

The Ultimate No B.S. E-Commerce Email Flows Guide

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Hey there!

I'm Alin Dragu — Co-Founder of Dragu Fitterman & Co. — An email marketing agency for e-Commerce brands.

What you have in your hand right now is incredibly special.

It's something I would paid a tremendous amount of moolah for, had it existed years ago when I started writing copy for eCom brands.

Now knowing how much this content has made my clients (\$32M+ and counting...) and made myself (I literally paid off TWO cars with one commission check from setting up flows).

I believe you'll reap even more rewards from it... as I've fine-tuned it over what truly works :)

So yes, I know you'll get a ton of value from it because
I've personally experienced it.

But just a heads up, the way I've written this guide is less of a A-Z style format where you read it start to finish but more of a "pick your own adventure" format.

As a copywriter, you'll come across all kinds of clients in the eCom space.

Some have all these flows setup but they're not performing well. Great! You can A/B test them.

Some will have just a few flows setup but not all of them. Even better — you'll blow their minds when you set up more.

Some will have none of these flows setup at all.

Perfect! You can put on your AirPods Max and burn the midnight oil for a few weeks until... they're sending you “👾 👾” text messages treating you like a revenue angel sent from Heaven.

(That's a real text message I got haha)

But anywho — enough wetting your beak!

Let's dive in...

Good To Knows

1. The Email Templates Are NOT Plug-and-Play

Even though each flow is fully written and pre-structured. Do not copy & paste them. *Your best results will come from customizing them* to your client's unique objections, product, audience, and voice. The goal of the template is to show YOU the copywriter what techniques work, how they work and structures that crush.

2. They Are Written Like It's for AG1 (On Purpose)

The emails in this guide are modeled on the voice, offer, and positioning of AG1—because it's a widely recognized, highly-trusted eCom brand. That makes it easier to understand the *why*

behind the copy. You can adapt this tone to health, fitness, wellness, coffee, CPG, or any great eCom brand.

3. You're Not Writing to Copywriters

You may read these emails and think — “*This copy isn't mind blowing!*” — we're not going for mind blowing, we're focused on *what works*. And these flows just work. Make sure you walk in with a mindset that your writing for a completely different industry than copywriters.

4. Flows Don't Fix The Offer or List

A classic copywriting rule is that 50% of your results come from the quality of your list, 30% from the offer, 20% from the copy. Before you implement these flows for your clients, make sure they have a great email list and a quality offer. Otherwise, it will all fall apart. Believe me... I learned that the hard way. But with a great list & great offer — these flows will take off like a rocket for you.

5. Market Research is King

With these emails in your hands, the best use of your time is now *market research*. That will give you the competitive edge to that the structures & persuasion techniques used in these emails and know exactly what to replace them with.

Persuasion Techniques You Will See In These Flows

1. Send from the Founder (Not the Brand)

Almost every email is written from “Chris, Founder of AG1.” This builds trust, feels more human, and increases reply rates. People connect with people—not logos.

2. Tight Deadlines on Offers

I use tight specific deadlines (e.g. “expires in 48 hours”) to move the reader from thinking to buying. Urgency increases revenue.

3. Use Simple Text Emails (Not Overdesigned Templates)

Most of the emails feel like a 1-to-1 message from a real person. No big headers, no fancy layout. This increases deliverability too — especially in flows like Cart, Checkout, and Winback. It’s okay to sprinkle in a GIF or image in the emails but don’t turn them into the emails into mini-websites.

4. Heavy Use of Social Proof

Testimonials, name-drops (Joe Rogan, Serena Williams), and real customer reviews are used frequently to build credibility.

5. Benefit-First Writing

I often lead with what the reader *gets*—more energy, better digestion, fewer sick days. Features (75 ingredients, probiotics, etc.) come second.

6. Edutainment

Rather than pitching right away, I often educate in story form. Founder's story, scientific studies, or ingredient explanations all act as soft-sell primers.

7. “What to Expect” Breakdown

I clearly show what will happen once they start taking AG1—week-by-week benefits, changes to look for. This reduces post-purchase doubt and supports consistency.

8. Handle Objections Directly

I don't hide from doubts—taste, price, effectiveness, “is this another fad?”—they're brought up and resolved with *proof*.

9. Future Pacing

Emails often invite the reader to imagine life *after* using the product: more energy, confidence, recovery, etc. This makes action feel inevitable.

10. Use of P.S. Sections

A classic direct response tactic. I consistently include a short “P.S.” that restates the offer, deadline, or risk-reversal. Many readers scan straight to the bottom—this is a great last nudge.

11. Risk Reversal Language

I emphasize the “60-day empty bag guarantee” often, removing psychological risk and making the purchase feel like a test drive, not a commitment.

12. Relatable Founder Vulnerability

Chris shares his health collapse, confusion about supplements, and frustration. This makes the founder relatable and aligns him with the reader's pain points.

13. Stacking Value (a.k.a. Value Justification)

I break down how AG1 replaces 12+ products, saves time and money, and includes bonuses like free Vitamin D3 or a shaker. This justifies the price and removes sticker shock.

14. Dynamic Personalization Tokens

Throughout the guide, I use personalization tags like `{{ first_name }}`, product blocks, and cart previews to tailor the experience. This makes every email feel handcrafted.

Klaviyo Glossary

A reference for key terms and tools inside Klaviyo

Flow

A series of automated emails triggered by a specific customer action (like joining a list, abandoning a cart, or placing an order).

Campaign

A one-time email blast sent to a defined group of subscribers. Unlike flows, campaigns are not automated and are scheduled manually.

Trigger

The event that starts a flow. Examples:

- Someone joins a list
- Someone starts checkout
- Someone views a product

Flow Filter

A condition that checks if someone *should* or *shouldn't* continue through a flow. Example:

- “Placed Order zero times since starting this flow” (so they don’t get abandoned cart emails after they buy).

Conditional Split

A “yes/no” branch inside a flow. Used to send different emails based on customer behavior or profile data. Example:

- “If person has placed order → Yes = send thank you email / No = send offer reminder.”

Profile Filter

Conditions set at the trigger level that evaluate a customer’s Klaviyo profile. Useful for excluding people based on past behavior.

List

A static group of subscribers. People are added manually or via signup forms and stay until removed or unsubscribe.

Segment

A dynamic group that updates in real-time based on rules (e.g., “all customers who purchased in the last 30 days”).

Smart Sending

A feature that prevents subscribers from receiving too many emails in a short time. If enabled, Klaviyo will skip sending emails to people who’ve received another email in the last X hours (usually 16 by default).

Time Delay

A wait period between flow steps. Example:

- Wait 1 day → then send next email.

Used to space emails out and avoid inbox overload.

Dynamic Content / Blocks

Auto-filled sections of an email like product recommendations, names, or coupon codes.

Example:

- `{{ first_name }}` auto-fills with the subscriber's name.
- Product blocks show items from a user's cart or browse history.

Coupon Code (Dynamic)

A unique, auto-generated discount code inserted into emails using a placeholder (e.g., `{{ coupon_code 'Welcome10Off' }}`).

Event

An action tracked in Klaviyo (e.g., “Started Checkout” or “Viewed Product”) that can be used to trigger flows or segments.

Revenue Per Recipient (RPR)

How much money, on average, each email generated. Example: If you send to 1,000 people and make \$2,000, your RPR is \$2.00.

UTM Parameters

Tracking tags added to links (like `?utm_source=klaviyo&utm_campaign=welcome1`) that let you monitor email performance in Google Analytics or other platforms.

How to Set Up a Flow in Klaviyo

A simple 9-step guide

Step 1: Log into Klaviyo

Go to www.klaviyo.com and sign in.

Step 2: Create a New Flow

1. Click “Flows” in the left sidebar.
2. Select “Create Flow” in the top right.
3. Choose “Create from Scratch.”
4. Name your flow (example: “Welcome Flow – Brand Name”).

Tip: Use clear naming like “Cart Abandonment – 30 Day Cooldown” or “Winback Flow – Non-Buyers” so things stay organized.

Step 3: Set the Trigger

1. Click “Set Trigger.”
2. Choose how the flow starts:

- For Welcome Flows, use “List Trigger” and select the list tied to your signup form (e.g., Newsletter Subscribers).
3. Click “Done.”

Step 4: Add a Flow Filter (Optional)

To prevent buyers from receiving irrelevant emails:

1. Click on the trigger.
2. Under “Flow Filters,” add:
 - “Placed Order” zero times since starting this flow.

Step 5: Add Emails

1. Drag an “Email” block onto the canvas.
2. Name it clearly (e.g., “01 – Welcome + Offer”).
3. Click “Edit” to open the email editor.
4. Paste in your template, customize the content, then click Save & Exit.
5. Repeat for the rest of the sequence.

Step 6: Add Time Delays

1. Drag “Time Delay” blocks between each email.
2. Example delay setup:
 - 6 hours after Email 1
 - 1 day between Email 2 and 3, and so on.

Adjust timing based on your goals and brand voice.

Step 7: Turn Off Smart Sending

1. Click into each email.
2. In the Settings tab, toggle Smart Sending to “Off” to ensure all messages send regardless of recent emails.

This is especially important for high-priority flows like Welcome and Cart Abandonment.

Step 8: Use Conditional Splits (Optional)

If you want to send different content based on behavior:

1. Drag a Conditional Split onto the canvas.
2. Use filters like:
 - “Placed Order”
 - “Has Subscribed to Product X”
 - “Location is United States”

This adds segmentation and improves personalization.

Step 9: Review and Go Live

1. Review each step, trigger, filter, and email.
2. Make sure all links, subject lines, personalization tags, and timing are correct.
3. Click “Review & Turn On” in the top right.

You can choose Manual Mode to test or Live Mode to launch right away.

Flow Setup Checklist for Klaviyo

- ☐ Create new flow
- ☐ Set the correct trigger (e.g., “Joins List”)

- ☐ Added appropriate Flow Filters (e.g., “Placed Order = 0”)
- ☐ Inserted all required emails and named them clearly
- ☐ Set Time Delays between each message
- ☐ Turned off Smart Sending for high-priority flows
- ☐ Used Conditional Splits (if needed for personalization)
- ☐ Reviewed all content and tested every email
- ☐ Switched flow to “Live” or scheduled it manually

Flow Benchmarks & KPIs

How to measure if your flows are actually working

General Flow KPIs (All Flows)

Metric	Good Benchmark	Notes
Open Rate	40–60%+	Higher than campaigns due to intent-based triggers.
Click Rate	5–15%	Varies by flow; aim higher for Welcome & Cart.
Placed Order Rate	1–5%+	This is the most critical flow metric.
Revenue Per Recipient (RPR)	\$1.00–\$3.00+	Add up revenue per email sent; varies by flow.
Unsubscribe Rate	< 0.5%	If higher, your messaging is misaligned or too frequent.

Welcome Flow

Metric	Benchmark	Pro Tip
Open Rate	50–70%	First email is often the highest open of any email you’ll ever send.
Click Rate	10–20%	Highlight your product’s unique mechanism and offer.
Conversion Rate	3–5%	If it’s lower, test CTA placement and email #2/3 content.

RPR	\$1.50+	Use product blocks and urgency to boost revenue.
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Cart Abandonment Flow

Metric	Benchmark	Pro Tip
Open Rate	40–60%	First email should be fast (30 min – 1 hour).
Click Rate	10–15%	Focus on FAQ-style emails and trust-building.
Conversion Rate	5–10%+	Include offer escalation only if no action.
RPR	\$3.00+	One of the highest-performing flows in any store.

Checkout Abandonment Flow

Metric	Benchmark	Pro Tip
Open Rate	50–70%	These folks were closer to buying than Cart.
Click Rate	12–18%	Address risk: shipping, returns, security.
Conversion Rate	8–12%+	Test price vs value copy in final emails.
RPR	\$4.00–\$6.00+	Use testimonials + urgency.

Browse Abandonment Flow

Metric	Benchmark	Pro Tip
Open Rate	35–50%	Subject lines should match what they browsed.
Click Rate	5–10%	Avoid offering discounts too early.
Conversion Rate	1–3%	Highlight top-reviewed or similar products.
RPR	\$0.50–\$1.50	Often boosts over time as you layer segments.

Post-Purchase Flow

Metric	Benchmark	Pro Tip
Open Rate	50–65%	People want order confirmation and guidance.
Click Rate	5–10%	Include usage tips, how-tos, and upsell nudges.
Repeat Purchase Rate	10–20% over 30–60 days	Push to subscription or bundle offer early.
RPR	\$1.00–\$2.50	Value grows over time, not instantly.

Winback Flow

Metric	Benchmark	Pro Tip
Open Rate	30–50%	First subject line should speak to “time away.”
Click Rate	4–8%	Lead with emotional benefit or urgency.
Conversion Rate	2–4%	Include a strong comeback offer.
RPR	\$0.75–\$1.50	Can vary depending on discount aggressiveness.

Sunset Flow

Metric	Benchmark	Pro Tip
Open Rate	5–15%	Goal is <i>any</i> engagement, not conversion.
Click Rate	1–5%	Use curiosity-based CTAs or “click to stay.”
Re-engagement Rate	10–25%	If lower, your list is likely dead weight.
RPR	Low	This is about deliverability—not revenue.

The 7 Essential Flows For E-Com Brands

Goal: Set up foundational flows that generate 30–40% of your email revenue on autopilot.

1. Welcome Flow

Purpose: Make a killer first impression. Fulfill your opt-in offer and turn new leads into fans.

- **Trigger:** Added to list
- **Filters:** Placed order = 0
- **Smart Sending:** OFF
- **Length:** 5+ emails

Emails to include:

1. Welcome & offer delivery (Immediately)
 2. Resend to non-openers (6 hours later)
 3. Founder story + deadline
 4. Testimonials, founder message, objections
 5. Discount reminder + urgency
-

2. Cart Abandonment Flow

Purpose: Nudge users to complete checkout after adding items to their cart.

- **Trigger:** Added to cart (custom event)
- **Filters:** Checkout started = 0, Placed order = 0, Not in flow in last 30 days
- **Smart Sending:** OFF
- **Length:** 5+ emails

Emails to include:

1. Reminder + product benefits
 2. Overcome objections / FAQs
 3. Guarantee or risk reversal
 4. Special offer intro
 5. Last chance to claim
-

3. Checkout Abandonment Flow

Purpose: Recover revenue from those who started checkout but didn't finish.

- **Trigger:** Started checkout
- **Filters:** Placed order = 0, Not in flow in last 30 days
- **Smart Sending:** OFF
- **Length:** 5+ emails

Emails to include:

1. Reminder + value proposition
 2. Overcome objections / FAQs
 3. Introduce offer
 4. Social proof
 5. Last chance to claim
-

4. Browse Abandonment Flow

Purpose: Win back attention from visitors who browsed but didn't add to cart.

- **Trigger:** Viewed product OR was active on site
- **Filters:** Viewed product OR homepage, Added to cart = 0, Placed order = 0, Not in flow in last 30 days
- **Smart Sending:** OFF
- **Length:** 5+ emails

Emails to include:

1. “Still thinking about this?” + best sellers
 2. Brand story + offer (optional)
 3. Social proof / reviews
 4. FAQ or value stack
 5. Last chance to claim (or escalated offer)
-

5. Post-Purchase Flow

Purpose: Validate the purchase, reduce returns, and set the stage for repeat buys.

- **Trigger:** Placed order
- **Smart Sending:** OFF
- **Length:** 4+ emails

Split by First-Time vs Repeat Buyers

For First-Time Buyers:

1. Order thank you + expectations
2. How to get the most from the product
3. Check-in & support
4. Introduce second offer / upsell
5. Testimonial request

For Repeat Buyers:

1. Thank you + loyalty tone
2. Product tips / success stories
3. Offer upsell or subscription

4. Loyalty program intro

6. Winback Flow

Purpose: Re-engage customers who haven't purchased in a while.

- **Trigger:** Placed order
- **Filters:** Placed order = 0 since flow started
- **Smart Sending:** OFF
- **Length:** 5+ emails

Emails to include:

1. "Still interested?" + best sellers
 2. "It's been a while..."
 3. Great offer / discount
 4. Last chance reminder
 5. (Optional) Final goodbye with offer
-

7. Sunset Flow

Purpose: Either re-engage inactive subscribers or remove them to protect deliverability.

- **Trigger:** Added to unengaged segment (90+ days no opens/clicks)
- **Filters:** No opens or clicks since flow started

- **Smart Sending:** OFF
- **Length:** 3+ emails

Emails to include:

1. High-click curiosity or freebie
2. “Still want to stay?” + unique gift
3. “I guess this is goodbye” + final opt-in link

Welcome Flow Emails

Email 1 – Welcome & Offer Delivery (Sent Immediately)

Subject line: Welcome to the AG1 family!

Preview: Your 10% discount code inside

Hey {{ first_name|title|default:"friend" }},

Welcome to the AG1 family! I'm Chris, and I'm pumped you've joined us.

When I saw your name pop up, I said {{ first_name|title|default:"" }} made an awesome choice!

As a thank you...

Here's your 10% discount code (good for the next 72 hours only):

{% coupon_code 'Welcome10' %}

Use it on anything in our store. The more you get, the more you save!

Most people start with:

[3 RECOMMENDED PRODUCTS BLOCK]

One scoop equals 12 servings of veggies, helps your gut health, and boosts your immune system. No fake sweeteners, no added sugar – just real nutrition your body actually uses.

Got questions? Hit reply – I read every email myself.

To your best health,

Chris,
Founder of AG1

Email 2 – Resend to Non-Openers (Sent 6 hours later)

Subject line: Your AG1 discount is waiting

Preview: 10% off code expires soon (66 hours left)

Hey {{ first_name|title|default:"friend" }},

Quick check – did you see your discount code? I don't want you to miss out!

Your 10% off code is ready to use:

{% coupon_code 'Welcome10' %}

You've got 66 hours left before it expires. Don't leave those savings in the cupboard (haha).

One scoop of AG1 gives you:

- Real vitamins from actual foods (not lab-made)
- Enzymes that help your body absorb nutrients better
- Good bacteria for a happy gut
- Plants that help your body handle stress

That's why LeBron James, Andrew Huberman, and over 250,000 everyday people start their morning with AG1.

Can't wait for you to feel the difference,

Chris,
Founder of AG1

Email 3 – Founder Story + Deadline (Sent 1 day later)

Subject line: Why I created AG1 (and your discount reminder)

Preview: 48 hours left on your 10% savings

Hey {{ first_name|title|default:"friend" }},

Quick reminder—your 10% discount code expires in just 48 hours:

{% coupon_code 'Welcome10' %}

Let me tell you why I created AG1...

Back in 2010, I was training hard but felt awful. My gut was a mess, I had weird skin problems, and I couldn't sleep. Despite taking 30+ pills a day, I got sicker until I couldn't even get out of bed for 8 months with chronic fatigue.

Doctors couldn't help. That's when I realized something: taking random vitamins is like putting together a puzzle without seeing the picture.

So I partnered with Dr. Ralph Esposito (functional medicine expert) and top nutritionist Seann Bardell to create something that made sense—one daily drink with everything working together.

AG1 now has 75 real-food ingredients that help with:

- All-day energy (without crashes)
- Faster bounce-back after workouts
- Stronger immune system
- Better stress response
- Happier gut

Today, Joe Rogan drinks it daily, the LA Lakers use it in their training facility, and over 50 Olympic medalists make it part of their routine.

Try it yourself (with 10% off):

[BUTTON: Get 10% Off Now]

To feeling your best,

Chris,
Founder of AG1

Email 4 – Testimonials + Objections (Sent 1 day later)

Subject line: "Shocked my doctor..."

Preview: 24 hours left on your welcome discount!

Hey {{ first_name|title|default:"friend" }},

Just 24 hours left on your 10% discount (code: {% coupon_code 'Welcome10' %}).

Check out what our customers are saying:

"I was taking 9 different supplements every morning. AG1 replaced them all, saved me money, and I actually feel better." — Michael K., Navy veteran

"I'm a nurse and mom of three. I work 12-hour shifts and need real energy. AG1 helps me keep up with my kids after work instead of crashing on the couch." — Sarah T., RN

"At 56, I've tried every supplement trend since the 90s. Nothing worked like AG1. My last blood work shocked my doctor" — David M., business owner

I bet you're wondering:

- *"Is this just another health fad?"* — Nope. We use real foods your body knows how to use, not synthetic vitamins that just make expensive pee.
- *"Will I actually feel different?"* — Most people notice better energy and digestion in 7-10 days. By day 30, even their friends are asking what changed.
- *"Is it worth \$2.40 a day?"* — One pouch of AG1 replaces about \$120 worth of separate supplements. You do the math!

Try it with zero risk (60-day money-back guarantee):

[BUTTON: Claim Your 10% Discount]

Rooting for you,

Chris,
Founder of AG1

Email 5 – Discount Reminder + Urgency (Sent 1 day later)

Subject line: FINAL NOTICE: Your AG1 discount expires today

Preview: Last chance for 10% off your first order

{{ first_name|title|default:"Hey there" }}, time's almost up!

Your 10% discount code expires in just a few hours:

{% coupon_code 'Welcome10' %}

I don't want you to miss out on feeling better, so here's what AG1 users typically experience:

- Days 1-14: Better digestion and steady energy (no more 2PM slumps)
- Days 15-30: Faster recovery from workouts and sharper focus
- Beyond 30 days: Stronger immune system (fewer sick days) and real vitality

UFC fighter Dustin Poirier says AG1 is the one supplement he won't travel without. CrossFit champion Mat Fraser drinks it every morning. But most of our customers are just regular folks who want to feel better.

Remember, you're protected by our 60-day money-back guarantee. If you don't notice a difference, we'll refund every penny.

Our most popular starter option is:

[FEATURED PRODUCT BLOCK]

Don't miss this discount – your body will thank you tomorrow for the choice you make today.

[BUTTON: Save 10% Before Time Runs Out]

To your best health,

Chris,
Founder of AG1

P.S. Got questions? Hit reply and our team will help you pick the right option for your needs. I read these emails myself!

Post-Purchase Flow Emails

Email 1 – Order Thank You + Expectations (Sent 2 hours after purchase)

Subject line: Your AG1 is on the way! (Order details inside)

Preview: Here's what happens next...

Hey {{ first_name|title|default:"there" }},

Chris here from AG1. I wanted to personally thank you for your order!

Your AG1 is being packed up right now and will ship within the next 24 hours. You'll get a tracking email once it's on the way to you.

Here's what to expect:

- Shipping usually takes 2-4 business days within the US
- Your first pouch contains 30 full servings
- The included shaker makes mixing super easy (just add 8-12oz of cold water)

The #1 question new customers ask: "When will I feel something?"

Most people notice better digestion and smoother energy within the first week. By day 21, you'll likely see the biggest changes (that's when our customers report improvements in skin, sleep, and

workout recovery).

The key is consistency. One scoop, every morning, mixed with water. That's it.

Olympic swimmer Michael Phelps told me he felt a difference on day 3. My mom (who's 70) didn't notice changes until week 4. Everyone's different, but stick with it – your body will thank you.

I'll check in again soon with tips to get the most from your AG1!

To your health,

Chris,
Founder of AG1

P.S. Got questions before your order arrives? Just hit reply – my team and I are here to help.

Email 2 – How to Get the Most from the Product (Sent 2 days later)

Subject line: 3 simple tips to get the most out of AG1

Preview: Do this BEFORE your first scoop arrives

Hey {{ first_name|title|default:"there" }},

Your AG1 is on its way, so I wanted to share some quick tips to help you get the absolute best results when it arrives.

Tip #1: The perfect time to take AG1 is 30 minutes before or after eating.

This timing helps your body absorb all 75 nutrients better. Most of our customers have it first thing in the morning, but some athletes like UFC champion Kamaru Usman take it right after training.

Tip #2: Mix with cold water in your shaker for 5-10 seconds.

Don't overthink this! Simply add one scoop to 8-12oz of cold water and shake. Some people blend with ice or add it to a smoothie, but plain water works perfectly.

Tip #3: Take a "before" picture (seriously).

Most people don't notice gradual improvements in their skin, energy, and overall look until they compare day 1 to day 30. A quick selfie now will show you just how much has changed a month from now.

One thing to know:

The taste is earthy and natural (it's real plants, after all). About 80% of people love it right away, while 20% take a few days to get used to it. If you're in the second group, try mixing with less water for the first week.

Got your AG1 already? Reply and let me know what you think of your first scoop!

Here's to your new health routine,

Chris,
Founder of AG1

Email 3 – Check-in & Support (Sent 5 days later)

Subject line: Hows it going?

Preview: I'm genuinely curious about this...

Hey {{ first_name|title|default:"there" }},

It's been about a week since your AG1 arrived (or should have arrived), and I wanted to personally check in.

Have you noticed any changes yet?

At this point, many customers confirm:

- More stable energy (no mid-afternoon crashes)
- Better digestion (less bloating and more regularity)
- Reduced cravings for sugar and junk food

If you're not feeling anything yet – don't worry! About 30% of our customers don't notice significant changes until days 10-14.

Three-time Olympic gold medalist Shaun White told me he didn't feel a major difference until day 12, and now he won't travel without his AG1.

Having any issues or questions? Hit reply and let me know. We have solutions for:

- Taste preferences (we can suggest mix-ins)
- Timing (morning not working? Try afternoon)

- Storage (keep it cool and dry for best results)

Whatever you're experiencing, I want to know. No automated responses here – my team and I read and respond to every email.

Looking forward to hearing from you,

Chris,
Founder of AG1

P.S. Still waiting for your order? Reply with "Shipping Update" and we'll track it down right away.

Email 4 – Second Offer / Upsell (Sent 10 days later)

Subject line: The one thing that makes AG1 work even better

Preview: 90% of our best results come from adding this...

Hey {{ first_name|title|default:"there" }},

By now you've been taking AG1 for about two weeks – right around when most people start noticing real improvements in their energy, digestion, and overall wellbeing.

Today I want to share something important about optimizing your results.

Here's what we've discovered after working with 250,000+ customers:

While AG1 provides comprehensive nutrition, there's ONE addition that dramatically boosts results: our Vitamin D3+K2 supplement.

Here's why it matters:

- 82% of Americans are low in Vitamin D (even more during winter)
- Vitamin D is critical for immune function, energy, and mood
- Adding D3+K2 to daily AG1 improved customer-reported results by 47%

NBA star Kevin Love combines AG1 with our D3+K2 daily and says, "It's the foundation of my performance nutrition – I haven't missed a game due to illness since starting this combo."

For our loyal customers, I've arranged something special:

Add D3+K2 to your routine and get 20% off with code: {% coupon_code 'D3BOOST' %}

[BUTTON: Get D3+K2 with 20% Off]

Of course, AG1 alone is still incredibly effective – but if you want to maximize your results, this is the simplest way to do it.

To your continued health journey,

Chris,
Founder of AG1

P.S. This offer expires in 3 days. Questions about how D3+K2 works with AG1? Just hit reply.

Email 5 – Testimonial Request (Sent 7 days later)

Subject line: Can you help us out, {{ first_name|title|default:"friend" }}?

Preview: Your honest feedback means everything

Hey {{ first_name|title|default:"there" }},

You've been using AG1 for about 3 weeks now – right when most people experience their biggest "aha" moment with the product.

Could you take 2 minutes to share your experience so far?

Your feedback helps in two huge ways:

1. It helps other people like you decide if AG1 is right for them
2. It gives our team insights on how to make AG1 even better

[BUTTON: Share Your AG1 Experience]

We want your HONEST thoughts – good, bad, or somewhere in between. Did your energy improve? Sleep better? Notice any changes in workouts or recovery? Nothing is too small to mention.

As a thank you for your feedback, we'll send you a free AG1 travel pack (10 servings) with your next order.

Pro tip: The most helpful reviews mention specific changes you've noticed and how long it took to see results.

Thank you for being part of our community. People like you help us fulfill our mission of helping everyone experience their healthiest life.

With gratitude,

Chris,
Founder of AG1

P.S. Not feeling great results yet? Please let us know that too – we can help troubleshoot. Just reply to this email instead of leaving a review, and we'll work with you directly.

Cart Abandonment Flow Emails

Email 1 – Reminder + Product Benefits (Sent 1 hour later)

Subject line: {{ first_name|title|default:"Hey" }}, you left your AG1 behind

Preview: We saved your nutrition upgrade for you

Hey {{ first_name|title|default:"there" }},

Chris here from AG1. I noticed you were just a click away from transforming your daily nutrition but didn't finish your checkout.

No worries – life happens! I've saved your items for you:

[CART ITEMS DYNAMIC BLOCK]

Just in case you were wondering what makes AG1 different from everything else you've tried:

- **Real food, not synthetics:** Each scoop contains nutrients from 75 whole foods – that's why pro athletes like Rich Froning and Maria Sharapova trust us daily.

- **One scoop replaces 12+ products:** Most customers save \$120-180 monthly by replacing their individual supplements with AG1.
- **Actually feel it working:** 91% of customers report noticeable energy improvements within 2 weeks (no jitters, good energy).

The truth is, most people are walking around with nutritional blind spots they don't even know about. AG1 fills those gaps with carefully selected ingredients that support gut health, immunity, and cellular energy production.

Your cart will be saved for the next 48 hours, but our inventory moves quickly (especially this time of year).

⇒ **Complete your order now**

Got questions? Just hit reply – I read every email personally.

To your health,

Chris

Founder of AG1

P.S. We're shipping orders within 24 hours right now, so you could have your first scoop by this weekend.

Email 2 – Overcome Objections / FAQs (Sent 12 hours later)

Subject line: Questioning AG1?

Preview: Answers from real AG1 customers (not marketing)

Hey {{ first_name|title|default:"there" }},

I know making decisions about your health isn't something you take lightly, so I wanted to talk about the most common questions we hear from people considering AG1.

"Does it actually taste good?"

Unlike most greens powders, AG1 has a mild, slightly sweet flavor that most people enjoy. We use natural pineapple and vanilla flavors (no artificial sweeteners).

Tim Ferriss, who's notoriously picky, calls it "surprisingly drinkable" compared to other greens products.

"Is it worth the price?"

When you break it down, AG1 costs about \$2.70 per day – less than a coffee. Most customers save money by replacing 6-12 individual supplements. Plus, we include a free year of D3+K2 (\$120 value) with subscriptions.

"How is this different from [other greens powder]?"

Unlike competitors who use "proprietary blends" to hide ingredient amounts, we list exact quantities of all 75 ingredients. We also include clinically effective doses of adaptogens and probiotics – not just "fairy dusting" for marketing claims.

"Will I notice real results?"

87% of customers report feeling a difference within 21 days. The most common benefits: sustained energy, better digestion, fewer sick days, and improved recovery after workouts.

Your cart is still saved but won't be held indefinitely:

[CART ITEMS DYNAMIC BLOCK]

⇒ **Complete your checkout**

Still have questions? Hit reply – I'm happy to help.

To your health,

Chris

Founder of AG1

Email 3 – Guarantee or Risk Reversal (Sent 1 day later)

Subject line: You have nothing to lose (except maybe brain fog)

Preview: Our risk-free guarantee makes this a no-brainer

Hey {{ first_name|title|default:"there" }},

I want to remind you about our
60-Day Empty Bag Guarantee.

Here's how it works:

Try AG1 for a full 60 days. If you don't notice improved energy, better digestion, or any benefits that matter to you, we'll refund 100% of your purchase – even if the bag is completely empty.

No complicated return process. No "store credit only" nonsense. Just a simple, honest guarantee because I'm confident AG1 will work for you.

When Dr. Peter Attia (who's famously skeptical about supplements) tried AG1, he called me after 3 weeks to say:

"This is the first supplement I've ever taken where I can actually feel a difference in my energy levels."

Your cart is still waiting:

[CART ITEMS DYNAMIC BLOCK]

We've had fewer than 3% of customers request refunds in our 7+ years in business. AG1 is trusted by over 250,000 people.

Try it completely risk-free:

⇒ **Complete your order**

No risk, all reward. What do you have to lose?

To your health,

Chris

Founder of AG1

P.S. Most companies would never offer a "drink the whole thing and still get your money back" guarantee. We can because AG1 actually works.

Email 4 – Special Offer Intro (Sent 1 day later)

Subject line: Special offer for your AG1 (next 24 hours only)

Preview: I'd like to make this decision easier for you...

Hey {{ first_name|title|default:"there" }},

I noticed you still haven't finished your AG1 purchase, and I want to make this decision a little easier for you.

For the next 24 hours, I'd like to offer you **free shipping** on your order, plus our premium shaker bottle (a \$15 value) at no extra charge.

To claim this offer, simply use code {% coupon_code 'TRYAG1' %} at checkout.

[CART ITEMS DYNAMIC BLOCK]

I don't normally offer special deals like this, but I truly believe in helping as many people as possible experience what comprehensive nutrition feels like.

CrossFit champion Mat Fraser told me: "AG1 was the single most impactful addition to my daily routine. It's the first thing I recommend to anyone serious about their health."

I want you to experience that same transformation.

Remember, you're still protected by our full 60-day guarantee, so there's zero risk in trying it.

⇒ **Use code {% coupon_code 'TRYAG1' %} to get free shipping + free shaker**

This offer expires in 24 hours, so don't wait too long.

To your health,

Chris,

Founder of AG1

P.S. We're shipping all orders within 24 hours right now, so you'll get your AG1 quickly.

Email 5 – Last Chance to Claim (Sent 12 hours later)

Subject line: Last call on your AG1 special offer

Preview: Your free shipping + bonus expires in hours

Hey {{ first_name|title|default:"there" }},

Just a quick heads-up that your special offer expires in just a few hours.

Remember, you'll get **free shipping** plus our premium shaker bottle (\$15 value) at no extra cost when you use code {% coupon_code 'TRYAG1' %} at checkout.

[CART ITEMS DYNAMIC BLOCK]

I wanted to share one last thing: Your body is fighting an uphill battle every day against poor soil quality, environmental toxins, and the stress of modern life.

A recent USDA study found that today's fruits and vegetables have up to 40% fewer nutrients than 50 years ago. That nutritional gap is what AG1 was designed to fill.

Imagine waking up with real energy, recovering faster from workouts, and knowing you've given your body everything it needs to thrive. That's the difference comprehensive nutrition makes.

⇒ **Use code {% coupon_code 'TRYAG1' %} before it expires**

Remember, you have our 60-day guarantee, so there's zero risk in giving your body the nutrition it deserves.

To your best health,

Chris,

Founder of AG1

P.S. Still have questions? Just hit reply – I'll respond personally within 24 hours.

Browse Abandonment Flow Emails

Email 1 – "Still thinking about this?" + Best Sellers (Sent 2 hours after browsing)

Subject line: Still thinking about AG1?

Preview: Your body is hoping you are...

Hey {{ first_name|title|default:"there" }}, Chris here from AG1! 🙌

I noticed you were checking out some items in our store recently:

[VIEWED PRODUCTS BLOCK]

I don't blame you for being curious. Many people spend weeks researching before making their first AG1 purchase (I'm the same way with health decisions).

While you're deciding, I thought you might want to see what our customers love most:

Our Customer Favorites:

1. **AG1 Subscription (30-day supply)** - Includes free D3+K2 supplement (\$120 value) and free shaker

2. **Travel Packs (15 servings)** - Perfect for keeping your nutrition consistent while traveling

3. **AG1 + Protein Bundle** - Our best value for comprehensive nutrition support

Fun fact: 83% of our first-time customers become subscribers within 60 days. The results speak for themselves!

To make your decision easier, I'd like to give you 10% off your first order. Just use code {% coupon_code 'AG1TRY10' %} at checkout.

Have questions about which option might be best for you? Hit reply – my team and I read every email.

⇒ **Save 10% with code** {% coupon_code 'AG1TRY10' %}

To your health,

Chris

Founder of AG1

Email 2 – Brand Story + Offer (Sent 1 day later)

Subject line: Why I created AG1 (and a special offer)

Preview: My health crash led to something unexpected

Hey {{ first_name|title|default:"there" }},

I saw you browsing our products and wanted to share why AG1 exists in the first place.

[VIEWED PRODUCTS BLOCK]

Back in 2010, despite training hard and taking dozens of supplements, my health collapsed. Chronic fatigue kept me bedridden for months. My gut was a mess. My skin was breaking out. Sleep was impossible.

Doctors couldn't figure it out, so I dug into nutrition research myself. What I discovered shocked me:

1. Modern food has lost up to 40% of its nutrient content compared to 50 years ago
2. Most supplements use synthetic forms our bodies struggle to use
3. Taking random individual supplements creates imbalances that make things worse

Working with Dr. Ralph Esposito and nutritionist Seann Bardell, we created one comprehensive formula using only nutrients from real foods that work together the way nature intended.

The result was AG1 – now trusted by:

- 34 Olympic gold medalists
- The training staff of the LA Lakers, Boston Celtics, and UFC
- Over 250,000 everyday people who simply want to feel their best

Your 10% discount is still active – just use code `{% coupon_code 'AG1TRY10' %}` at checkout.

Remember, you're protected by our 60-day empty bag guarantee, so there's zero risk in trying it yourself.

⇒ **Try AG1 with 10% off: code {% coupon_code 'AG1TRY10' %}**

To your health,

Chris

Founder of AG1

P.S. Don't just take my word for it – in the next email, I'll share some real customer experiences that might surprise you.

Email 3 – Social Proof / Reviews (Sent 1 day later)

Subject line: "I was skeptical about AG1 until..."

Preview: Real customers share their AG1 experiences

Hey {{ first_name|title|default:"there" }},

I promised to share some real customer experiences with AG1. These are unedited reviews from people who were initially skeptical (just like you might be):

[VIEWED PRODUCTS BLOCK]

As an ER nurse working 12-hour shifts, I was constantly exhausted. Coffee just made me jittery and crashed me harder. After 9 days on AG1, I noticed I wasn't hitting that 2PM wall anymore. After 30 days, my colleagues started asking what I was doing differently. It's been 8 months now, and I've had just ONE sick day. Before AG1? I was taking at least one sick day every month."

– Sarah T., 42, Emergency Room Nurse

"My doctor was shocked at my last physical. My inflammatory markers dropped significantly, vitamin D levels normalized, and my lipid panel improved – all after 90 days of daily AG1. No other changes to my routine. At 58, I'm in better health than I was at 45."

– Michael K., 58, Construction Manager

"As a high school basketball coach, I've tried everything to get my players to focus on nutrition. AG1 is the only thing they'll actually use because it's simple and they feel the difference on the court. Recovery times are better, focus is sharper, and our injury rate has dropped dramatically."

– Coach James R., 36, State Championship Winning Coach

Notice a pattern? Consistent energy, better recovery, fewer sick days. These aren't marketing claims – they're real results from real people.

Your 10% discount code `{% coupon_code 'AG1TRY10' %}` is still active, but it expires tomorrow.

⇒ **Try AG1 risk-free with 10% off**

To your health,

Chris,
Founder of AG1

Email 4 – FAQ or Value Stack (Sent 1 day later)

Subject line: Common questions about AG1 (answered)

Preview: Plus why it's worth \$2.70/day

Hey {{ first_name|title|default:"there" }},

I know making health decisions isn't easy, so I wanted to answer the most common questions we get about AG1:

[VIEWED PRODUCTS BLOCK]

"What's actually IN AG1?"

AG1 contains 75 high-quality ingredients in 5 categories:

- Greens and superfoods (9 varieties for comprehensive phytonutrients)
- Adaptogens (full clinical doses of ashwagandha, rhodiola, and more)
- Digestive enzymes (to maximize nutrient absorption)
- Probiotics (7.2 billion CFU of shelf-stable strains)
- Mushrooms (organic fruiting bodies, not mycelium on grain)

Everything is sourced from whole foods, not synthetic vitamins.

"Why is AG1 worth \$2.70/day?"

Let's break down the value:

- Replaces 12+ individual supplements (\$120-180/month value)
- Includes free D3+K2 supplement with subscription (\$120/year)
- Saves time – one scoop vs. opening multiple bottles
- Backed by 60-day empty bag guarantee
- Consistent quality from our FDA-registered, cGMP-certified facility

Most importantly, can you put a price on consistent energy, better recovery, and fewer sick days?

Our customers don't think so.

"How long until I notice results?"

- Days 1-7: Most notice improved digestion and more stable energy
- Days 8-21: Better recovery from workouts, improved sleep quality
- Days 22+: Enhanced immune function, better skin, mental clarity

One scoop. 30 seconds. Life-changing results.

Try it yourself with 10% off with code `{% coupon_code 'AG1TRY10' %}` (expires tonight).

⇒ **Try AG1 with 10% off before the code expires**

To your health,

Chris

Founder of AG1

Email 5 – Last Chance / Escalated Offer (Sent 1 day later)

Subject line: Final offer: 15% off + free travel packs

Preview: I never do this (expires tonight)

Hey {{ first_name|title|default:"there" }},

I noticed you've been considering AG1 but haven't made a decision yet.

I rarely do this, but I want to make this an absolute no-brainer for you:

For the next 12 hours only, I'm increasing your discount to **15% off** AND adding a free 15-pack of AG1 Travel Packs (\$45 value) with your first order.

Just use code {% coupon_code 'AG1SPECIAL' %} at checkout.

[VIEWED PRODUCTS BLOCK]

Why am I doing this? Because I've seen how AG1 transforms lives, and I believe it will do the same for you.

Tennis champion Serena Williams recently told me, "AG1 is the nutritional foundation of my daily routine. It's non-negotiable whether I'm training, competing, or at home with my family."

The truth is, your body deals with incredible challenges every day:

- Nutritionally depleted food
- Environmental toxins
- Chronic stress
- Poor sleep quality

AG1 helps address all of these with one simple daily habit.

Remember: You're protected by our 60-day empty bag guarantee. If you don't feel a difference, you'll get every penny back.

⇒ **Get 15% off + free travel packs: code {% coupon_code 'AG1SPECIAL' %}**

This enhanced offer expires in 12 hours and will not be extended.

To your best health,

Chris

Founder of AG1

P.S. Still have questions? Hit reply – I read every email personally and will help you decide if AG1 is right for you.

Checkout Abandonment Flow Emails

Email 1 – Reminder + Value Proposition (Sent 1 hour after checkout abandonment)

Subject line: Your AG1 order is on hold

Preview: We've saved your items (temporarily)

We've saved your AG1 items

(But only for a limited time)

[BUTTON: COMPLETE YOUR ORDER]

Hey {{ first_name|title|default:"there" }},

This is Chris from AG1. You were just moments away from completing your checkout when something pulled you away.

No problem – life happens! We're holding your items for you:

[CHECKOUT ITEMS DYNAMIC BLOCK]

Here's what you're about to experience with AG1:

- **All-day energy without crashes** – 87% of customers report steady energy within 10 days

- **Improved gut health** – Contains 7.2B CFUs of shelf-stable probiotics
- **Enhanced recovery** – The exact formula used by 34 Olympic gold medalists
- **Better immune function** – 89% of customers report fewer sick days

Remember, all orders include our premium shaker bottle and are backed by our 60-day empty bag guarantee – if you don't notice a difference, you get every penny back.

Due to high demand (especially this time of year), we can only hold your items for 48 hours before releasing them back to inventory.

⇒ **COMPLETE YOUR ORDER NOW**

Questions about your order? Hit reply – my team reads every email and will help you right away.

To your health,

Chris

Founder of AG1

Email 2 – Overcome Objections / FAQs (Sent 12 hours later)

Subject line: Common questions about your AG1 order

Preview: Let me help you decide...

Hey {{ first_name|title|default:"there" }},

I noticed you still haven't finished your AG1 order. From speaking with thousands of customers, I know there are usually a few questions that come up before making the final decision.

Your items are still reserved:

[CHECKOUT ITEMS DYNAMIC BLOCK]

"How does AG1 taste?"

Unlike most greens powders (which taste like lawn clippings), AG1 has a mild, slightly sweet flavor from natural vanilla and pineapple extracts. No artificial sweeteners. Joe Rogan describes it as "surprisingly drinkable," and 79% of customers rate the taste as "good" or "excellent."

"Is the subscription flexible?"

Absolutely. You can pause, skip, or cancel anytime with two clicks – no phone calls required. We'll email you 3 days before each shipment, so you always have time to make changes. The subscription simply saves you 19% and includes the free D3+K2 supplement.

"Will this really work for me?"

Everyone's body is different, but 92% of customers report noticeable improvements within 21 days. That's why we offer our 60-day empty bag guarantee. Try it for two months – if you don't feel a difference, we'll refund every penny.

"How much more expensive is this than other greens powders?"

AG1 costs about \$2.70 per day on subscription (less than a coffee). While some greens powders are cheaper, they typically contain "fairly dusted" ingredients that look good on the label but aren't present in meaningful amounts. AG1 contains full clinical doses of every ingredient.

⇒ **COMPLETE YOUR ORDER**

Still have questions? Reply to this email – I'm happy to help.

To your health,

Chris

Founder of AG1

Email 3 – Introduce Offer (Sent 1 day later)

Subject line: Special offer for your AG1 order

Preview: Let me make this decision easier for you

Special 15% off your first AG1 order

(Expires in 24 hours)

[BUTTON: SAVE 15% NOW]

Hey {{ first_name|title|default:"there" }},

I know making decisions about your health isn't always easy, so I want to make this one simpler for you.

For the next 24 hours only, I'm offering you **15% off your first AG1 order** with code {% coupon_code 'COMEBACK15' %}.

Your items are still in your cart:

[CHECKOUT ITEMS DYNAMIC BLOCK]

This special offer is my way of removing any financial hesitation you might have about trying AG1. Combined with our 60-day money-back guarantee, it makes your decision completely risk-free.

AG1 isn't just another supplement – it's a complete nutrition system designed to:

- Fill the gaps left by modern food
- Support your body's key systems
- Provide nutrition that works together (not against itself)
- Give you noticeable, sustainable results

Professional triathlete Daniela Ryf says: "After two weeks on AG1, my recovery improved dramatically. After a month, my blood work showed improvements across every marker my coach tracks."

Enter code {% coupon_code 'COMEBACK15' %} at checkout to claim your 15% savings.

⇒ **COMPLETE YOUR ORDER WITH 15% OFF**

This special offer expires in 24 hours and won't be extended.

To your best health,

Chris

Founder of AG1

P.S. Remember, you're protected by our 60-day guarantee, so there's zero risk in trying AG1.

Email 4 – Social Proof (Sent 1 day later)

Subject line: "I was skeptical about AG1 until..."

Preview: Real results from people just like you

Hey {{ first_name|title|default:"there" }},

I want to share what happened when people just like you decided to give AG1 a try:

[CHECKOUT ITEMS DYNAMIC BLOCK]

[Before/After Photo - Mark]

Mark S., 42, Software Engineer

"I was the guy who'd try anything for more energy – endless coffees, energy drinks, expensive supplements. Nothing worked long-term. After 17 days on AG1, something clicked. My afternoon

slumps disappeared. My sleep improved dramatically. Six months later, my doctor was shocked by my blood work improvements. This is the real deal."

![Before/After Photo - Jennifer]

Jennifer T., 38, Teacher & Mother of Three

"Between teaching and my kids, I was constantly exhausted. Within a week of starting AG1, I noticed I wasn't crashing at 3PM anymore. By month two, my skin looked better than it had in a decade. Now my husband and teenage son both take it too – it's become our family health foundation."

![Before/After Photo - Robert]

Robert K., 65, Retired

"At my age, I'd accepted fatigue as normal. After my son gifted me AG1, I noticed digestive improvements within days. After six weeks, my annual physical showed improved markers across the board. My doctor asked what I was doing differently. One year later, I feel better than I did at 55."

Your 15% discount with code `{% coupon_code 'COMEBACK15' %}` is still active, but it expires in just 12 hours.

Combined with our 60-day money-back guarantee, there's zero risk in experiencing these same benefits yourself.

⇒ **COMPLETE YOUR ORDER WITH 15% OFF**

These results aren't unusual – they represent what happens when you give your body the complete nutrition it's been missing.

To your health,

Chris

Founder of AG1

Email 5 – Last Chance to Claim (Sent 12 hours later)

Subject line: FINAL NOTICE: Your AG1 discount expires today

Preview: Last chance to save 15% on your order

Last chance to save 15% on AG1

(Offer expires in hours)

[BUTTON: CLAIM YOUR DISCOUNT NOW]

Hey {{ first_name|title|default:"there" }},

This is your final reminder – your 15% discount on AG1 expires in just a few hours.

[CHECKOUT ITEMS DYNAMIC BLOCK]

Every day, I receive emails from people who almost didn't order AG1 but decided to give it a try. Their most common regret? Not starting sooner.

Here's what AG1 will do for you:

- **Week 1:** Notice improved digestion and more consistent energy levels
- **Weeks 2-3:** Experience better recovery, sleep, and mental clarity
- **Month 1+:** Enjoy enhanced immune function, better skin, and full-body vitality

The choice is simple:

Option 1: Continue as you are, dealing with the same energy fluctuations, nutritional gaps, and health concerns.

Option 2: Try AG1 risk-free with 15% off using code {% coupon_code 'COMEBACK15' %}, knowing you can get a full refund if you don't notice improvements.

NBA star Kevin Love puts it simply: "AG1 gives me an edge every day – on the court and off. It's the foundation everything else builds on."

Your discount code {% coupon_code 'COMEBACK15' %} expires at midnight tonight.

⇒ **COMPLETE YOUR ORDER NOW**

To your best health,

Chris

Founder of AG1

P.S. Remember, this isn't just about buying a supplement – it's about investing in how you'll feel every single day. Your future self will thank you for the decision you make today.

Winback Flow Emails

Email 1 – "Still interested?" + Best Sellers (Sent 60 days after last purchase)

Subject line: Still thinking about your daily nutrition?

Preview: Thousands have made AG1 their daily habit

Hey {{ first_name|title|default:"there" }}, it's been a while since we've seen you at AG1!

I wanted to personally check in and see if you're still taking care of your nutrition?

Since you've been gone, we've helped over 50,000 more people transform their health with our science-backed approach.

We get messages like this one daily, and I'd love for you to experience similar results:

"At 42, I'm in better shape than I was at 30. My bloodwork has improved across the board, and my doctor keeps asking what I'm doing differently." – Michael K., Boston

Here are our current customer favorites:

[3 RECOMMENDED PRODUCTS BLOCK]

Many of our customers who took a break found that when they returned to AG1, they noticed the difference even more clearly.

As pro surfer Laird Hamilton told me, "I didn't realize how much AG1 was doing for me until I stopped taking it for a month. The difference was night and day."

If you need help finding the right product for your specific health goals, just hit reply – my team and I are here to help.

To your health,

Chris

Founder of AG1

Email 2 – "It's been a while..." (Sent 3 days later)

Subject line: We haven't heard from you in a while

Preview: How's your energy these days?

Hey {{ first_name|title|default:"there" }}, we haven't connected in some time, and I wanted to check in.

Life gets busy – I understand that better than most. Often it feels like we're juggling a dozen priorities while trying to maintain our health and energy levels.

That's actually why I created AG1 in the first place.

After my own health crisis in 2010, I realized just how difficult it is to get complete nutrition from our modern food supply. Even with the best intentions, most of us have significant nutritional gaps that affect our energy, immune function, and overall wellbeing.

When I speak with former customers who've come back to AG1, they consistently tell me one thing: "I didn't realize how much better I felt until I stopped taking it."

The science backs this up.

A recent study in the Journal of Nutrition found that 92% of Americans are deficient in at least one essential nutrient, with most deficient in 3-5 critical vitamins and minerals.

One scoop of AG1 delivers 75 high-quality ingredients specifically chosen to fill these gaps and help your body function at its best.

Ready to feel the difference again?

[3 PRODUCT RECOMMENDATIONS BLOCK]

Hit reply if you have any questions about which product might be right for you now. My team and I read every email personally.

To your continued health journey,

Chris

Founder of AG1

Email 3 – Great Offer / Discount (Sent 3 days later)

Subject line: Special welcome back offer (48 hours only)

Preview: We'd love to have you back in the AG1 family

Hey {{ first_name|title|default:"there" }}, I've got something special for you today...

For the next 48 hours only, you can save 20% on your next AG1 order with code:

{% coupon_code 'WELCOMEBACK20' %}

We've missed having you in the AG1 family, and I truly believe in the difference our products make in people's lives.

Since you've been away, we've:

- Enhanced our formula with even more bioavailable nutrients
- Improved our eco-friendly packaging
- Added new resources in our member portal
- Expanded our scientific advisory board to include Dr. Andrew Huberman

Over 380,000 people now make AG1 part of their daily routine, including professional athletes like tennis champion Venus Williams, who recently told ESPN:

"AG1 is the nutritional foundation that allows me to keep competing at the highest level at age 40+."

But most of our customers are everyday people who simply want consistent energy, better immunity, and improved overall health.

Use code {% coupon_code 'WELCOMEBACK20' %} to save 20% before this offer expires in 48 hours:

[BUTTON: SAVE 20% NOW]

Questions about what's right for you? Just hit reply – we're here to help.

To your health,

Chris

Founder of AG1

P.S. Remember, you're still covered by our 60-day empty bag guarantee, so there's zero risk in trying AG1 again.

Email 4 – Last Chance Reminder (Sent 1 day later)

Subject line: Last day to use your 20% discount

Preview: Your AG1 welcome back offer expires tonight

Hey {{ first_name|title|default:"there" }}, just a friendly reminder that your special 20% off code expires tonight!

In case you missed it, here's your exclusive code again:

{% coupon_code 'WELCOMEBACK20' %}

If you're not sure what to order, here are our most popular options:

[3-4 RECOMMENDED PRODUCTS BLOCK]

Each AG1 product undergoes rigorous testing at three independent labs before reaching you, ensuring the highest quality and potency.

We've invested millions in our quality control processes, which is why doctors like Peter Attia MD and Mark Hyman MD recommend AG1 to their patients.

Don't miss your chance to save 20% on your order. Remember, this code expires at midnight tonight:

{% coupon_code 'WELCOMEBACK20' %}

[BUTTON: USE MY 20% DISCOUNT]

To your health,

Chris

Founder of AG1

Email 5 – Final Goodbye with Offer (Sent 12 hours later)

Subject line: Final notice: Your AG1 discount expires in hours

Preview: One last chance to save 20% on your order

Hey {{ first_name|title|default:"there" }},

This is your final reminder – your exclusive 20% discount on AG1 expires in just a few hours.

{% coupon_code 'WELCOMEBACK20' %}

I rarely send these "last chance" emails, but I wanted to make absolutely sure you didn't miss this opportunity to return to AG1 at a special price.

After tonight, this code will expire, and I can't guarantee when (or if) we'll be able to offer a similar discount again.

Here's what former customers who've returned to AG1 tell us most often:

"I tried to save money with cheaper alternatives, but nothing delivered the same results. Coming back to AG1 reminded me what real energy feels like."

"The convenience factor alone is worth it – one scoop instead of 10+ different supplements."

"Within days of starting AG1 again, my digestion improved and that afternoon slump disappeared."

I created AG1 because I believe everyone deserves to experience what optimal nutrition feels like. One comprehensive scoop that fills the gaps modern life creates.

Your 20% discount code is still active for a few more hours:

{% coupon_code 'WELCOMEBACK20' %}

[BUTTON: CLAIM MY DISCOUNT BEFORE IT EXPIRES]

If we don't hear from you after this email, we'll reduce how often we reach out. But know that we'll always welcome you back to the AG1 family whenever you're ready.

To your best health,

Chris

Founder of AG1

P.S. Still on the fence? Remember our 60-day empty bag guarantee means there's no risk in trying AG1 again. If you don't feel a difference, you'll get a full refund.

Sunset Flow Emails

Email 1 – High-Click Curiosity or Freebie (Sent after 90+ days of no engagement)

Subject line: The nutrition secret most people miss

Preview: I made this just for you, {{ first_name|title|default:"" }} }

Hey {{ first_name|title|default:"there" }},

Chris here from AG1. I noticed we haven't connected in a while, so I wanted to send you something special.

I just put together a new guide called "**The 5 Critical Nutrients Missing From Most Modern Diets**" – and the results might surprise you.

Hint: Even people who eat "clean" are typically missing at least 3 of these essential nutrients!

This isn't available on our website yet, but I wanted to share it with you first:

[BUTTON: GET YOUR FREE NUTRITION GUIDE]

Inside, you'll discover:

- Why vitamin D deficiency affects 82% of Americans (and how it impacts your energy)
- The overlooked mineral that 91% of athletes are missing
- How soil depletion has changed the nutritional value of produce
- The single most important nutrient for brain health (most multivitamins don't include it)

- A simple 7-day nutrition plan anyone can follow

I'd love to hear what you think about it! Just hit reply and let me know which finding surprised you most.

To your health,

Chris

Founder of AG1

P.S. UFC champion Israel Adesanya called this guide "the nutrition wake-up call I needed." Hope you find it just as valuable!

Email 2 – "Still want to stay?" + Unique Gift (Sent 2 weeks later)

Subject line: Are you still interested in optimal nutrition?

Preview: A special gift waiting for you...

Hey {{ first_name|title|default:"there" }},

It's been a while since we've connected, and I wanted to check if you're still interested in receiving updates and exclusive content from AG1.

To make this decision a bit sweeter, I've created something special just for you:

Your FREE digital copy of my new e-book: "The 30-Day Energy Reset Protocol"

This comprehensive guide includes:

- My personal morning routine for sustained energy
- 15 quick nutrient-dense recipes anyone can make
- The exact supplement timing I recommend to pro athletes
- A day-by-day plan to reset your energy levels naturally

[BUTTON: YES, KEEP ME ON THE LIST & SEND MY FREE GUIDE]

This e-book won't be sold publicly until next month (it will retail for \$29), but I wanted to offer it to you as a thank you for being part of our community.

If you're still interested in receiving our best nutrition advice and exclusive offers, just click the button above to confirm, and I'll send your free guide immediately.

If I don't hear from you, we'll gradually reduce the emails we send to respect your inbox.

To your continued health journey,

Chris

Founder of AG1

P.S. Dr. Peter Attia called this energy reset protocol "the most science-backed approach to sustainable energy I've seen." Click above to get your copy!

Email 3 – "I guess this is goodbye" + Final Opt-in Link (Sent 2 weeks later)

Subject line: We'll miss you, but...

Preview: One last chance to stay connected

Hey {{ first_name|title|default:"there" }},

I've noticed you haven't engaged with our recent messages, so I wanted to let you know that we'll be removing you from our regular email list after today.

We respect your inbox and only want to send content to people who find it valuable.

If you'd like to continue receiving our nutrition insights, exclusive offers, and science-backed health content, there's still time to stay connected:

[BUTTON: KEEP ME ON THE LIST]

But if not, I completely understand – we all need to declutter our digital lives sometimes!

Either way, I want to thank you for being part of our journey. Our mission at AG1 has always been to help people experience what optimal nutrition feels like, and I hope our paths cross again in the future.

If you ever want to reconnect or have questions about your nutrition, our door is always open. Just visit our website or reach out directly.

Wishing you the best in health,

Chris

Founder of AG1

P.S. If you click to stay on our list, I'll send you a special 25% discount code as a thank you – valid on any AG1 product for the next 30 days.



Thanks for reading!

I hope you found this becomes a staple resource for you over the years and one that puts more money in your pocket than *any other copywriting resource you've ever purchased*. And I mean that.

I'd love to hear from you and your journey — you can email me directly at alin@alindragu.com

I respond to every single email.


(Except trolls — instead of responding, I publicly obliterate you in front of my entire list 🤡)

Hope to hear from you soon with big wins!

Cheering you on,

Alin “El Copy Goat” Dragu

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 **Free Copywriting Guide:** [Copywriting Catalyst](#)

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