

About the Project: This was an email on behalf of a health supplements company that was sent to customers who put an item in their cart and left the site without completing their purchase.

It was the third in a series of three — the first was a simple reminder a few hours after the abandonment, the second was an FAQ email to address any unanswered questions they may have (sent the next day), and this was two days later. This was the only one with a special offer.

Subject: Would Free Shipping Change Your Mind?

Hey [name],

I noticed that you added some items to your shopping cart, but you didn't complete your purchase.

I hope you had a chance to read the FAQ email we sent yesterday. Did it answer any questions you might have had? If not, simply reply to this email — a real human will get back to you in 24 hours or less.

I just wanted to take this moment to reassure you that, at Valor Health, our #1 concern is always the well-being of our customers. I believe our products can change lives (and our 600,000+ satisfied customers seem to agree), and I would hate for you to miss out on what our supplements can do for you.

I'm confident that, if you try our supplements for yourself, you'll see what an amazing difference they can make in how you feel. That's why, if you complete your order in the next 24 hours, **I'm willing to eat the shipping costs.**

Why would I do that? Simple — after a month of taking our products, I believe you'll have more energy, be more focused, and just plain feel better. Many of our first-time customers become customers for life — so why *wouldn't* I want that for you?

Obviously, I can't do this forever, and our products sell out fast. [Click here](#) to secure your order and lock in your free shipping now.

Jeff Locke
Founder,
Valor Health