

Cart Abandonment Email Sequence:

Email 1 (send 1 hour after cart abandonment form is filled:

Subject line:

Test 1: Finish What You Karted 🛒

Test 2: ⚠️ IMPORTANT: You're about to miss out



Hi {first_name},

We noticed you left the Kartra order page without completing your purchase of a subscription to the all-powerful online platform for your business.

We get it...quit happens, but we just wanted to check in to make sure you didn't have any technical difficulties. If so, please reach out to our support team by emailing support@kartra.com and they'll help you finish your order.

Or you can simply visit your cart again by [clicking this link](#). Everyday you wait is another day you miss out on the power of Kartra.

Don't let your cart be lonely any longer!

Complete Your Order Now!

Email 2 (send 1 day later, if they did not purchase from last email)

Subject line:

Test 1: Exclusive Offer: Double Your Kartra Trial

Test 2: 🎉 EXCLUSIVE OFFER

Test 3: Want a little more time?

{first_name}, cue the confetti and get ready to break out in your happy dance (no one's judging)...

Because we just decided to **DOUBLE Your Trial**

Yup. You've been *exclusively* invited to try out Kartra for a whopping 30 days for \$1.

(That's literally 3 cents a day...)

This gives you twice the time to try all of Kartra's powerful features and twice the time to make your first dollar (or thousands of dollars).

Get Your Extended Trial Now!

There's only one *small* catch.

This extended trial is exclusive, which means we can't offer it to you for very long.

You have until the timer on this email is up to [claim your trial](#)...and then your it turns into a pumpkin. Not really (we're not fairy godmothers), but it will revert back to the 14-day trial, which is still awesome, but just by half.

So...[DOUBLE YOUR FREE TRIAL NOW](#)

[INSERT COUNTDOWN TIMER]

Email 3: (send 1 day later, if they did not purchase from last email)

Subject line:

Test 1:  Stop Wasting Money

Test 2: Would an extra \$1000 help?

Test 3: YOU'RE BURNING IT

{first_name}, would you take \$2000 every month and throw it in a trashcan, douse it in gasoline and light it on fire?

Unless you're a pyromaniac with Bill Gate's bank account, our guess is NO.

Except...if you're using a bunch of platforms to run your business such as...

- An Email Marketing Tool – \$45/Month (for the most basic plan)
- A Website Builder – \$37/Month
- A Helpdesk – \$89/Month
- A Marketing-Centric Video Host – \$99/Month
- A Membership Site Builder – \$129/Month
- An Affiliate Management Platform - \$200/Month
- A digital commerce platform – \$29/Month
- PLUS a tech guru to just connect all your platforms – A few more thousand
- PLUS a designer – Another few thousand
- PLUS a copywriter – Anywhere from \$1,000-25,000, depending on your project scope

... you may as well watch your money go up in flames because it costs a FORTUNE when you add it all up.

But, for less than the cost of most single apps, **Kartra gives you the functionality of all of them** (AND it gives you worldclass copywriting and design, included, for no extra charge).

Just take Jeff:



Jeff Long
March 19 at 4:26pm

Need proof that God exists and loves you? Kartra is it! haha Seriously saving me over \$2k/month. Excited to dive in and start playing! Thanks team!

 Like  Comment

Jeff switched to Kartra and began saving over \$2000 a month (that's \$24k a year!!!).

Be like Jeff.

Start Your EXCLUSIVE 30-Day Trial Today

P.S. What's more, with Kartra's professionally designed templates, you won't have to pay a graphic designer ever again. **You just saved even more money.**

P.P.S. What about all those **costly integrations** to get your different platforms to share data and give you meaningful analytics? How many **thousands of dollars** would you have to **pay a programmer** to make it all work? **You'll save that too.** [Start your \\$1 Trial Now.](#)

Email 4:

Subject line:

Test 1: She made \$50k in 3 weeks using Kartra

Test 2: ⌚ Can YOU beat the clock?

Test 3: Open Up...

{first_name},

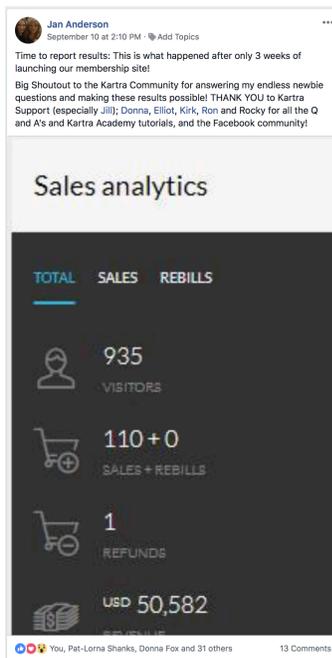
I have a question for you. What's holding you back from taking the plunge and getting an [entire 30 days of Kartra for just \\$1?](#)

It can't be price because your initial investment is less than a cup of coffee. But maybe, you're unsure if you'll have time to make money before your first bill hits.

Understandable. But we have news for you.

Kartra is designed to make you money. And QUICKLY.

Just take Jan. Within three weeks of launching her membership site, she made over 50 THOUSAND DOLLARS 😄😄😄



Like WHOA.

Or how about David? In just one month he had his *entire* business set up and made his first sale.



David Cantero

Yesterday at 8:33 AM · Add Topics

Got my 1st Book Sale yesterday, 5 minutes after posting it in my niche specific Facebook group. I could NOT have done it without the AMAZING Kartra platform and without my AMAZING Kartra Jehdi [Mauricio Mora](#)! I started my 14 day trial on July 1st, had everything, I mean EVERYTHING set up by the 31st and made my first sale August 1st. Kartra is SUPER POWERFUL & SIMPLE. With a little help from tech pro's like Mauricio, you can literally have a 7 figure funnel built in a few days. Now time to start running paid advertising and freakin CRUSH IT!
[#WhatOneManCanDoSoCanAnother](#) [#Kartra](#)

And, let's not forget Laura — who, within two weeks of her \$1 trial beginning, is making over \$1000 a month in recurring revenue...



Laura Marie Host shared her first post.

New Member · 4 mins

Kartra has finally helped make my dream a REALITY and within 2 weeks of the first \$1, I am now at over \$1,000 of reoccurring monthly membership revenue that will just continue to GROW!!

So very thankful and grateful for Kartra!

Thank you, Kartra for helping to make my 2+ year DREAM finally a REALITY!!

p.s. the BEST PART... I got rid of all the "other systems" that Kartra replaced and cut my operating expenses in HALF! Yes! Yes!! Saving money = WINNING!!

These are not one-off successes. Our Facebook page is FILLED with more stories just like these. People are earning money in Kartra and *fast*.

And you have an advantage over David, Jan, and Laura. Because if you act before the timer hits zero, you'll have DOUBLE the trial time, which is double the time to earn with practically no overhead.

So what are you waiting for?

Claim Your 30 Day Trial Now

[INSERT COUNTDOWN TIMER]

Email 5:

Subject line:

Test 1: CONFUSING

Test 2: Cut Out Learning Curves

Test 3: ☹️ We're Not A Fan ☹️

UGH. Want to know our *least* favorite part of getting a new software platform?

The learning curve.

Especially when it's robust and powerful...there's just so many different little parts and doodads and honestly, it's enough to make a sane person hide under a rock for eternity.

But, unlike pretty much every other platform on the market, there's only ONE learning curve with [Kartra](#)...for your whole entire business because everything is housed in one place.

Like... no more learning the nuances of an email builder and then mentally remembering how different your page builder platform is, and that on your membership site you have to click this *before* that (unlike on your ecommerce platform)...

And no more trying to act like some techy coder and integrating all these different APIs and gizmos and thingamajigs.

Kartra is SIMPLE.

But don't take it from us...



Katie Lendel

Just now

✓ Approve

✗ Delete



Guess what?! It took me about 3 days to set up a full blown membership site and set up a product which I'm planning on releasing soon..

The product is not officially LIVE yet, heck I don't even have a sales funnel created yet, the only page that is ready is the checkout page, but sales are rolling in left and right!

Absolutely love the simplicity of using Kartra and high converting built-in checkout pages.

[#kartrarocks](#)



Dave Foran Gamechanger IMHO... This is the only system that has truly integrated ALL of the pieces. Nothing else has all the internet marketing technology elements in one system and each element is robust and competitive with best-in-class competitors. MAJOR cost savings. (I have no vested interest...just a VERY impressed fan of Kartra)

Love · Reply · 13m



Amanda van der Gulik www.CleverDoughKids.com

I'm so in love with Kartra and the freedom its given me!

So so SO happy to have this one finally all on Kartra! Sooo much easier than what I had been struggling to do with it for the past 10 years!

Make sure you share yours with us too!!!

Kartra eliminates the tech headache.

And for that pesky learning curve that's just inevitable...well, we give you, FOR FREE (like you get to keep it even if you quit), access to Kartra Academy — our repository for all things Kartra, with some bonus marketing tips thrown in too.

[Claim your \\$1 trial today and start learning Kartra.](#)

P.S. Your 30-day extended trial is only available until the timer hits ZERO. [Get it before time runs out!](#)

[INSERT COUNTDOWN TIMER]

Email 6:

Subject line:

Test 1: 🔥 Fire EVERYONE 🔥

Test 2: It never gets sick...or complains...

Test 3: YES!!

Go ahead {first_name}...Fire everyone.

We're not being completely serious, but Kartra really is going to be your world's best employee (Kartra will never ask for a day off...get sick OR complain).

Kartra comes preloaded with professionally-designed webpage *and* email templates, that have been market tested and **proven** to convert. So...no need for designers.

And if you use one of our done-for-you campaigns, you'll also get copy written by Frank Kern — a world-famous marketer...so no copywriters needed either.

AND our done-for-you campaigns have already set up your automations and sequences for you...so you can cut out your production team.

Oh...and Kartra's full-story, 360-degree analytics will tell you everything you need to know at a glance, so that pricey analytics guy...well, he can go too.

But, if you *really* want to keep Jenny from accounting on, you can add her to your Kartra account. AND you can even give her limited access, only allowing her to see the parts of your account that she works on directly.

Because, Kartra really isn't just a platform; it's a marketing tool that works **for you**.

[Get started with your amazing team of Kartra today.](#)

But You Don't Just Get Kartra When You Sign Up...

You'll ALSO receive over **300+ hours** of video, where you'll get access to things like:

- Funnel Tips And Tricks From The Masters
- A Detailed Guide To Headlines That Convert
- Pricing Structure 101

- The Ultimate Product Launch Checklist
- 34 Mistakes Most Video Marketers Make
- The 13 Video Styles Mindmap
- Conversion Best Practices
- Everything You Need To Know About Facebook Ads
- A Full Recording Of Our Traffic Genesis Live Event
- And Much, MUCH More

Claim My 30-Day Trial & Bonuses Now

Just remember...when the clock strikes ZERO, your exclusive invitation to try our 30-day trial will expire.

[INSERT COUNTDOWN TIMER]

Email 7:

Subject line:

Test 1: 🚨 LAST CHANCE 🚨

Test 2: Please Don't Give This Up

Hey {first_name},

We're just checking in because we noticed you visited the Kartra plans page and never finished checking out...and then you didn't take us up on our **exclusive [extended trial offer of 30 days](#)**.

Which, by the way, ends today when the timer hits zero.

[INSERT COUNTDOWN TIMER]

There's *nothing* to lose when you [sign up for a trial today](#).

You get DOUBLE the time of our normal trial, for the exact same \$1 price tag. That's an extra 16 days of Kartra...for **free**.

And when you sign up today, you won't just get a stellar system that works for you, you'll ALSO receive over 300+ *hours* of video, where you'll get access to things like:

- Funnel Tips And Tricks From The Masters
- A Detailed Guide To Headlines That Convert
- Pricing Structure 101
- The Ultimate Product Launch Checklist
- 34 Mistakes Most Video Marketers Make
- The 13 Video Styles Mindmap
- Conversion Best Practices
- Everything You Need To Know About Facebook Ads
- A Full Recording Of Our Traffic Genesis Live Event
- And Much, MUCH More

And you can cancel anytime (but, judging by the incredible response of our customers, we highly doubt you'll want to).

However, if you don't take us up on our offer, *like right now*, then you miss out on 2X the trial. And if you later decide you *do want Kartra*, you'll revert back to the shorter 14-day trial. And where's the fun in that?!

Don't give up free extra days.

Sign Up Now