

The Ultimate E-Commerce Email Flows Guide (DOWNLOAD)

✓ 76-Page Step-by-Step PDF

Guide Learn exactly how to build, write, and optimize every essential Klaviyo flow from scratch—even if you’ve never touched a flow before.

✓ 33 Pre-Written Email Templates

Plug-and-play eCom-style emails for Welcome, Cart, Checkout, Post-Purchase, Winback, Sunset, and Browse Abandonment—so you never wonder what to write again.

✓ Flow Trigger, Filter & Segment Settings for Every Sequence

The exact settings inside of Klaviyo for who should (or shouldn’t) receive each email, with zero guesswork.

✓ 7 “No-Brainer” Flows to Set Up for Any eCom Client

The foundational flows I implement for every 7-9 figure brand — responsible for 50%+ of their store’s monthly revenue before a single campaign is sent.

✓ Klaviyo Glossary for Non-Techies

Understand the difference between a flow, a filter, and a conditional split, etc — so you can talk sound like an email marketing maestro with clients.

✓ Copywriting Technique Breakdown

Understand the psychology and structure behind each email, so you don’t just copy the templates — you learn how to write them.

✓ High-Converting Subject Lines & CTAs Baked In

Every template includes tested subject lines, calls to action, and sales psychology — so your emails actually get opened, clicked, and purchased from.

✓ Benchmarks & KPIs Cheat Sheet

Get clear performance targets for open rates, click rates, RPR, and more — so you can track what’s winning (or what isn’t).

✓ Lifetime Flow Setup Checklist

A repeatable checklist for setting up any Klaviyo flow from scratch — use it for every future client and keep your system airtight.

✓ Written in a Voice That Clients Love

Simple. No fluff. Just clear, smart writing built for eCom brands & DTC consumers.