true. It sets up early access (E2), the "don't wait" logic (E5) and the close (E6) without invented urgency. Scarcity comes from **real** limits only: a fixed mug count, a stated end time and a countdown set to that time. Fake timers and phantom stock counts are deceptive under the FTC Act, and customers who spot one stop trusting the brand.
2. **Each send has one job and one new reason to open.** Teaser → access → choose → gift → free shipping → close. Repeating "25% off!" six times trains people to ignore the emails. A new angle each time keeps open rates up through Monday.
3. **E3 is a product-chooser, not a catalog.** Most BF emails list products. "Pick the line that sounds like you" lets the reader find the right product in one glance. That makes the decision easier, which is what turns a click into an order on a crowded day.

4. **The list grows SMS before the peak.** E1 asks for the SMS opt-in five days early, so S1 and S2 reach a bigger audience at the moments that matter most.
5. **Deliverability is part of the plan.** Engaged-only targeting, buyer exclusions from E3 on, and a smaller E6 audience all protect inbox placement at the riskiest time of year.
6. **Compliance builds trust and makes the brand look premium.** Every benefit is a structure/function claim with an asterisk to the DSHEA disclaimer. There's no "anxiety," "insomnia" or other disease language, no invented reviews, and strike-through prices only where the price was really charged. For a supplement brand, that's what keeps payment processors, ad accounts and the FTC away. It's also a big part of why a careful writer is worth hiring.
7. **Built to test.** Every email has an A/B subject line, and E4 tests send time. The client gets learnings for next year's sale as well as revenue from this one.

Brand B: Gravelpaw (fictional)

Single-ingredient, air-dried dog chews and treats. The voice is outdoorsy, upbeat and a little funny, written by people who are clearly dog people. Never preachy about "bad" pet food.

Products	Beef Trachea Chews (6-pack, \$18) · Lamb Ears (8-pack, \$16) · Salmon Skin Rolls (5 oz, \$14) · Trail Pack sampler: one of each plus Beef Lung Bites (\$22)
Brand facts	One ingredient per product. Beef and lamb come from pasture-raised animals on farms in the US and New Zealand; salmon is wild-caught in Alaska. Slow air-dried at low heat for 18+ hours. Every batch is tested for Salmonella before it ships. Calories per piece are on every product page.
Policies	Free shipping over \$40. Sniff Test Guarantee: if your dog turns their nose up, tell us within 30 days for a full refund (no return needed).
People	Founder Maya and her dog Juniper. Based in the Pacific Northwest.
Welcome offer	15% off the first order with a unique, single-use code valid for 7 days
Claims rule	No health or medical claims (for example "cleans teeth," "supports joints," "calms anxiety"). For pets, those turn a treat into an unapproved animal drug in the FDA's eyes. Talk about ingredients, sourcing, process and the dog's enjoyment instead.

Sample 2: Gravelpaw welcome series

4 emails over 6 days

Trigger: Profile subscribes to the "Newsletter" list via the site pop-up. The pop-up is a **two-step form**. Step 1 collects the email. Step 2 asks "What size is your dog?" (Small / Medium / Large, saved as the profile property `dog_size`) and optionally the dog's name (`dog_name`).

Flow filters: Profile has not placed an order since starting the flow. Buyers exit and move to the post-purchase flow, and E1 goes to everyone.

Code: A unique 15% code generated by Klaviyo's Shopify coupon integration, valid 7 days.

#	Timing	Email	Job
E1	Immediately	Welcome + code	Deliver the promise and set the tone
E2	Day 2	What "one ingredient" means	Build trust in the product
E3	Day 4	Chew finder (dynamic by dog size)	Help them pick the right product
E4	Day 6	Code expires tomorrow + guarantee	Make it safe to buy now

E1: Welcome + code

Send timing and trigger: Immediately after sign-up.

Subject A: Your 15% off is inside (plus a hello from Juniper)

Subject B: Welcome to the pack, {{ first_name|default:'friend' }}

Preview text: Your code is good for 7 days on your first order.

Body

Welcome to the pack.

Hi {{ first_name|default:'there' }}, I'm Maya. That's Juniper in the photo, our chief taste tester. She takes the job very seriously.

As promised, here's your code:

{% coupon_code 'GRAVELPAW_WELCOME15' %}

15% off your first order · expires in 7 days

What makes a Gravelpaw chew different is mostly what's *not* in it. Every chew is one ingredient: beef trachea is beef trachea, salmon skin is salmon skin. We slow air-dry them at low heat, test every batch before it ships, and that's it.

Not sure where to start? Most new customers start with the **Trail Pack** (\$22): one of each of our four chews, so your dog can vote.

Talk soon,

Maya & Juniper

CTA: Use my 15% off → /products/trail-pack, with the code auto-applied via a Shopify discount link (/discount/{code}?redirect=/products/trail-pack)

Below the button: *Always supervise your dog with chews, pick a size larger than their mouth, and keep fresh water nearby.*

Layout and images: The hero is a candid, slightly imperfect photo of Juniper (a scruffy mid-size dog) on a trail holding a lamb ear, which feels more like a real brand than a studio shot. The code sits in a dashed-border "ticket" box in trail orange with a copy-friendly monospace font. A single row of four small chew photos labels the Trail Pack contents. Maya's sign-off has a small round headshot. The footer has the brand address, unsubscribe and Instagram.

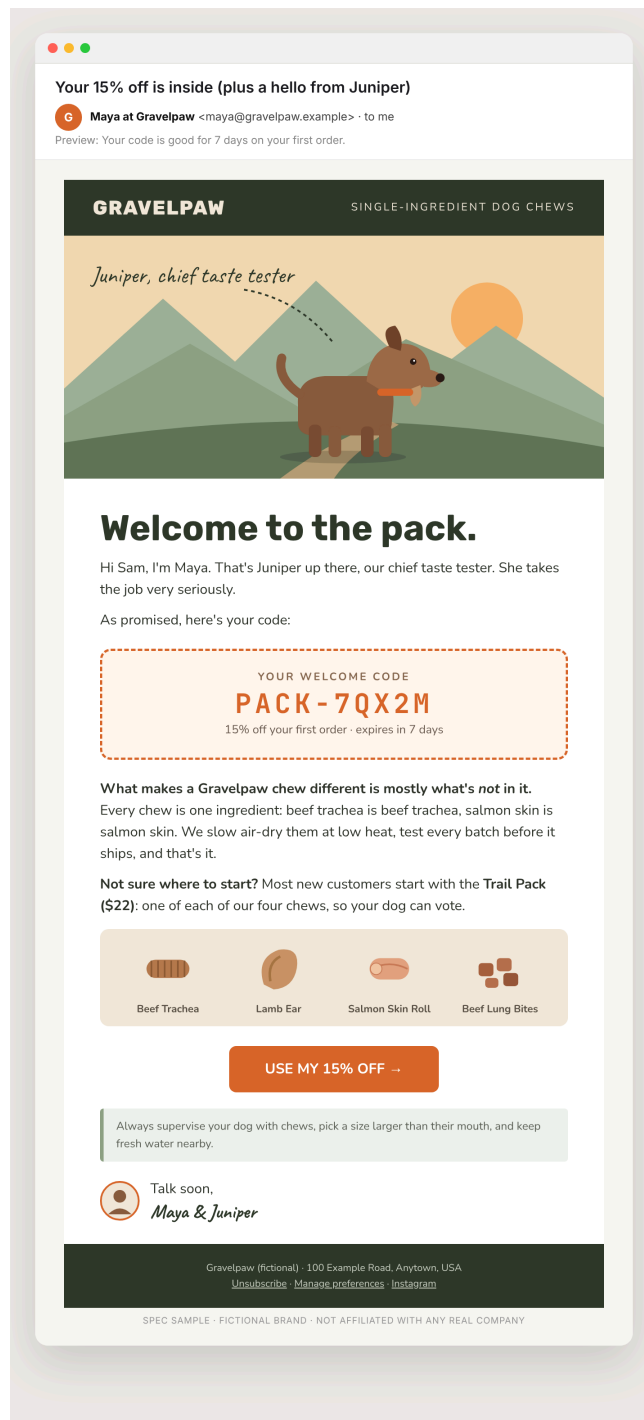


Figure 2. Gravelpaw welcome E1 (desktop mockup). The illustrated hero stands in for a real photo of the founder's dog. The code shown is an example of a unique Klaviyo-generated code.

E2: What "one ingredient" actually means

Send timing and trigger: Day 2 after E1 (wait 2 days, send at 10 AM in the recipient's local time), only if no order has been placed.

Subject A: What "one ingredient" actually means

Subject B: We read the label so you don't have to

Preview text: Where our chews come from, and how they're made.

Body

Most dog-treat bags have a long ingredient list on the back. Ours has one line.

Here's how a Gravelpaw chew gets from farm to fetch:

1 • Sourced, not "sourced."

Beef and lamb from pasture-raised animals on farms in the US and New Zealand. Salmon wild-caught in Alaska. We can tell you which region every batch came from.

2 • Air-dried slowly.

Low heat for 18+ hours. No smoke, no glazes, no added flavors, so the chew keeps the smell dogs go nuts for.

3 • Tested every time.

Every batch is tested for Salmonella before it ships. If a batch fails, it doesn't ship.

4 • Labeled honestly.

Calories per piece are on every product page, so it's easy to keep treats at about 10% of your dog's daily calories (the guideline many vets use).

Your 15% off is still waiting: `{% coupon_code 'GRAVELPAW_WELCOME15' %}`

CTA: `Shop single-ingredient chews` → `/collections/all`

Layout and images: A four-step vertical "trail map": a dotted line connects four numbered stops, each with a small photo (pasture, drying racks, lab clipboard, product label). Lots of white space and an earthy palette (sage, sand, trail orange). A slim code reminder banner sits above the footer.

E3: The chew finder (dynamic by dog size)

Send timing and trigger: Day 4 (2 days after E2), only if no order has been placed. The content block changes based on `dog_size`. If it's blank, the email shows all three sizes.

Subject A: Which chew is right for `{{ person.dog_name|default:'your dog' }}`?

Subject B: The 30-second chew guide

Preview text: It depends on how they chew, not just how big they are.

Body

Picking a chew is mostly about **how** your dog chews. Find yours:

The Nibbler. Takes it slow, savors everything.

→ **Salmon Skin Rolls (\$14).** Light, crunchy, very smelly (in a good way).

The Steady Chewer. Settles in with a chew for a while.

→ **Lamb Ears (\$16).** Soft, chewy texture with a mild flavor.

The Power Chewer. Treats every chew like a personal challenge.

→ **Beef Trachea Chews (\$18).** Our longest-lasting chew.

[DYNAMIC BLOCK, if dog_size = Small]

For small dogs: start with Salmon Skin Rolls or half a Lamb Ear, and supervise until you know their style.

[DYNAMIC BLOCK, if dog_size = Medium]

For medium dogs: Lamb Ears are the crowd favorite. Trachea for the serious chewers.

[DYNAMIC BLOCK, if dog_size = Large]

For large dogs: go straight to Beef Trachea, and take chews away once they're small enough to swallow whole.

Still can't decide? The **Trail Pack (\$22)** has all four. Let your dog pick.

Three safety rules we live by: supervise every chew, choose a piece bigger than their mouth, and keep water nearby.

CTA: Find {{ person.dog_name|default:'your dog' }}'s chew → /collections/all, with secondary text link Or get the Trail Pack → /products/trail-pack

Layout and images: Three tappable "chewer type" cards, each with a playful line illustration (a dog delicately nibbling; a dog lying down with a chew; a dog with its head tilted at a chew). The matching product photo sits on the right of each card. The dynamic size tip is a sage-green callout box. Keep the email skimmable: one screen per chewer type on mobile.

E4: Code expires tomorrow + guarantee

Send timing and trigger: Day 6 (2 days after E3), only if no order has been placed. The code expires on day 7, so the deadline in this email is real.

Subject A: Your 15% off ends tomorrow

Subject B: Last call for your code (and our Sniff Test Guarantee)

Preview text: And if your dog turns their nose up, it's on us.

Body

Hi {{ first_name|default:'there' }},

Quick heads-up: your 15% off code **{% coupon_code 'GRAVELPAW_WELCOME15' %}** expires tomorrow.

If you're on the fence, here's the part that should make it easy:

The Sniff Test Guarantee. If {{ person.dog_name|default:'your dog' }} turns their nose up at anything you order, tell us within 30 days and we'll refund you. You don't need to ship anything back.

We can offer that because we've never met a dog who could ignore a slow-dried lamb ear. Even so, every dog is their own critic, and you shouldn't be stuck paying for a chew they won't touch.

The easy first order: Trail Pack, \$22 → **\$18.70 with your code.** Shipping is free over \$40.

CTA: Use my code before it expires → discount link with the code auto-applied, redirecting to /products/trail-pack

Layout and images: Simple and warm. A small "ends tomorrow" tag above the headline. A badge-style "Sniff Test Guarantee" seal (a nose plus a check mark) beside the guarantee paragraph. One product image of the Trail Pack contents laid out on a wooden table. **No countdown timer:** it's a gentle nudge, not a fire sale.

Strategy notes: why this welcome series works

1. **It pays off the sign-up instantly.** E1 delivers the code in the first screen. Welcome emails are usually a brand's most-opened automated email, so the brand's first impression lands while attention is highest.
2. **A real person and a real dog.** Maya and Juniper turn a faceless store into "the people who make my dog's chews." In pet, people buy from people who clearly love dogs.
3. **Trust before the hard sell.** E2 answers the question every careful pet owner has (what's in this, and is it safe?) using checkable facts: sourcing regions, drying time, batch testing, calories. There are no health claims, which also keeps the brand clear of FDA trouble over unapproved animal-drug claims.
4. **The pop-up does double duty.** One extra question ("What size is your dog?") makes E3 personal and gives the client a segmentation field for every future campaign. It's a small build step with a payoff that compounds.
5. **Decision help, not more discounts.** E3 lowers the "which one?" barrier with chewer types, which is more fun and more useful than a product grid. The Trail Pack gives anyone still unsure an easy default.
6. **An honest deadline, made safe.** E4's urgency is real (the code really expires), and the Sniff Test Guarantee removes the remaining risk. Urgency plus a guarantee is the classic close, done without pressure.
7. **It doesn't over-send.** Four emails in six days, and buyers exit immediately, so the flow converts without burning out new subscribers.

Sample 3: Kindlemoor abandoned-checkout flow

3 emails over about 3 days

Trigger: Shopify metric **Checkout Started**, the most reliable cart event because Shopify has the email address at that point. A separate "Added to Cart" browse-abandonment flow can be added later.

Flow filters:

- **Placed Order** zero times since starting this flow. Buyers exit immediately.
- **Not in this flow in the last 7 days**, so repeat cart-builders don't get spammed.
- Email consent required.

Dynamic content: a Klaviyo cart block using `event.extra.line_items` (image, product name, quantity, price) and a "return to checkout" link to `{{ event.extra.checkout_url }}`.

#	Timing	Email	Job
E1	1 hour after checkout started	Gentle reminder	Catch people who were simply interrupted
E2	24 hours after E1	Honest FAQ	Answer the objections that stop supplement buyers
E3	48 hours after E2 (conditional split)	Small incentive, or a final reminder	Win back price-sensitive shoppers without training everyone to wait for a code

E1: Gentle reminder

Send timing and trigger: 1 hour after Checkout Started.

Subject A: Your Evening Ritual is right where you left it

Subject B: Saved your cart, `{{ first_name|default:'friend' }}`

Preview text: No rush. Here's your cart, plus a real person if you have questions.

Subject A uses Klaviyo's first-line-item tag `{{ event.extra.line_items.0.product.title }}` so the product name matches what's actually in the cart.

Body

Hi `{{ first_name|default:'there' }}`,
Looks like you were most of the way through checkout when life happened. We saved your cart:
`[CART BLOCK: product image · name · quantity · price]`

Three quick things, in case they help:

- **What's inside:** the full ingredient list and amounts are on every product page, with the batch test certificate.

- **How it fits your day:** Evening Ritual is a warm drink about an hour before bed. Steady Day is two capsules with breakfast.
- **The 60-day promise:** if it isn't for you, send back the empty tin and we'll refund you.

Questions? Just reply to this email. A real person on our team reads every one, usually within a business day.

Nora

CTA: Return to my cart → `{{ event.extra.checkout_url }}`

Footer: DSHEA disclaimer and healthcare-provider note.

Layout and images: Clean and personal. The header is a small logo only. The dynamic cart block is the visual focus: product image, name and price in a bordered cream card. Below it, three short trust lines with small icons (list, sun/moon, tin). One plum button. No discount, no countdown.

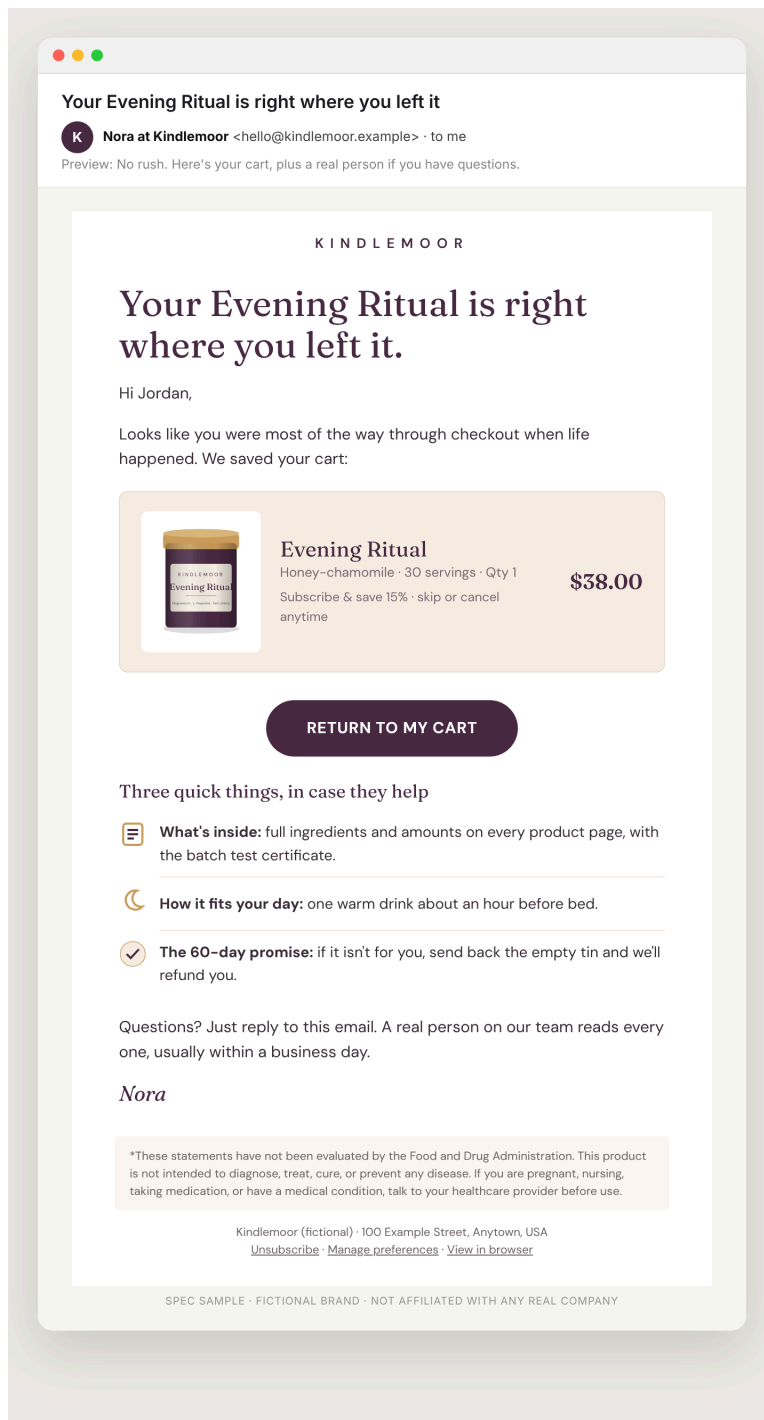


Figure 3. Kindlemoor abandoned-checkout E1 (desktop mockup). The cart card is Klaviyo's dynamic line-item block, filled here with example data.

E2: Honest FAQ

Send timing and trigger: 24 hours after E1, if no order has been placed.

Subject A: "Will it taste like a vitamin?" (and 4 other fair questions)

Subject B: Before you decide: 5 honest answers

Preview text: What's in it, how it tastes, and how easy it is to cancel a subscription.

Body

Buying a supplement online should come with answers. Here are the five questions we get most:

1. Does Evening Ritual taste like a vitamin?

No. It tastes like honey–chamomile tea. Mix it in warm water or warm milk. Some people add a splash of vanilla.

2. Can I take Evening Ritual and Steady Day together?

They're designed for different times of day: Steady Day with breakfast, Evening Ritual in the evening. That's why we sell them as a set.

3. How do I know what's actually in it?

Every batch is third-party tested for heavy metals and microbes, and the certificate for each batch is posted on the product page. Our products are made in an FDA-registered facility that follows current Good Manufacturing Practices.

4. If I subscribe, am I stuck?

No. Skip, pause or cancel online in a couple of clicks. No calls, no "retention offers" maze.

5. Is it right for me?

If you're pregnant, nursing, taking medication or managing a health condition, please check with your healthcare provider before starting any supplement, including ours. We'd rather you ask.

Still have a question? Reply to this email. It comes straight to our team.

[CART BLOCK]

CTA: Finish checking out → `{{ event.extra.checkout_url }}`

Footer: DSHEA disclaimer and healthcare-provider note.

Layout and images: A clean FAQ with each question in a bold serif and short answers in sans-serif, separated by thin rules. One supporting image: a photo of Evening Ritual being stirred into a mug, next to Q1. The cart block and button sit at the bottom, after the objections are answered.

E3: Last reminder (conditional split)

Send timing and trigger: 48 hours after E2, if no order has been placed. **Conditional split:**

- **Path A (incentive):** the profile has **not** used a discount code in the last 60 days, **and** cart value is **\$30+**. They get the 10% code below.
- **Path B (no incentive):** everyone else gets the same email without the code, with the guarantee as the lead.

Subject A (Path A): 10% off your cart, good for 48 hours

Subject B (Path A): One last thing before we let your cart go

Subject (Path B): Your cart is still saved, plus our 60-day promise

Preview text: A small thank-you for considering us. Your code works for the next 48 hours.

Body (Path A)

Hi {{ first_name|default:'there' }},

This is the last email we'll send about your cart.

If price was the hold-up, here's a small thank-you for considering us:

{% coupon_code 'KM_CART10' %}

10% off your order · works for the next 48 hours · one use

[CART BLOCK]

And as always: try it for 60 days. If it isn't for you, we'll refund you.

If now isn't the right time, that's completely fine. We'll be here.

Nora

Path B uses the same body without the code paragraph. The 60-day promise moves up to the second paragraph.

CTA: Use my 10% off (Path A) / Return to my cart (Path B) → {{ event.extra.checkout_url }}. For Path A, the code is pre-applied through a Shopify discount link.

Footer: DSHEA disclaimer and healthcare-provider note.

Layout and images: Short and simple. For Path A, the code sits in a soft plum dashed box, followed by the cart block and button. No hero image. The quiet "we'll be here" sign-off is the emotional close.

Strategy notes: why this flow works

1. **It starts with help, not a discount.** Plenty of checkouts are abandoned because something interrupted the shopper, not because of price. E1 (1 hour) catches them at full price. Discounting in the first email teaches customers to abandon carts on purpose.
2. **E2 answers the objections specific to supplements:** taste, timing, what's really inside, being locked into a subscription, and "is this safe for me?" Answering the last one honestly ("check with your provider") builds trust, and it's the compliant answer.
3. **The incentive goes only where it's needed.** The conditional split gives the 10% code only to profiles that haven't recently used a discount and have a meaningful cart. That protects margin and keeps the list from learning to wait for codes.
4. **"Reply to this email" is a conversion tool.** A reply goes straight to a real inbox, so hesitant buyers can ask in writing, and it gives the client a steady source of copy for future FAQ sections.
5. **Built-in protection against over-sending.** Exit on purchase, a 7-day re-entry block and a hard stop after three emails mean the flow converts without creating complaints or unsubscribes.
6. **Compliant by default.** Claims stay within structure/function language, the DSHEA disclaimer appears in every footer, and there are no reviews or results, so the client can turn the flow on without a legal re-write.

Compliance checklist used for every sample

Supplement copy (FTC + FDA/DSHEA)

- ✓ Only **structure/function** claims ("supports," "helps," "promotes" plus a normal body function). **No disease claims:** no "anxiety," "insomnia," "depression," "treats," "cures," "prevents" or "heals," and no implied disease claims through imagery or wording.
- ✓ Every claim is marked with an **asterisk**, and the email carries the standard **DSHEA disclaimer**: *"These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease."*
- ✓ A **healthcare-provider note** for pregnant/nursing readers, readers on medication and readers with medical conditions (strongly advised for ashwagandha and similar botanicals).
- ✓ **No fake reviews, testimonials, or results.** Review slots are marked for **verified, unedited, permissioned** reviews only, never reviews that describe health outcomes (the FTC's 2024 rule banning fake reviews and testimonials, plus the FTC Endorsement Guides).
- ✓ No "clinically proven" or study claims unless the client has competent and reliable scientific evidence for that exact product and claim (FTC Health Products Compliance Guidance).
- ✓ **Former-price comparisons** ("reg. \$38") only where that price was genuinely charged. Scarcity and deadlines are real: a fixed mug count, a stated end time and a countdown set to that time.

Pet copy (FDA Center for Veterinary Medicine)

- ✓ No health, dental, joint, calming or medical claims for treats. The copy talks about ingredients, sourcing, process, testing and enjoyment.
- ✓ Safety guidance: supervise chews, choose the right size, provide water, keep treats to about 10% of daily calories.

Email & SMS law

- ✓ **CAN-SPAM:** accurate From and subject lines, a physical postal address and a working unsubscribe link in every footer.
- ✓ **SMS (TCPA and carrier rules):** sent only to profiles with express written SMS consent, brand name at the start of every message, "Reply STOP to opt out" in every message, quiet hours on (no sends before 8 AM or after 8 PM recipient local time).
- ✓ **Inbox deliverability:** engaged-segment targeting and one-click unsubscribe headers (Klaviyo default), in line with Gmail/Yahoo bulk-sender rules.

This checklist reflects standard industry practice and is not legal advice. Clients in regulated categories should have final copy reviewed by their own counsel.

Spec samples by Gavin DiMartino · Email & SMS copy for Shopify + Klaviyo brands · Async, no meetings · [reorderink.com](mailto:hello@reorderink.com) · hello@reorderink.com

Kindleemoor and Gravelpaw are fictional brands. Any resemblance to real companies is unintended.