

HyGear Email Copy

Written 2/2022

HyGear is an at-home fitness company in the process of launching new products. I wrote a welcome email and an abandoned cart email.

Abandoned Cart Email

Subject: Looks like you forgot something...

Body: ...and no, it wasn't your car keys.

image

You took a big step today, but you're not done yet!

Let's help you take the next step towards a stronger, healthier you.

Head on over to checkout to pick up where you left off.

CHECKOUT

**Icon display if applicable: fast shipping, money-back guarantee*

Welcome email

Subject: Welcome to HyGear!

Body:

The Future of Fitness is Here

image

Give yourself a pat on the back, [First Name]. You took the first step towards reaching your fitness goals – for real this time.

We know how intimidating it can be to start and stick with a workout routine. That's why we're revolutionizing fitness as you know it.

With our smart and functionally adaptable gear, we're looking forward to you becoming that stronger, healthier, happier version of yourself.

By choosing us, you're choosing a better you.

Wondering where to go from here? Check out some of our latest articles [here \(link to blog articles\)](#).

Here's to you,

[Signature](#)

**Insert unsubscribe options*