

Recover abandoned carts without sounding spammy

For solo operators running the whole business.

Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

Most carts die from distraction, not rejection â if you never follow up.

Suggested stack

ESP ecommerce flows. Primary tools: Shopify, Klaviyo, Mailchimp.

Do this

1. Enable native Shopify or Klaviyo abandoned cart flow.
2. Email 1 at 1h (helpful), email 2 at 24h (social proof), optional 3 at 48h.
3. Exclude purchasers automatically.
4. Disclose discounts honestly; do not train people to wait for panic codes.

Operator tip

Fix checkout friction first. Automation cannot save a broken form.

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