

EMAIL SEQUENCE SWIPE FILE

Complete Email Templates + AI Prompt Framework

By Advanced Marketing | Shopify Branding Blueprint

All prompts and templates are fully copyable

How to Use This Swipe File

Maximize your email marketing with proven templates

This Email Sequence Swipe File contains battle-tested email templates used by 7-figure Shopify brands. Each template includes the complete email copy you can customize, plus an AI prompt to generate variations using your brand voice.

IMPORTANT: Before generating emails with AI, upload your Brand Guidelines document to ChatGPT, Claude, or Gemini to ensure consistent voice, tone, and messaging.

The AI Prompt Framework

1. Upload your Brand Guidelines PDF to ChatGPT/Claude/Gemini
2. Copy the prompt provided with each email template
3. Customize the variables (product name, offer details, etc.)
4. Generate and refine until it matches your brand voice
5. Export to Canva for beautiful email designs

Welcome Email Sequence

5 emails to turn subscribers into customers

EMAIL 1: The Warm Welcome (Send Immediately)

--- Email Template (Copy Below) ---

SUBJECT: Welcome to [Brand Name] - Here's your [discount/gift]

Hey [First Name],

Welcome to the [Brand Name] family! We're so excited you're here.

As a thank you for joining us, here's your exclusive [X]% off code: WELCOME[X]

At [Brand Name], we believe [core brand belief/mission]. Every product we create is designed to [key benefit].

Here's what you can expect from us:

- Exclusive offers before anyone else
- Behind-the-scenes content
- Tips on [relevant topic]
- First access to new drops

Ready to shop? Use code WELCOME[X] at checkout.

[CTA Button: Shop Now]

Talk soon,

[Founder Name]

P.S. This code expires in 48 hours - don't miss out!

--- End of Email Template ---

--- AI Prompt for Welcome Email (Copy Below) ---

You are an expert email copywriter. Using the brand guidelines I've uploaded, write a warm welcome email for new subscribers.

Variables to include:

- Brand name: [YOUR BRAND]
- Discount code: [YOUR CODE]
- Discount amount: [X]%
- Expiration: 48 hours

Tone: Match my brand guidelines (warm/playful/professional)

Length: 150-200 words

Include: Subject line, preview text, and clear CTA

Make it feel personal and genuine, not salesy.

--- End of AI Prompt for Welcome Email ---

Welcome Sequence Continued

Emails 2-3: Build Trust & Desire

EMAIL 2: Our Story (Send Day 2)

--- Email Template (Copy Below) ---

SUBJECT: Why I started [Brand Name]...

Hey [First Name],

I wanted to share something personal with you.

[Brand Name] didn't start in a boardroom. It started [origin story - problem you faced].

I was frustrated because [pain point]. Every solution I tried [what failed]. That's when I decided to create something different.

[Product/Brand] was born from [key insight or breakthrough moment].

Today, we've helped [number] customers [achieve outcome], and we're just getting started.

Here's what makes us different:

- [Differentiator 1]
- [Differentiator 2]
- [Differentiator 3]

Your welcome discount is still active! Use code WELCOME[X] before it expires.

[CTA: Shop Our Bestsellers]

Cheers,

[Founder Name]

--- End of Email Template ---

Welcome Email 3

Social Proof

EMAIL 3: Social Proof (Send Day 4)

--- Email Template (Copy Below) ---

SUBJECT: See what [Number]+ customers are saying...

Hey [First Name],

Don't just take our word for it...

"[Customer testimonial 1 - specific result]" - [Name], [Location]

"[Customer testimonial 2 - emotional benefit]" - [Name], [Location]

"[Customer testimonial 3 - comparison to alternatives]" - [Name], [Location]

Join [number]+ happy customers who've discovered [key benefit].

Still have your welcome discount? It expires [timeframe]!

[CTA: Join Them - Shop Now]

--- End of Email Template ---

--- AI Prompt for Social Proof Email (Copy Below) ---

Using my brand guidelines, create a social proof email featuring customer testimonials.

Include:

- Subject line that highlights the number of happy customers
- 3 testimonial slots (I'll fill in real reviews)
- Each testimonial should highlight: specific result, emotional benefit, or comparison
- Reminder about welcome discount
- Clear CTA

Tone: Confident but not boastful

Length: 100-150 words

--- End of AI Prompt for Social Proof Email ---

Abandoned Cart Recovery

3-email sequence to recover 15-30% of lost sales

CART EMAIL 1: The Gentle Reminder (1 Hour After)

--- Email Template (Copy Below) ---

SUBJECT: Did something go wrong?

Hey [First Name],

I noticed you left something behind...

[Product Image]

[Product Name] - \${Price}

No worries - your cart is saved and waiting for you.

Was there something holding you back?

- Questions about the product?
- Shipping concerns?
- Just got distracted?

Whatever it is, I'm here to help. Just reply to this email!

[CTA: Complete Your Order]

- [Name/Brand]

P.S. Items in your cart aren't reserved and could sell out!

--- End of Email Template ---

Abandoned Cart Continued

Email 2: Add Value

CART EMAIL 2: Add Value (24 Hours After)

--- Email Template (Copy Below) ---

SUBJECT: [Product Name] is getting lonely in your cart

Hey [First Name],

Your [Product Name] is still waiting...

Here's why [number]+ customers love it:

- ' [Key benefit 1]
- ' [Key benefit 2]
- ' [Key benefit 3]

Plus, you'll get:

- Free shipping on orders over \$[X]
- [Guarantee] guarantee
- [Bonus if applicable]

[CTA: Finish Checking Out]

Still on the fence? Check out these reviews:

"[Short powerful review]" - Verified Buyer

--- End of Email Template ---

Abandoned Cart Final

Email 3: Create Urgency

CART EMAIL 3: Create Urgency (48-72 Hours After)

--- Email Template (Copy Below) ---

SUBJECT: Last chance: [X]% off expires tonight

[First Name],

I wanted to give you one last heads up...

Your cart (and your exclusive [X]% discount) expires at midnight.

[Product Image]
[Product Name] - \${Original} !' \${Discounted}

Use code: CART[X]

After tonight, it's back to full price.

[CTA: Claim Your Discount Now]

Not ready yet? No problem - but I'd hate for you to miss out on these savings.

See you on the inside,
[Name]

--- End of Email Template ---

--- AI Prompt for Abandoned Cart Sequence (Copy Below) ---

Using my brand guidelines, create a 3-email abandoned cart sequence.

Email 1 (1 hour): Helpful, no discount, just remind
Email 2 (24 hours): Add social proof and benefits
Email 3 (48-72 hours): Urgency with discount code

Product: [PRODUCT NAME]
Price: [PRICE]
Discount code: CART[X] for [X]% off
Brand voice: Reference uploaded brand guidelines

For each email include:

- Subject line (under 50 chars)
- Preview text
- Body copy (100-150 words)
- Clear CTA

Make it feel personal, not salesy.

--- End of AI Prompt for Abandoned Cart Sequence ---

Post-Purchase Follow-Up

Turn buyers into repeat customers

POST-PURCHASE EMAIL 1: Order Confirmation+ (Immediately)

--- Email Template (Copy Below) ---

SUBJECT: You made an amazing choice!

Hey [First Name]!

Your order is confirmed and we're doing a happy dance over here!

Order #[Number]
[Product details]

What happens next:

1. We're preparing your order with care
2. You'll get a shipping notification with tracking
3. Your [product] arrives in [X-X] days

While you wait, here's how to get the most out of your purchase:

- [Tip 1 - how to use/style/apply]
- [Tip 2]
- [Bonus resource link]

Questions? Just reply to this email - I read every one.

Thank you for supporting [Brand Name]!

[Founder signature]

--- End of Email Template ---

Review Request & Win-Back

Get reviews and re-engage customers

REVIEW REQUEST (7-14 Days After Delivery)

--- Email Template (Copy Below) ---

SUBJECT: How's your [Product Name]?

Hey [First Name],

It's been about a week since your [Product Name] arrived...

How are you liking it?

Your feedback helps us improve AND helps other customers make confident decisions.

Would you take 30 seconds to leave a review?

[CTA: Leave a Review] !' [Direct link to review page]

As a thank you, here's [X]% off your next order: THANKYOU[X]

Your honest opinion means the world to us!

[Founder Name]

P.S. Snap a photo with your [product] and tag us @[handle] - we love featuring our customers!

--- End of Email Template ---

WIN-BACK EMAIL (60-90 Days Inactive)

--- Email Template (Copy Below) ---

SUBJECT: We miss you, [First Name]...

Hey [First Name],

It's been a while since we've seen you, and honestly? We miss you.

A lot has happened since your last visit:

- [New product/collection launch]
- [Improvement or update]
- [Exciting news]

We'd love to welcome you back with something special:

[X]% OFF your next order
Code: MISSYOU[X]

Valid for the next 7 days.

[CTA: See What's New]

Hope to see you soon!

[Brand Name] Team

--- End of Email Template ---

Product Launch Sequence

3-email sequence to maximize launch sales

LAUNCH EMAIL 1: The Teaser (3-5 Days Before)

--- Email Template (Copy Below) ---

SUBJECT: Something big is coming...

[First Name],

I've been keeping a secret, and I can't hold it in anymore.

We've been working on something special for the past [timeframe]...

[Hint about the product without revealing everything]

It's designed for [target customer] who wants [key desire].

Mark your calendar: [Launch Date]

Subscribers get EARLY ACCESS + an exclusive launch discount.

Want a sneak peek?

[CTA: Get on the VIP List]

More details coming soon...

[Founder Name]

P.S. Reply and tell me - what would make this product perfect for you?

--- End of Email Template ---

Product Launch Continued

The Reveal

LAUNCH EMAIL 2: The Reveal (Launch Day)

--- Email Template (Copy Below) ---

SUBJECT: IT'S HERE: Introducing [Product Name]

[First Name], the wait is over!

Introducing [Product Name] - [one-line description]

[Hero product image]

I created this because [problem it solves].

Here's what makes it special:

- [Feature 1] !' [Benefit 1]
- [Feature 2] !' [Benefit 2]
- [Feature 3] !' [Benefit 3]

LAUNCH SPECIAL: First 48 hours only
[X]% off with code LAUNCH[X]

[CTA: Shop Now - Limited Time]

[Number] already sold in the first hour!

--- End of Email Template ---

Holiday & Promotional Templates

Ready-to-customize seasonal campaigns

BLACK FRIDAY / MAJOR SALE

--- Email Template (Copy Below) ---

SUBJECT: [X]% OFF EVERYTHING - Our biggest sale ever

[First Name],

This is it. Our BIGGEST sale of the year.

[X]% OFF SITEWIDE

No exclusions. No minimum.

Code: [SALECODE]

Shop by category:

!' [Category 1] - up to [X]% off

!' [Category 2] - up to [X]% off

!' [Category 3] - up to [X]% off

[CTA: Shop the Sale]

#ð Ends [Date] at midnight

Ø=ÞŠ Free shipping on \$[X]+

Don't wait - bestsellers sell out FAST.

[Brand Name]

--- End of Email Template ---

FLASH SALE (24-48 Hours)

--- Email Template (Copy Below) ---

SUBJECT: &j FLASH SALE: [X]% off for 24 hours only

[First Name],

Surprise! We're doing something we almost never do...

FLASH SALE: [X]% OFF

Starts NOW. Ends tomorrow at [Time].

Why the random sale? [Give a fun/honest reason]

Use code: FLASH[X]

[CTA: Shop Before It's Gone]

Set your alarm - this won't last!

[Brand Name]

--- End of Email Template ---

Master AI Prompt Framework

Generate unlimited email variations

This master prompt works with ChatGPT, Claude, and Gemini. Always start by uploading your Brand Guidelines document for consistent voice.

--- Master Email Generation Prompt (Copy Below) ---

You are an expert email copywriter specializing in ecommerce and Shopify brands. I've uploaded my Brand Guidelines - use them to match my voice, tone, and messaging style.

TASK: Create a [EMAIL TYPE] email for my Shopify store.

BRAND DETAILS:

- Brand name: [YOUR BRAND]
- Industry: [YOUR NICHE]
- Target audience: [DESCRIBE YOUR IDEAL CUSTOMER]
- Brand voice: [Reference the uploaded brand guidelines]
- Unique selling proposition: [WHAT MAKES YOU DIFFERENT]

EMAIL SPECIFICS:

- Purpose: [GOAL - welcome, recover cart, promote, etc.]
- Product/Offer: [WHAT YOU'RE PROMOTING]
- Discount (if any): [CODE AND AMOUNT]
- Urgency: [DEADLINE IF APPLICABLE]
- Key benefits to highlight: [TOP 3 BENEFITS]

REQUIREMENTS:

1. Subject line (under 50 characters, create 3 options)
2. Preview text (under 90 characters)
3. Email body (150-250 words)
4. Single clear CTA
5. P.S. line for extra urgency or value
6. Match the exact voice from my brand guidelines

FORMAT: Write in a conversational, scannable format with short paragraphs. Make it feel personal, not corporate.

--- End of Master Email Generation Prompt ---

Exporting to Canva

Turn your email copy into beautiful designs

Step-by-Step Canva Workflow

1. Generate your email copy using the AI prompts above
2. Open Canva and search for "Email Newsletter" templates
3. Choose a template that matches your brand aesthetic
4. Replace placeholder text with your AI-generated copy
5. Upload your brand assets (logo, fonts, colors)
6. Add product images from your Shopify store
7. Export as HTML for Klaviyo/Mailchimp, or as image

Gemini Image Generation Tip

Use Google Gemini to generate custom email graphics with this prompt:

--- Gemini Image Prompt (Copy Below) ---

```
Create a [style] email header image for a [niche] brand promoting [offer].  
Use colors: [your brand colors].  
Style: [modern/minimal/bold/playful].  
Include text: [headline].  
Dimensions: 600x200 pixels.
```

--- End of Gemini Image Prompt ---

Start Sending Emails That Convert

Remember: Upload your Brand Guidelines before generating.

Consistency is key to building trust.

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