

Email Marketing Funnel #4

Objective: Follow Up With Abandoned Carts

Message 1:

Hi (NAME),

We appreciate your recent interest in the book “Joy for the Journey” by Tamara Joy Gadson.

As adults, it is normal to be stressed from regularly juggling multiple priorities. This leads to many having difficulty finding the time to focus on themselves. However, we truly believe that there is no better time for self-reflection and improvement than the present.

We believe change begins with working on your mindset. Consider what happens when we fail to find a deeper meaning or lack confidence in ourselves. This often results in feelings of frustration, hopelessness, and unfulfillment.

Gadson is ready to help you find meaning and renewed enjoyment in your life’s path. “Joy for the Journey” includes 90-days of inspiration to guide you on your life’s journey. Review more details here: <https://joyforjourney.com/product/joy-for-the-journey-book/>

Message 2:

Hello (NAME),

Just checking in - are you still interested in purchasing “Joy for the Journey”?

While there are many priorities to manage in life, your happiness and fulfillment should be at the top. Socrates is credited with saying, “An unexamined life is not worth living”, and we couldn’t agree more!

Do you struggle to reflect in a constructive way and make changes from there? If you're looking to get more out of life but don't know where to start, "Joy for the Journey" is for you! In this book, Gadson aims to change your perspective regarding difficult situations and build your self-confidence. If you're looking for help guiding your thoughts in a positive and meaningful way, let "Joy for the Journey" steer you in the right direction!

Update the status of "Joy for the Journey" in your shopping cart here:

<https://joyforjourney.com/product/joy-for-the-journey-book/>

Message 3:

(NAME) -

Have you forgotten what it feels like to love who you are? Do you miss being able to identify the meaning in every day? Fortunately, life doesn't need to be this way if you are ready to commit to change.

"Joy for the Journey" was written by Tamura Joy Gadson for those who are ready to put in the work to change their perspective. We believe acknowledging the value in every moment - even painful ones - is just one way to be a happier, more fulfilled person. Life isn't just about getting to the end goal, it's about making the most of how we get there.

We noticed that "Joy for the Journey" is still sitting in your online shopping cart. Are you ready to do what it takes? Don't abandon your dreams for a more fulfilling life! Buy "Joy for the Journey" and start loving your journey: <https://joyforjourney.com/product/joy-for-the-journey-book/>