



**25 PROVEN
EMAIL
SUBJECT
LINES TO
MAKE YOU
MORE SALES**



WWW.CLAUSLAUTER.COM

Introduction

Dear business builder, marketing pro and email hacker,

Are you looking for ways to increase open rates & profits from your eCommerce email campaigns?

Or how would you like to get 20 to 30% of your sales from email marketing... while spending less on your marketing?

If you're interested in any of those two scenarios then this will be the start of your fast journey to get there.

Here's why: I want to share with you what I believe to be the single most underrated secret in all of business.

When you use these email strategies, making sales will never be a problem again.

These are proven email strategies that have been used in countless industries, are responsible for generating billions of dollars worth of sales, and can build empires that stand the test of time and outlast any economic conditions.

These ecommerce email strategies will also allow you to unfairly dominate your market and crush your competition into a fine powder while creating goodwill and buzz around your business.

Let's get started!



Claus Lauter

Ecommerce Growth Advisor & Business Coach

25 Subject Lines To Make You More Sales Today

Below you will find killer email subject lines, so you never start with a blank page.

All the below email subject lines have proven opening rates between 30-55%.

Browse Abandonment - Someone visits your site, views a product, then leaves your site.

- Recommended Just For You
- A quick reminder..

Abandoned Cart - A follow-up email sent to someone who has added items to their cart and gotten through a portion of the checkout and then left the site without purchasing.

1st Email

- I'm Sorry, This Is My Fault
- Is Something Wrong?

2nd Email

- Heads Up – I'm holding one for you
- Your shopping cart misses you

3rd Email

- [Order Update] - Shipping Info Needed
- Your Order is on Hold

Up-sell Emails - Emails to persuade a customer to purchase more or supplement their purchase.

- These were made for each other
- We found your match

Welcome Email Buyer - A welcome series is a sequence of emails sent directly after someone orders or signs up to hear from your brand.

First Time Buyer (Placed Order)

- You are what makes us great...
- A Welcome Gift from (Your Brand)!

Repeat Buyer (Placed Order)

- This calls for celebration
- It's your Lucky Day

Win-back Emails / Re-Engagement Emails - A email campaign designed to reactive lapsed eCommerce customers

- Just making sure...
- Did you forget about us?
- A deal to do good to pass up.

VIP Invite - An Email campaign to motivate your best customers to buy more

- [Important] Your VIP Status is pending...

Birthday Emails - the name says it

- It's only the greatest day in the whole world!

Weekly Promo Product Email campaigns

- Bad news...closing down
- [WARNING] Supplies Running Low...
- Where are you?
- [Don't Wait] This (Your Product) Holds it All
- You've been chosen!
- A special offer for you inside...

Use these email subject lines in your email providers automations or flows, e.g. Klaviyo, MailChimp, Aweber or ActiveCampaign. You will see an increase in opening rates.

Summary

Important that the subject line is only the start to generate more revenue with email marketing. With the right email copy, you can reach high click-through rates and easily increase your business revenue by 20-30%.

I personally use 17 automation (flows) in my email marketing set-up! And they generate revenue each and every day. See some examples below:

● A - Abandoned Cart

⚡ After someone **Checkout Started**. Only include someone if has **Placed Order** zero times since starting this flow.

● C - First Time Buyer (Placed Order)

⚡ After someone **Placed Order**. Only include someone if has **Placed Order** equals 1 over all time and has **Placed Order** zero times since starting this flow.

● D - Repeat Buyer (Placed Order)

⚡ After someone **Placed Order**. Only include someone if has **Placed Order** is at least 2 over all time and has **Placed Order** zero times since starting this flow and has **Fulfilled Order** at least once over all time.

● E - Browse Abandonment - Viewed Few vs. Viewed Many

⚡ After someone **Viewed Product**. Only include someone if has **Checkout Started** zero times since starting this flow and has **Placed Order** zero times since starting this flow and has not been in this flow in the last 21 days.

● F - Footer - Buy or Die

⚡ After someone is added to the list **4 – Subscribers (Non-Buyers)**. Only include someone if has **Checkout Started** zero times since starting this flow and has **Placed Order** zero times over all time and is not in **Wheelio - Shopify Integration**.

● G - Wheelio - Buy or Die

⚡ After someone is added to the list **Wheelio - Shopify Integration**. Only include someone if has **Checkout Started** zero times since starting this flow and has **Placed Order** zero times over all time.

● H - Customer Re-Engagement 30 Days

⚡ After someone **Placed Order**. Only include someone if has **Placed Order** zero times since starting this flow and is not **suppressed**.

If you need help with your Shopify business, feel free to contact me at hello@clauslauter.com. In my **Private 1-on-1 Ecommerce Coaching & Mentoring Program** I will dive deep into the secrets of successful email marketing.



SPECIAL OFFER!

Are you running an online store?

Shopify? WooCommerce? Magento? BigCommerce?

Getting traffic but no sales?

Are you fighting low conversion rates and high bounce rates?

You don't know why customers aren't converting?

Do need an expert to boost your store?

If any of this has you nodding your head, thinking, “yeah, that’s me”—then read on.

Stop wasting time and money driving paid traffic to ecommerce stores that won't convert.

With an optimized store you will be converting MORE of your existing store visitors into buyers & MORE buyers into repeat customers.

With my help your...

- Ecommerce Conversion Rate will improve
- Average Order Value (AOV) will go up
- Return-on-Investment (ROI) will improve
- Bounce Rate will decrease
- Cart Abandonment Rate will decrease
- Search Engine Rankings will improve
- Customers Shopping Experience will improve
- you'll get a comprehensive & actionable plan on how to make more sales with your store.

Don't think of me as an agency. Think of me as an extension of your own team. Unlike agencies, I won't hold you to a high price retainer.

Free Ecommerce Store Conversion Audit

I've set aside some time for a no-obligation, completely 100% free personalized Mini assessment of your ecommerce store.

But... I only have 10 spaces open for these sessions all month, and once they are gone, they're gone!

Email me at hello@clauslauter.com with the subject “Free Mini Store Audit”

Claim your FREE Mini Store Audit now. (Usually \$197)