FRONT *Page*

Five big brands' emails, explained. And how to steal what works.

01 Nike

02 SKIMS

03 Rare Beauty

04 Huel

05 Lemme

By Harriet · £2.5m in 90 days for an ecommerce brand

Email and CRM for brands people come back to

HOW TO USE *this book*

Every chapter works the same way, so once you have read one you can find anything.

Chapter opener
The brand at a glance (Specimen) and what you will be able to do by the end.

Sections
One idea each, with a labelled email (Fig.) showing exactly where it happens.

Key point
What to copy.

Common mistake
What to leave with the big brand.

Key terms
Jargon explained in the margin. All of it is in the glossary at the back.

Your template
Their real email next to an empty version you can open in Figma or Canva.

Practical
One thing to set up this week.

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3 Rare Beauty 19
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CHAPTER 1

NIKE

What to steal from the brand everyone already knows, and what to leave with them

IN THIS CHAPTER

1.1 Big heroes, very few words
1.2 Every campaign belongs somewhere
1.3 Membership instead of a discount
1.4 Story before launch
1.5 Quiet, then loud

SPECIMEN

Category	Fashion and sportswear
Reviewed	April to December 2025
Sends	70 in nine months, heaviest in Q4
Sign-up offer	None. Membership perks instead
Busiest month	December

BY THE END YOU'LL BE ABLE TO

Get your product and offer into the first screen
Give each type of email its own look
Add a perk bar and a launch list

1.1

BIG HEROES, *very few words*

WHAT THEY DO

Almost every Nike email opens with a huge image and one line of text, then a short headline, two or three lines of copy and one button. The ones with real photography, like LeBron in "You Could Try, And Fail.", stop the scroll far better than the flat one-colour sale versions.

SMALL-BRAND EDIT

People will scroll for Nike. A brand they don't know yet can't ask that much of the first screen. If you use a big hero, make it a real photo, and keep the product and offer visible without scrolling.

KEY POINT

Short copy and one clear button.

COMMON MISTAKE

A giant hero above everything, with the product below the fold.

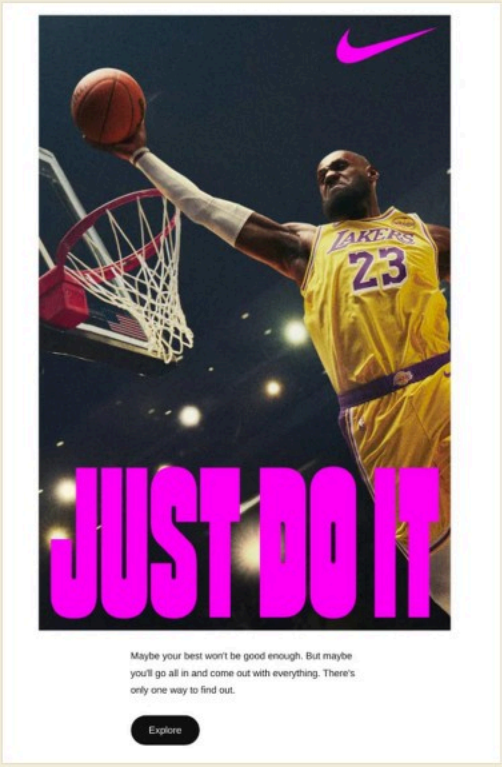


Fig. 1.1 "You Could Try, And Fail." · 4 Sept 2025

1. Hero photo
2. One line of copy
3. One button

KEY TERMS

Hero
The first big image in an email.

Above the fold
What people see before they scroll.

1.2

EVERY CAMPAIGN *belongs somewhere*

WHAT THEY DO

Each Nike sale gets a name, a look and a code word: 9.9 (GAMEON), Cyber Week (TREAT), Lock It Down (GIFTS), Finish Strong (STRONG). Every email in the run keeps the same style but gives a new reason to open: it's here, fresh styles added, gifts, last shot, ends tonight.

SMALL-BRAND EDIT

Your sale doesn't need a name, but every campaign should belong somewhere. Make your newsletter and your sales emails look different, so people can choose what they open. You want a list of people who choose to be there.

KEY POINT

A clear look for each type of email: newsletter, sale, launch.

COMMON MISTAKE

Copying Nike's volume before inbox providers trust you.



Fig. 1.2 "3 Days of Drops Starts Today" · 18 Dec 2025

1. Campaign name
2. Same style as the rest of the run
3. New reason to open

KEY TERMS

Campaign
A one-off email sent to your list, as opposed to an automated flow.

Sender reputation
How much inbox providers trust you. Low reputation means spam.

1.3

MEMBERSHIP INSTEAD OF *a discount*

WHAT THEY DO

There's no sign-up discount at all. The sign-up page says "It's better as a member" and offers free shipping, early access and birthday treats. Every email carries a thin bar at the top: "Members: Free Shipping on Orders $50+". The welcome email is a thank-you with no code.

SMALL-BRAND EDIT

Discounts don't need banning while your brand is still unknown. Just don't get customers used to them. "£10 off your next order" works better than a percentage.

KEY POINT

A one-line perk bar on every email, and £ off instead of % off.

COMMON MISTAKE

Dropping your welcome offer before people know who you are.



Fig. 1.3 Nike member perk bar · 2025

1. Perk bar
2. Threshold

KEY TERMS

Perk bar
A thin line at the top of every email with your standing benefit.

Welcome offer
What you give people for signing up.

1.4

STORY BEFORE *launch*

WHAT THEY DO

LeBron XXIII "The Chosen One and The One Who Chose" told the father-and-son story first, with a "Notify Me" button before the shoe was on sale. "Upcoming Drops" and "3 Days of Drops" built the excitement before launch day.

SMALL-BRAND EDIT

If you launch once a year, bring your audience into the process. Ask questions, let them help decide, then build a launch list and sell to those people first. You, the founder, are the story.

KEY POINT

A "coming soon" email with the story and a notify-me button.

COMMON MISTAKE

Waiting until launch day to tell anyone.

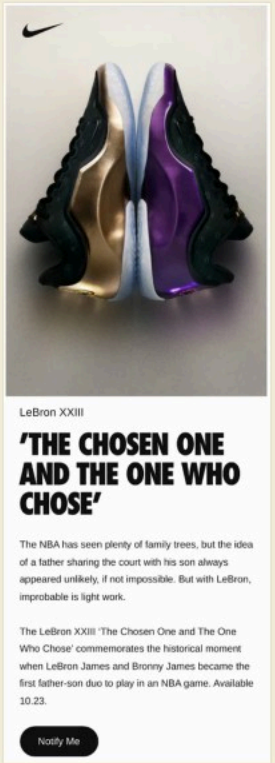


Fig. 1.4 "Coming Soon: LeBron XXIII" · 16 Oct 2025

1. Story headline
2. Notify-me button
3. No price yet

KEY TERMS

Launch list
People who asked to hear when something goes on sale.

1.5

QUIET, *then loud*

WHAT THEY DO

Nike sent only 2 emails in June and 2 in July, then went heavy through Q4, with December the busiest month. They even went quiet for about two weeks before Black Friday so it landed harder. There isn't a single customer review in any email.

SMALL-BRAND EDIT

Small brands need consistency, so disappearing for the summer isn't the answer. Send fewer sales emails in quiet months, but don't ghost your list. If you sell something new, take the risk away with reviews.

KEY POINT

Fewer sales emails in quiet months, never silence.

COMMON MISTAKE

Skipping reviews on anything new.

NIKE, APRIL TO DECEMBER 2025

70

emails in nine months

June	2
July	2
December	busiest month

Averages 8 a month, but almost all of it lands in autumn and winter.

Fig. 1.5 Nike sent 70 emails from April to December 2025

1. Summer: 2 a month
2. Quiet before Black Friday
3. December: busiest

KEY TERMS

Cadence
How often you send.

Social proof
Reviews, ratings and customer photos that show other people bought and liked it.

YOUR TEMPLATE

HERO AND *category tiles*

Nike's Air Force 1 email on the left. The same structure as an empty template on the right, ready for your brand.

MAKE IT YOURS

1. Use a real photo for the hero, and make sure the product shows without scrolling.
2. Keep it to a product name, two or three lines and one button.
3. Swap the categories for the 3 to 5 ways your customers shop: by need, occasion or who it's for.

Open in Figma | Open in Canva

In Canva this is page 2. Make a copy before you edit.

NIKE · AIR FORCE 1



EMPTY TEMPLATE



END OF CHAPTER 1

PUT IT *to work*

SUMMARY

Product and offer in the first screen. A clear look for each type of email. A perk bar instead of constant discounts. A launch list before every new product. Consistent all year, with reviews on anything new.

PRACTICAL

Aim Give every email a standing reason to buy.

Method 1. Pick one perk you can offer all year. 2. Write it in under eight words. 3. Add it as a bar at the top of your email template.

What to look for Clicks on the bar, and whether average order value moves towards your threshold.

CHAPTER 2

SKIMS

Selling at full price by making every season an event

IN THIS CHAPTER

2.1 Seasonal shops with an opening time
2.2 One template, dressed for the season
2.3 Always-on bundle
2.4 Collabs with their own run
2.5 Selling by need

SPECIMEN

Category	Shapewear, loungewear and swim
Reviewed	May 2024 to April 2026
Sends	4 to 5 a week (243 in a year)
Rhythm	New arrivals Sundays, launches Thursdays
Sign-up offer	15% off first order
Platform	Klaviyo, email and SMS

BY THE END YOU'LL BE ABLE TO

Name and date a seasonal launch, with a waitlist
Run three emails a week from one template
Set up an always-on bundle in your footer

2.1

SEASONAL SHOPS WITH *an opening time*

WHAT THEY DO

SKIMS collections are shops that open: Spring Shop, Vacation Shop, Holiday Shop, Valentine's Shop. The Valentine's Shop started with "Opening soon... Launches Thursday, January 23 at 9AM PT / 12PM ET", then the day before came "Opens tomorrow" with a "Join the waitlist" button.

SMALL-BRAND EDIT

A name and an opening time turn a product drop into a date people remember, and it works with five products as well as five hundred. Anyone on the waitlist has put their hand up, so email them first.

KEY POINT

A name, an exact opening time and a waitlist.

COMMON MISTAKE

Launching 100 styles at once. Pick the five you're proudest of.



Fig. 2.1 "Opening soon: SKIMS Valentine's Shop" · Jan 2025

1. Label
2. Exact date and time
3. "Preview the shop" button

KEY TERMS

Waitlist
People who sign up to hear first when something opens.

Drop
A launch released at a set date and time.

2.2

ONE TEMPLATE, *dressed for the season*

WHAT THEY DO

Underneath, nearly every SKIMS email is the same: big photo, a label like "OPENS TOMORROW:" or "JUST LAUNCHED", headline, two lines, button, then a grid. What changes is the colour and the photography: pink for Valentine's, red for the Holiday Shop, plaid and pastels for the Sleep Shop.

SMALL-BRAND EDIT

This is how a small team sends three emails a week without burning out. Build one template properly, then change the colours and photos each season. People learn where to look.

KEY POINT

One master template, recoloured for each season.

COMMON MISTAKE

Designing every email from scratch.

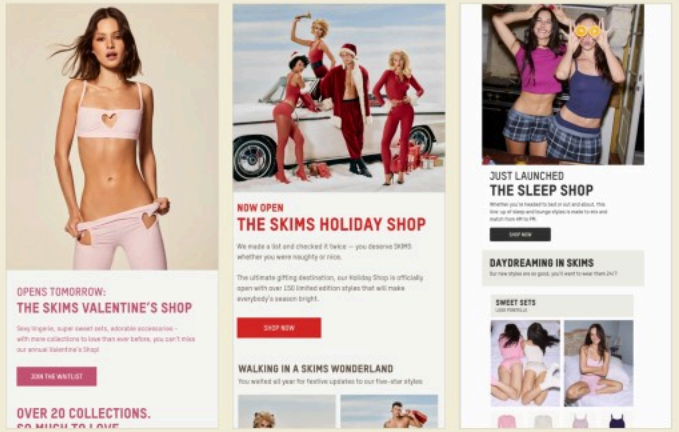


Fig. 2.2 Valentine's Shop, Holiday Shop and Sleep Shop emails

1. Big photo first
2. Same label and headline position
3. Colour and photos change

KEY TERMS

Master template
One email layout you reuse for every send, changing only the content.

2.3

ALWAYS-ON *bundle*

WHAT THEY DO

Every SKIMS email ends with the same footer, and the same offer sits in it: the Panty Shop, 3 for $36, next to international shipping and buy now, pay later. At Valentine's the bundle moves up into the email itself: "Bundle & save: 5 for $35".

SMALL-BRAND EDIT

A standing bundle on your bestseller beats a discount every month. People spend more and don't learn to wait for a sale. Your footer is read on every email, so put the bundle there.

KEY POINT

One always-on bundle in your footer, next to free delivery.

COMMON MISTAKE

A footer with nothing but social icons and an unsubscribe link.

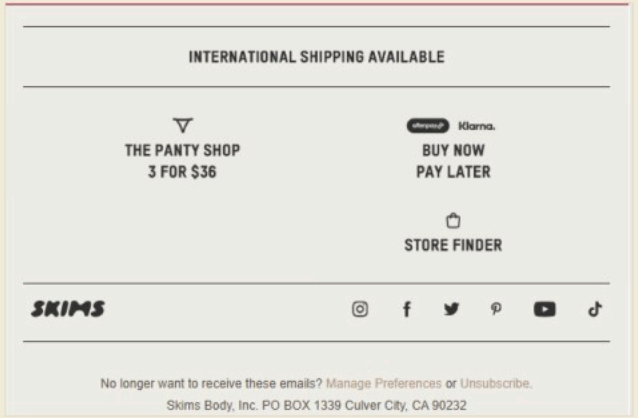


Fig. 2.3 SKIMS footer · Feb 2026

1. International shipping
2. Bundle
3. Buy now, pay later

KEY TERMS

Bundle
Several items sold together for less than buying them separately.

Average order value
Total sales divided by number of orders.

2.4

COLLABS WITH *their own run*

WHAT THEY DO

NikeSKIMS launched in September 2025 with six emails in a completely different design: dark brown backgrounds, Nike's type, and a guide to the six new fabrics, each with one line on what it does. The North Face and FUNBOY collabs followed on a smaller scale.

SMALL-BRAND EDIT

A collab puts you in front of someone else's audience. A brand or creator your customers already like, with a list of their own, is enough. Agree you'll both email about it, and keep it to three emails.

KEY POINT

A partner who emails their list too, and three emails with their own look.

COMMON MISTAKE

Six emails in a row about one collab.

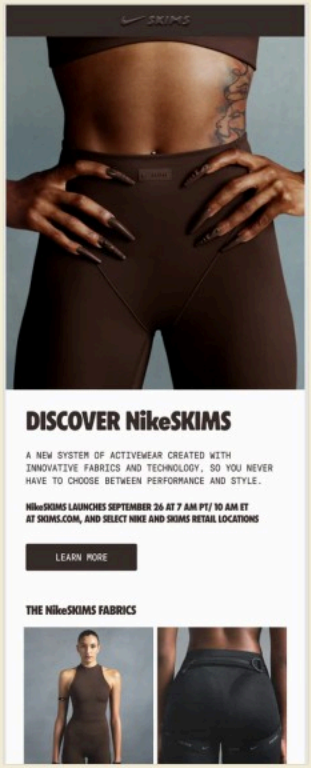


Fig. 2.4 "Discover NikeSKIMS" · Sept 2025

1. The collab's own colours
2. Its own typeface
3. A fabric guide, one line each

KEY TERMS

Collab
A product or campaign made with another brand or creator.

2.5

SELLING *by need*

WHAT THEY DO

Almost every SKIMS email has a grid, and it's never just "shop all". It's Tops, Shorts, Sweats, Sets. At Christmas it's "For him" and "For her". Bras are sorted Light, Medium and High support. Each tile has one line explaining what it's for.

SMALL-BRAND EDIT

This works brilliantly with a small range. Sort your products by what people need, by occasion, by problem or by who it's for, and write one line for each. It does the choosing for them.

KEY POINT

Three or four categories, sorted by need, one line each.

COMMON MISTAKE

A wall of product photos with nothing to explain them.

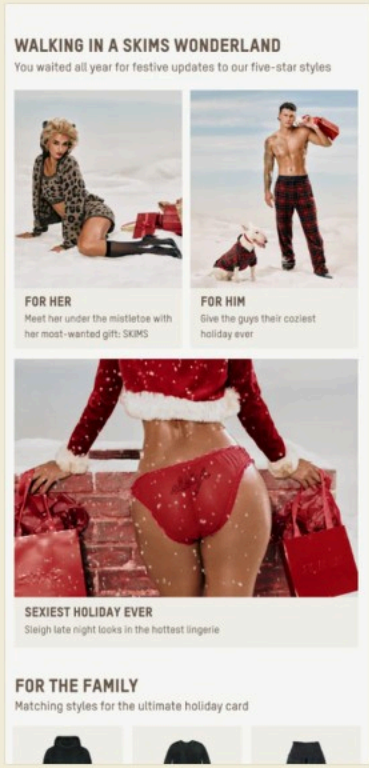


Fig. 2.5 "Now Open: SKIMS Holiday Shop" · 30 Oct 2025

1. Category name
2. One line of copy
3. Product grid

KEY TERMS

Category grid
A block of tiles that sorts products into groups.

YOUR TEMPLATE

JUST DROPPED AND *category sections*

SKIMS' New Cotton email on the left. The same structure as an empty template on the right, ready for your brand.

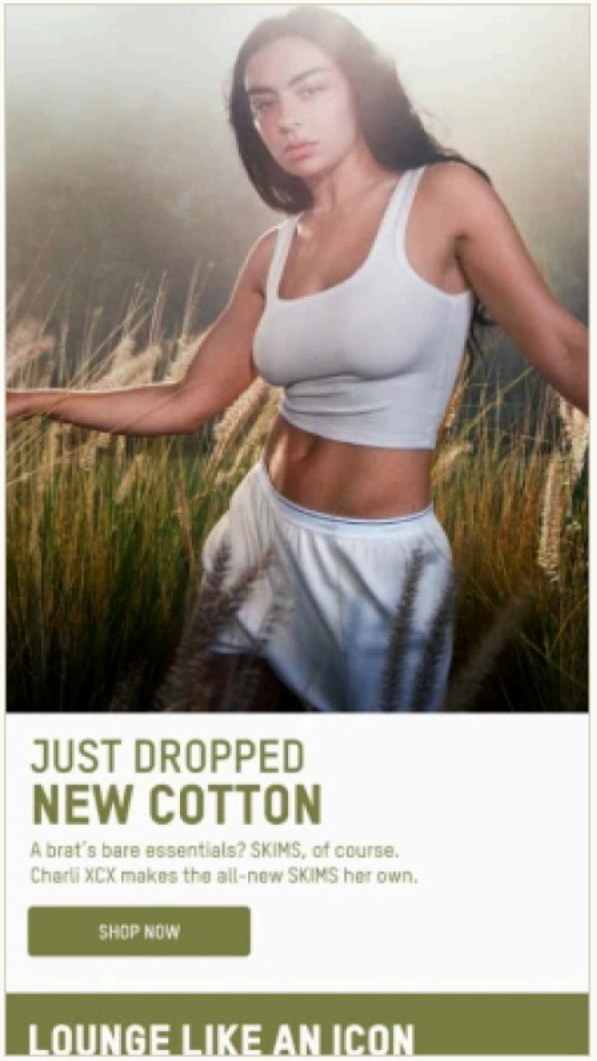
MAKE IT YOURS

1. Name the drop and say who it's for in one line.
2. Give each category its own section: a headline, three photos, one button and the products.
3. End with real customers wearing it. Ask permission and credit them.

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In Canva this is page 3. Make a copy before you edit.

SKIMS · NEW COTTON



EMPTY TEMPLATE



END OF CHAPTER 2

PUT IT *to work*

SUMMARY

Collections as shops with an opening time. One template, recoloured. A bundle in every footer. Collabs with partners who email too. Grids sorted by need.

PRACTICAL

Aim Collect a waitlist before your next launch.

Method 1. Name the collection. 2. Set a date and time. 3. Add a "join the waitlist" form to your site. 4. On launch day, email the waitlist an hour before everyone else.

What to look for How many sign up, and what share of them buy.

CHAPTER 3

RARE BEAUTY

Polished launches, sales and cart emails, from a founder who never writes them

IN THIS CHAPTER

3.1 Launches that start weeks early
3.2 Three cart emails, three moods
3.3 Sale week on one page
3.4 Offers with a minimum spend
3.5 Founder's face, never her voice

SPECIMEN

Category	Beauty
Reviewed	May 2024 to April 2025
Sends	6 to 7 a week Jan to Mar 2025, 2 a week in April
Sign-up offer	10% off a first order over $30
Design	100% designed, 0% plain text
Platform	Klaviyo, with Attentive for SMS

BY THE END YOU'LL BE ABLE TO

Run a launch as coming soon, early access, then launch day
Build a three-email abandoned-cart flow
Set minimum spends that raise your average order

3.1

LAUNCHES THAT START *weeks early*

WHAT THEY DO

New Rare Beauty products never just appear. The Find Comfort body wash arrived with a "COMING SOON" email and a date ("The comfort continues 6/4"). Soft Pinch went coming soon, then "EARLY ACCESS" for subscribers, then "NEW". The label always goes first.

SMALL-BRAND EDIT

Early access gives people a real reason to be on your list and costs nothing. Three emails over a couple of weeks is plenty. Daily sends are where to stop: Rare Beauty's list is used to hearing from them.

KEY POINT

Coming soon, early access, then launch. Label first in the subject line.

COMMON MISTAKE

Emailing every day of launch week.

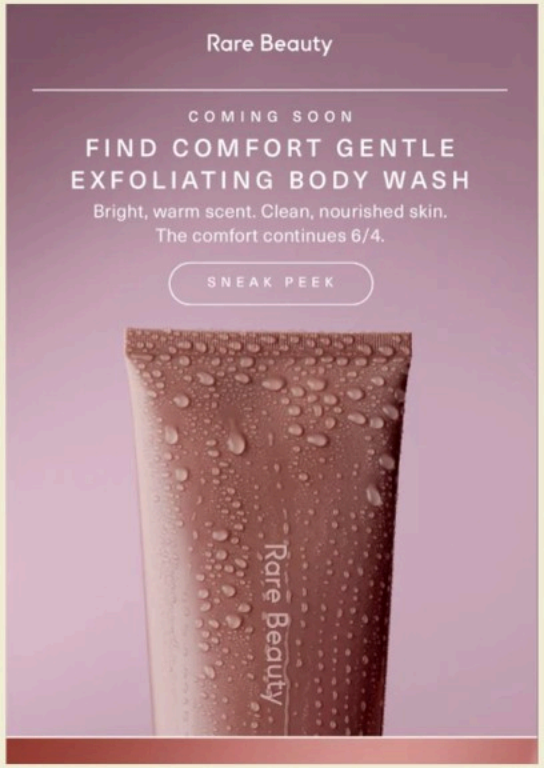


Fig. 3.1 "Coming soon: Find Comfort Gentle Exfoliating Body Wash" · 2024

1. Label at the front
2. Product name and date
3. "Sneak peek" button

KEY TERMS

Early access
Letting your list buy before everyone else.

3.2

THREE CART EMAILS, *three moods*

WHAT THEY DO

Leave something in your basket and you get three emails. "Still undecided? Come back" is polite. "Still deciding? Here's a little nudge" is warmer. "Hey bestie, we saved your cart" sounds like a friend. Each shows the product big, with a "P.S. You might also love" grid underneath.

SMALL-BRAND EDIT

Change the reason each time, as well as the wording. The first reminds them. The second answers the question stopping them: delivery, returns, which shade. The third comes from you, by name.

KEY POINT

Three cart emails, each with a different reason to come back.

COMMON MISTAKE

"Bestie" when it isn't how your brand talks.



Fig. 3.2 The three cart subject lines · early 2025

1. Polite
2. Warmer
3. Like a friend

KEY TERMS

Abandoned-cart flow
Automated emails sent when someone leaves items in their basket.

Browse abandonment
Emails sent when someone views a product but doesn't add it.

3.3

SALE WEEK ON *one page*

WHAT THEY DO

Before Cyber Week, one "Coming soon" email laid out every day: 28 Nov 30% off body, 29 Nov 20% sitewide, 30 Nov up to 50% off lips, 1 Dec up to 50% off face, 2 Dec 20% sitewide, 3 Dec $20 off $50 when you give $10 to the Rare Impact Fund.

SMALL-BRAND EDIT

Showing the whole week up front gives people a reason to open every day. Make your offers smaller: a free gift protects your margin far better than 50% off. One week like this a year is plenty.

KEY POINT

A "coming soon" calendar of daily offers, using gifts more than discounts.

COMMON MISTAKE

50% off anything you can't afford to sell at half price.



Fig. 3.3 "Coming soon: Cyber Week Event" · Nov 2024

1. One row per day
2. Date
3. Offer

KEY TERMS

Gift with purchase
A free item added to an order, often above a minimum spend.

Margin
What you keep from a sale after the cost of making and sending it.

3.4

OFFERS WITH *a minimum spend*

WHAT THEY DO

The sign-up offer is 10% off a first order over $30, and free shipping starts at $50, in every footer. Gifts have a minimum too: a free Find Comfort tinted clutch when you buy two or more items from the collection, with code SOCLUTCH, ending 9 May.

SMALL-BRAND EDIT

A discount or gift with a threshold pushes people to add one more thing, so your average order goes up. Set it just above what most people already spend. If your average order is £32, try £40.

KEY POINT

A minimum spend on every offer, just above your usual order.

COMMON MISTAKE

20% off with no minimum as your standard offer.



Fig. 3.4 "Free Find Comfort Tinted Clutch" · May 2024

1. The gift
2. Minimum: two or more items
3. Code and deadline

KEY TERMS

Minimum spend
The order value someone has to reach to get an offer.

3.5

FOUNDER'S FACE, *never her voice*

WHAT THEY DO

Selena Gomez is in the photos, holding the product. Every email still comes from "Rare Beauty", and not one is plain text. The Rare Impact Fund, the cause behind the brand, gets a neat block near the bottom of some emails, but it's never the main story.

SMALL-BRAND EDIT

Rare Beauty can get away with this because everyone knows who's behind it. You can't. A plain email from you, with your name in the from line, is something they aren't sending, and people reply to it.

KEY POINT

One plain-text email a month from the founder.

COMMON MISTAKE

Putting the founder in the photos without ever letting them speak.

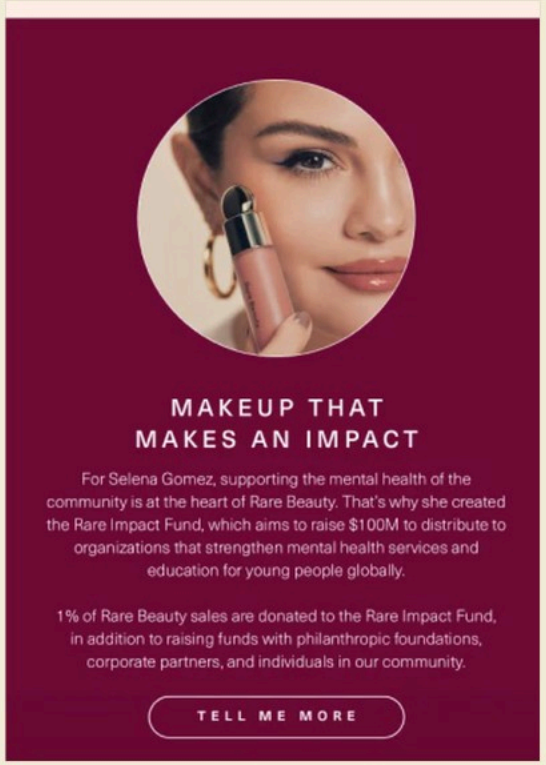


Fig. 3.5 "Makeup that makes an impact" block · Nov 2024

1. Founder photo
2. Cause, low in the email
3. From name: Rare Beauty

KEY TERMS

Plain-text email
An email with no design, written like a normal message.

From name
The name that appears as the sender in the inbox.

YOUR TEMPLATE

TODAY-ONLY OFFER AND *free gifts*

Rare Beauty's Cyber Week email on the left. The same structure as an empty template on the right, ready for your brand.

MAKE IT YOURS

1. Lead with one offer and a clear end: today only, or a date.
2. Give each free gift its own minimum spend, just above your average order.
3. Close by telling them what's coming next, so they open tomorrow.

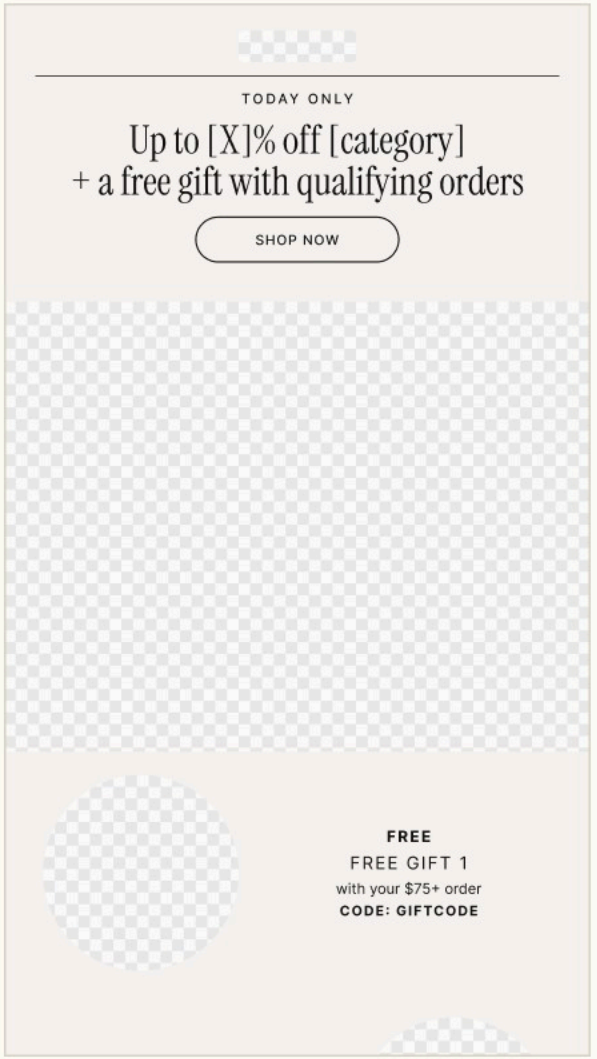
Open in Figma | Open in Canva

In Canva this is page 4. Make a copy before you edit.

RARE BEAUTY · CYBER WEEK



EMPTY TEMPLATE



END OF CHAPTER 3

PUT IT *to work*

SUMMARY

Launches as coming soon, early access, then launch. Three cart emails with three reasons. One sale week a year, planned on one page. Minimum spends on every offer. A founder who writes to her list.

PRACTICAL

Aim Recover more abandoned baskets.

Method 1. Find the question customers ask most before buying. 2. Write a second cart email that answers it in one line. 3. Add a review. 4. Send it 24 hours after the first reminder.

What to look for Orders from the second email compared with the first.

CHAPTER 4

HUEL

Selling by teaching: a newsletter people actually read

IN THIS CHAPTER

4.1 A newsletter with a name and a number
4.2 Numbers that do the selling
4.3 A discount for every kind of customer
4.4 Myths as a campaign
4.5 Customers with a name

SPECIMEN

Category	Nutrition: meals, drinks and snacks
Reviewed	January 2024 to May 2025
Sends	3 to 5 a week (176 campaigns)
Rhythm	Sundays first, 5 to 6am
Sign-up offer	15% off for new customers
Free delivery	Over £45
Platform	Klaviyo, email and SMS

BY THE END YOU'LL BE ABLE TO

Plan a content email people look forward to
Turn your product facts into proof points
Match offers to who your customers are

4.1

A NEWSLETTER WITH *a name and a number*

WHAT THEY DO

A quarter of everything Huel sends is The Digest: a weekly newsletter that teaches. Each issue has a short intro, then five or six short articles, each with one line and "Read more". Products sit in a small block at the bottom. Issue 100 gave its top 100 readers £10 off as a thank-you. Issue 150 came with "only 150 codes available".

SMALL-BRAND EDIT

This is the email your readers keep even when they aren't buying. Give it a name and an issue number so it feels like a publication. Monthly is plenty. Three short pieces beats six.

KEY POINT

A named, numbered newsletter that teaches, with selling at the bottom.

COMMON MISTAKE

Calling a sales email a newsletter.

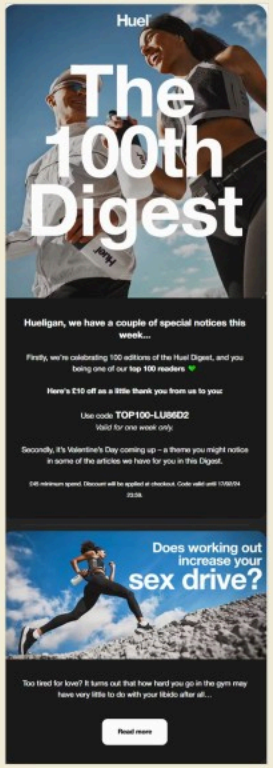


Fig. 4.1 "The 100th Digest" · Feb 2024

1. Name and issue number
2. Short articles with Read more
3. Small product block

KEY TERMS

Content email
An email that teaches or entertains instead of selling.

Edition
One issue of a regular newsletter.

4.2

NUMBERS THAT *do the selling*

WHAT THEY DO

Huel rarely describes a product in sentences when a number will do. Daily Greens gets "166 science-backed health benefits", "91 vitamins, minerals and nutrients" and "100% vegan", each on its own line with a tick. Price is broken down too: "From £1.50 per serving".

SMALL-BRAND EDIT

Every product has numbers: how long it lasts, how many uses, what it costs per use. A number is easier to believe than an adjective, and price per use makes a £30 product feel small.

KEY POINT

Three or four proof points, one per line, and the price per use.

COMMON MISTAKE

"Amazing quality" with nothing to back it up.

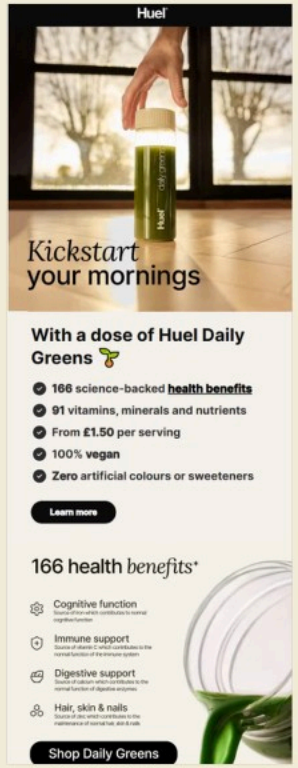


Fig. 4.2 "Kickstart your mornings" (Daily Greens) · Feb 2025

1. One number per line
2. Tick icon
3. Price per serving

KEY TERMS

Proof point
A specific fact that backs up a claim.

Price per use
Total price divided by the number of uses, servings or wears.

4.3

A DISCOUNT FOR *every kind of customer*

WHAT THEY DO

Huel keeps its everyday price steady and gives discounts to specific people instead: students, NHS staff, the military and, new in 2025, first responders. One email, "There's a discount for everyone...", lists them all with subscribe and save and refer a friend. Other offers are timed to payday.

SMALL-BRAND EDIT

A discount for a group feels like a thank-you, so it doesn't train everyone to wait for a sale. Pick the one or two groups your customers belong to. Time any general offer to when people have money.

KEY POINT

Discounts for who people are and when they get paid.

COMMON MISTAKE

Sitewide sales so often that nobody pays full price.

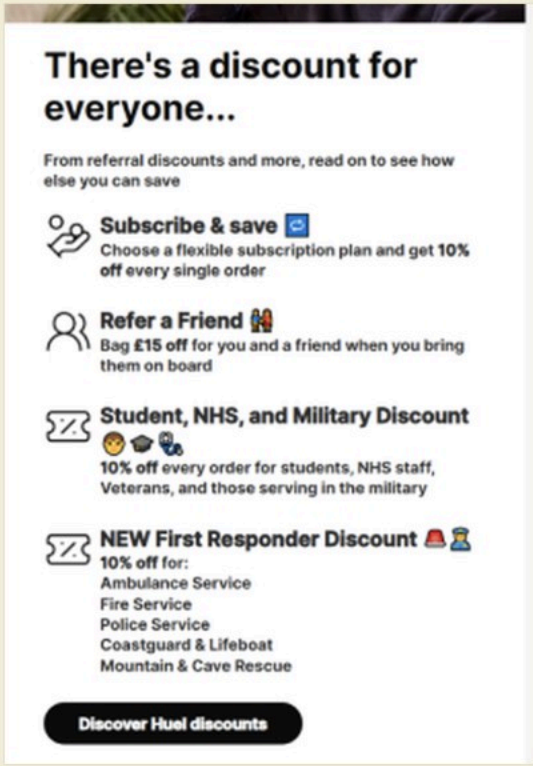


Fig. 4.3 "Save 10% on every order" · Jan 2025

1. Subscribe and save
2. Refer a friend
3. Student, NHS and military

KEY TERMS

Segment
A group of subscribers who share something, like a job or what they bought.

Referral offer
A reward for sending a friend who buys.

4.4

MYTHS AS *a campaign*

WHAT THEY DO

One email is built entirely around myths: "Huel means you have to drink your food", "Huel is only for weight loss", "Huel is for astronauts". Each myth gets a photo, two lines putting it right and a button. Subject lines ask questions too: "Is your gut your second brain?"

SMALL-BRAND EDIT

The reasons people don't buy are your best content. Write down what customers say before they buy and turn the top three into an email. It sells without sounding like selling.

KEY POINT

Your customers' doubts, answered in one email.

COMMON MISTAKE

Ignoring the objection everyone's thinking.

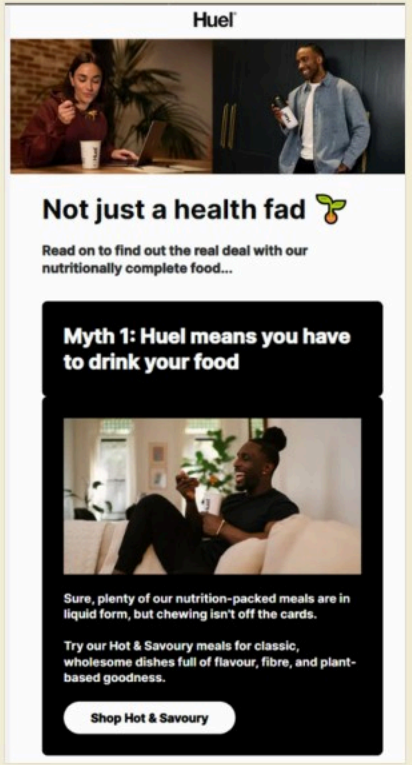


Fig. 4.4 "Not just a health fad" · Jan 2025

1. Myth as a heading
2. Two-line answer
3. Button

KEY TERMS

Objection
A reason someone gives for not buying.

4.5

CUSTOMERS *with a name*

WHAT THEY DO

Huel customers are "Hueligans". Emails open with "Hey Hueligan", end with "What do you want to read next, Hueligan?" and feature real people: the Human Performance Series, ultrarunner Russ Cook, a Huel run club on Strava.

SMALL-BRAND EDIT

A community name has to come from your customers or feel natural. Start smaller: ask a question at the end of every email and share the best replies next time. Real customers convince more than models.

KEY POINT

Feature real customers, and ask readers what they want next.

COMMON MISTAKE

Inventing a community name nobody uses.

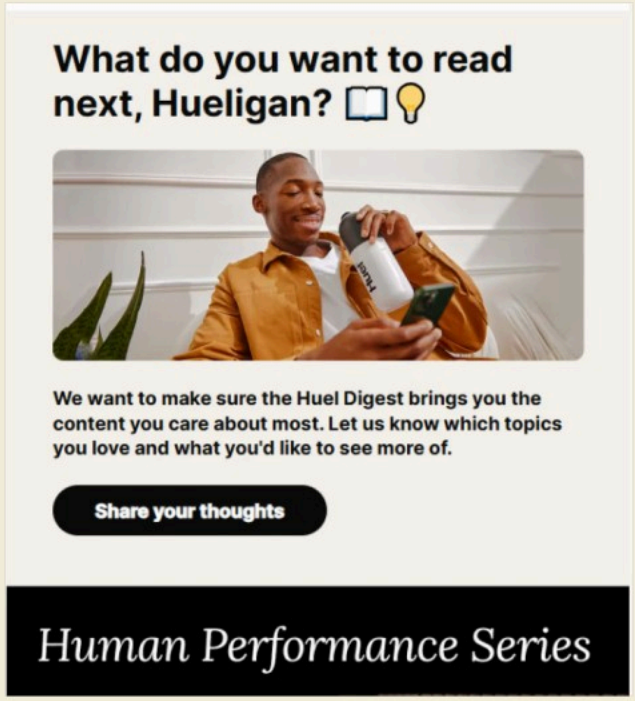


Fig. 4.5 Digest sign-off, "Aphrodisiacs: fact or fiction?" issue · Feb 2025

1. Community name
2. Question to readers
3. Real customer story

KEY TERMS

User-generated content
Photos, reviews and stories made by customers.

YOUR TEMPLATE

NEW LAUNCH AND *feature blocks*

Huel's new snack email on the left. The same structure as an empty template on the right, ready for your brand.

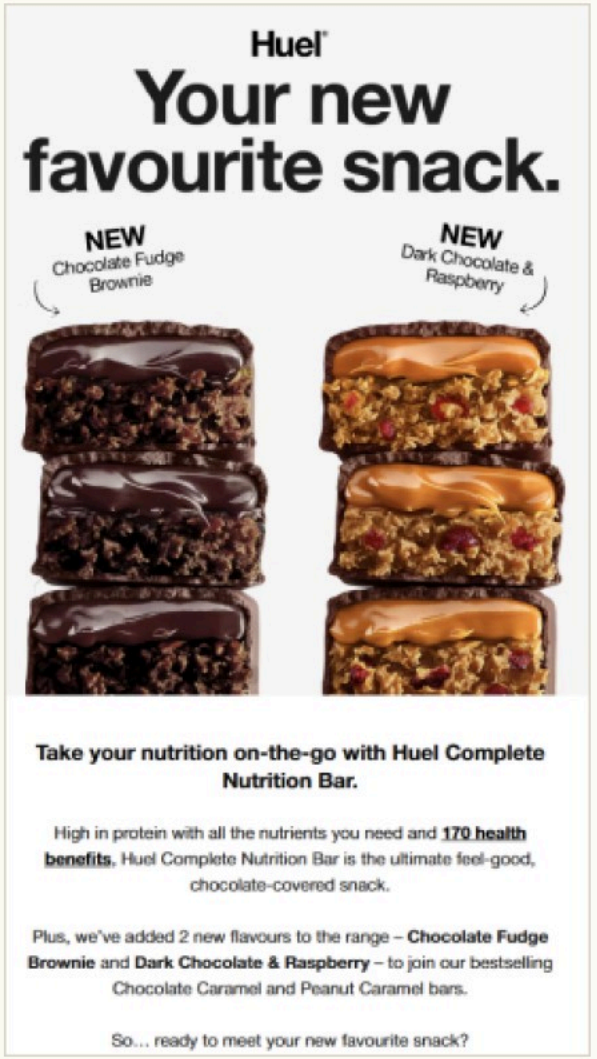
MAKE IT YOURS

1. Put your proof points in the intro: the numbers that make it worth buying.
2. Give each new variant its own image, short claim and button.
3. Finish with every option side by side so they can pick.

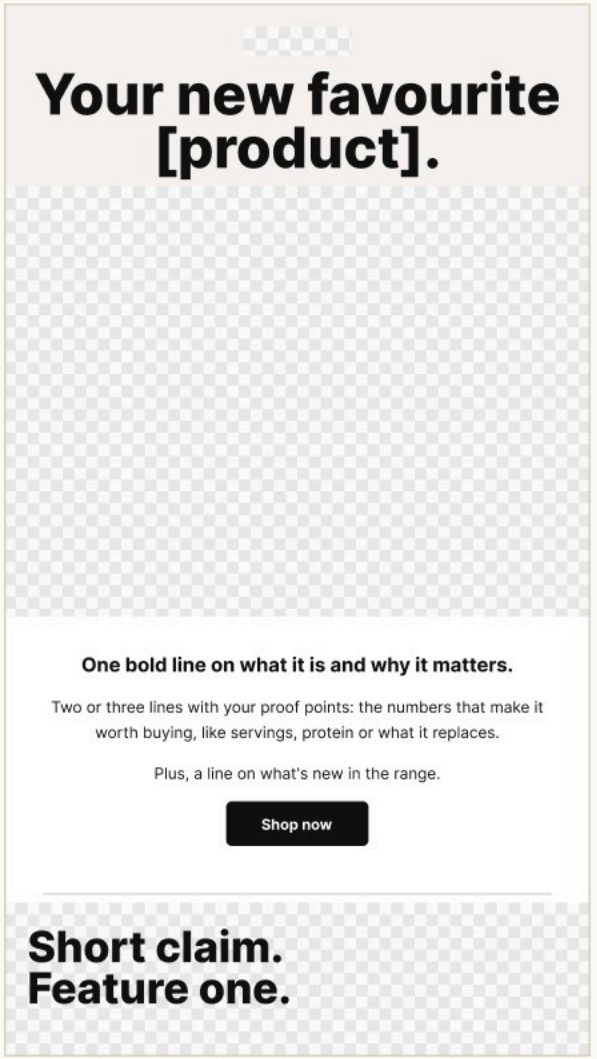
Open in Figma | Open in Canva

In Canva this is page 5. Make a copy before you edit.

HUEL · NEW SNACK



EMPTY TEMPLATE



END OF CHAPTER 4

PUT IT *to work*

SUMMARY

A named, numbered newsletter that teaches. Numbers instead of adjectives. Discounts for specific groups and paydays. Doubts turned into content. Real customers, and a question at the end of every email.

PRACTICAL

Aim Send an email people keep, even in a month they don't buy.

Method 1. Name your newsletter. 2. Number it from No. 1. 3. Write three short pieces: a tip, a myth and a customer. 4. Add one product at the bottom. 5. End with a question.

What to look for Opens and replies compared with your sales emails, and fewer unsubscribes.

CHAPTER 5

LEMME

Turning restocks, social posts and results into reasons to buy

IN THIS CHAPTER

5.1 Restocks, sent like launches
5.2 Social posts in the inbox
5.3 Results on a timeline
5.4 Founder's voice, inside the design
5.5 Subscribers get the better deal

SPECIMEN

Category	Supplements: gummies and capsules
Founder	Kourtney Kardashian Barker
Reviewed	May 2024 to May 2025
Sends	2 to 4 a week, daily during launches
Sign-up offer	10% off, three-step form (email, then SMS)
Free shipping	Over $50
Platform	Klaviyo, with Attentive for SMS

BY THE END YOU'LL BE ABLE TO

Turn restocks into campaigns
Pull your best social posts into email
Set clear expectations for when results show

5.1

RESTOCKS, *sent like launches*

WHAT THEY DO

When Lemme Sleep sold out, its return got a full campaign: "Lemme Sleep is back in stock!", a "Back in stock" ticker across the top, the benefits listed again, and a subscribe block promising "No sellout stress". Restocks make up about 15% of everything Lemme sends.

SMALL-BRAND EDIT

Small brands sell out all the time and say nothing. Low-stock and back-in-stock emails are easy wins because the reason to buy is already there. Only show real stock levels: fake urgency breaks UK consumer law.

KEY POINT

Low stock and restocks, sent as campaigns.

COMMON MISTAKE

Inventing scarcity. "Almost gone" has to be true.

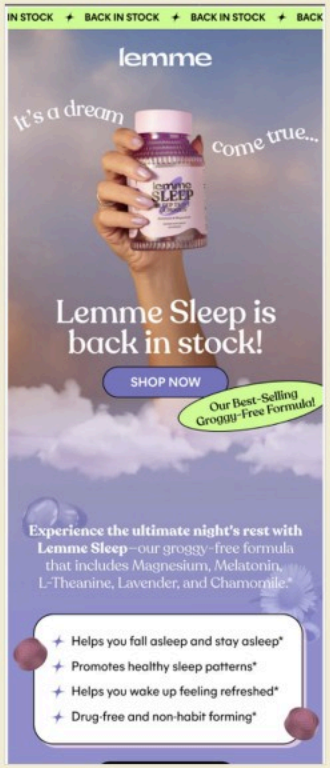


Fig. 5.1 "Lemme Sleep is back in stock!"

1. "Back in stock" ticker
2. Headline that says it plainly
3. "No sellout stress" for subscribers

KEY TERMS

Back-in-stock email
An email telling people something that sold out is available again.

Scarcity
Limited stock or time, used as a reason to buy now.

5.2

SOCIAL POSTS *in the inbox*

WHAT THEY DO

"Tried, true and trending: Lemme's taking over TikTok." The email is a grid of real TikTok screenshots, each next to the product it's about with a pulled quote. Another, "Real results (from real people)", stacks star reviews in speech-bubble cards.

SMALL-BRAND EDIT

Your best content is already on your socials, and most of your list never saw it. Screenshot the posts that sell, with permission, and email them. Social is rented, so give the good stuff a home on your list.

KEY POINT

Your best customer posts, one quote each, sent as an email.

COMMON MISTAKE

A "follow us on TikTok" button instead of showing the TikToks.

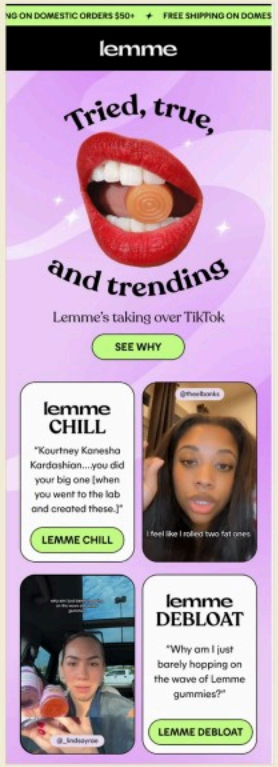


Fig. 5.2 "Tried, true and trending" · summer 2024

1. Real screenshot
2. Pulled quote
3. Matching product button

KEY TERMS

Repurposing
Reusing content from one channel, like a TikTok, in another, like email.

5.3

RESULTS ON *a timeline*

WHAT THEY DO

Lemme says when to expect results. The Smooth email lays it out as a timeline: "Day 14", "Day 28" ("visibly reduces cellulite") and "Day 56+", each with one line on what's happening. Tone did the same in weeks: 4, 8 and 12.

SMALL-BRAND EDIT

If your product takes time to work, people give up early unless you tell them how long to wait. A simple timeline sets expectations, cuts refunds and keeps subscribers going. Only use timeframes you can back up.

KEY POINT

A three-step "what to expect" timeline.

COMMON MISTAKE

Promising results with no timeframe, so people quit in week two.



Fig. 5.3 "Smoother skin in 28 days" · early 2025

1. Day 14
2. Day 28
3. Day 56+

KEY TERMS

Churn
The share of subscribers or customers who stop buying.

5.4

FOUNDER'S VOICE, *inside the design*

WHAT THEY DO

Lemme's emails are loud and fully designed, and Kourtney still turns up in her own words. The GLP-1 Daily waitlist email gives her a photo, a few lines about the years it took to formulate, and a sign-off: "Kourtney Kardashian Barker, Founder".

SMALL-BRAND EDIT

Rare Beauty puts its founder in the photos and never lets her speak (3.5). A few signed lines from you, inside the email you already send, show there's a person behind the brand. Write them the way you'd say them out loud.

KEY POINT

A short, signed note from you inside your designed emails.

COMMON MISTAKE

A founder quote that reads like a press release.



Fig. 5.4 GLP-1 Daily waitlist email · Sept 2024

1. Founder photo
2. Her own words
3. Signed with name and role

KEY TERMS

From name
See 3.5.

5.5

SUBSCRIBERS GET *the better deal*

WHAT THEY DO

Lemme's offers always give subscribers more. Black Friday was 20% off one-time purchases and up to 30% off subscriptions, side by side so the better deal is obvious. In summer it was "Today's your last day to start a new subscription and save 30%".

SMALL-BRAND EDIT

If people use your product up, a subscription is worth more than any one sale. Make subscribing the obvious choice: give subscribers the better discount and put it first on the button.

KEY POINT

A bigger discount for subscribers than one-off buyers.

COMMON MISTAKE

The same discount for everyone, so there's no reason to subscribe.



Fig. 5.5 "Take up to 30% off sitewide" · Nov 2024

1. One-time discount
2. Subscription discount
3. One button to the sale

KEY TERMS

Subscription
A repeat order sent automatically on a schedule.

Retention
Keeping customers buying over time.

YOUR TEMPLATE

WAITLIST LAUNCH AND *ingredients*

Lemme's Tone launch email on the left. The same structure as an empty template on the right, ready for your brand.

MAKE IT YOURS

1. Open with "Meet" and the product name, then four benefits.
2. Explain what's in it, one line per ingredient.
3. Use Join the waitlist before launch and Shop after.

Open in Figma | Open in Canva

In Canva this is page 6. Make a copy before you edit.

LEMME · TONE LAUNCH



EMPTY TEMPLATE



END OF CHAPTER 5

PUT IT *to work*

SUMMARY

Restocks sent like launches. Your best social posts, in email. Results on a timeline. A few signed lines from the founder. Subscribers get the better deal.

PRACTICAL

Aim Turn your next sell-out into two campaigns.

Method 1. When a product drops below about 20% stock, send a stock-check email. 2. If it sells out, add a "notify me" button. 3. When it's back, email that list first.

What to look for Sales from the stock-check email, and how many restock sign-ups buy.

APPENDIX

FOUNDER *thank-you email*

Most post-purchase emails are a receipt with a logo on top: order number, tracking link, done. Nobody remembers them.

Someone has just trusted you with their money, and they're more interested in you right now than they'll ever be. A short note from the founder, a day or two after the order, shows there's a real person behind the brand. It's also the email people reply to, and replies help you land in the main inbox next time.

KEY POINT

Your name in the from line, plain text, a real reason you made it, and one easy question.

COMMON MISTAKE

Discount codes, product grids and "follow us on Instagram".

PRACTICAL

Set this up as the second email in your post-purchase flow, 1 to 2 days after the order confirmation. About 20 minutes. Look for replies, and how many first-time buyers order again.

TEMPLATE · PLAIN TEXT, NO DESIGN NEEDED

From: [Your first name] at [Brand]
Subject: Your [product] is on its way
Preview text: A quick note from me

Hi [first name],

I'm [name] and I started [brand]. I saw your order come through and wanted to say thank you myself.

[One or two lines on why this product exists, or what you love about it. Be specific.]

It should be with you by [day]. When it arrives, I'd love to know what you think. Just reply to this email and it comes straight to me.

[Name]
[Brand]

P.S. [One useful tip for getting the most out of it]

Glossary

Above the fold (1.1)
What people see before they scroll.

Abandoned-cart flow (3.2)
Emails sent when someone leaves items in their basket.

Average order value (2.3)
Total sales divided by number of orders.

Back-in-stock email (5.1)
Tells people something that sold out is back.

Browse abandonment (3.2)
Emails sent when someone views a product but doesn't add it.

Bundle (2.3)
Several items sold together for less.

Cadence (1.5)
How often you send.

Campaign (1.2)
A one-off email to your list, as opposed to a flow.

Category grid (2.5)
Tiles that sort products into groups.

Churn (5.3)
The share of customers who stop buying.

Collab (2.4)
A product or campaign made with another brand or creator.

Content email (4.1)
An email that teaches or entertains instead of selling.

Drop (2.1)
A launch released at a set date and time.

Early access (3.1)
Letting your list buy before everyone else.

Edition (4.1)
One issue of a regular newsletter.

From name (3.5)
The sender name people see in the inbox.

Gift with purchase (3.3)
A free item added to an order, often above a minimum spend.

Hero (1.1)
The first big image in an email.

Launch list (1.4)
People who asked to hear when something goes on sale.

Margin (3.3)
What you keep after the cost of making and sending.

GLOSSARY, *continued*

Master template (2.2)
One layout you reuse, changing only the content.

Minimum spend (3.4)
The order value needed to get an offer.

Objection (4.4)
A reason someone gives for not buying.

Perk bar (1.3)
A thin line at the top of every email with your standing benefit.

Plain-text email (3.5)
An email with no design, written like a message.

Post-purchase flow (App.)
Automated emails sent after someone buys.

Price per use (4.2)
Price divided by uses, servings or wears.

Proof point (4.2)
A specific fact that backs up a claim.

Referral offer (4.3)
A reward for sending a friend who buys.

Repurposing (5.2)
Reusing content from one channel in another.

Retention (5.5)
Keeping customers buying over time.

Scarcity (5.1)
Limited stock or time, used as a reason to buy now.

Segment (4.3)
Subscribers who share something, like a job or what they bought.

Sender reputation (1.2)
How much inbox providers trust you.

Social proof (1.5)
Reviews and photos that show others bought and liked it.

Subscription (5.5)
A repeat order sent automatically.

User-generated content (4.5)
Photos, reviews and stories made by customers.

Waitlist (2.1)
People who sign up to hear first when something opens.

Welcome offer (1.3)
What you give people for signing up.

That's *five.*

There is a new deep dive every month in Newsroom, starting with AGI, Rhode and the full Nike file.

WANT TO SEE THIS DONE ON YOUR EMAILS?

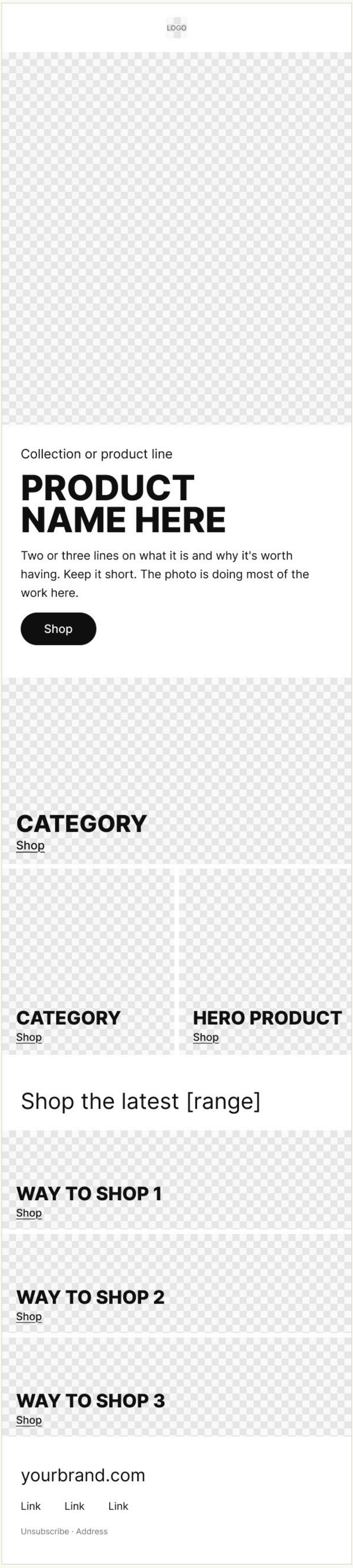
Briefing. Wed 20 Jan, 5pm UK / 12pm ET, on Google Meet. 45 minutes. Three brands broken down, then real emails from people in the room edited live. Send yours in when you sign up.

Save your seat at ooco.co.uk/briefing

FRONT PAGE · TEMPLATE 01

Hero + category tiles

From the Nike email, Chapter 1. Figma and Canva links on page 09.



FRONT PAGE · TEMPLATE 02

Just dropped + category sections

From the SKIMS email, Chapter 2. Figma and Canva links on page 17.

JUST DROPPED

COLLECTION NAME

One or two lines on what is new and who it is for.

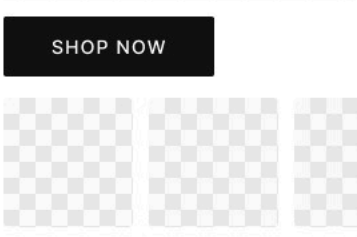
SHOP NOW

BIG STATEMENT LINE

CATEGORY 1: NEW STYLES AND DETAILS

SHOP NOW

CATEGORY 2: NEW STYLES AND COLOURS



SHOP NOW

CUSTOMER PHOTOS HEADLINE

Free delivery line · Pay later · Rewards

Logo · social links · unsubscribe · address

FRONT PAGE · TEMPLATE 03

Today-only offer + gifts with purchase

From the Rare Beauty email, Chapter 3. Figma and Canva links on page 25.

TODAY ONLY

Up to [X]% off [category] + a free gift with qualifying orders

SHOP NOW

FREE
FREE GIFT 1
with your $75+ order
CODE: GIFTCODE

FREE
FREE GIFT 2
with your $150+ order
CODE: GIFTCODE

Save on your favourites

XX% OFF

PRODUCT NAME
One line on what it does.
SHOP NOW

XX% OFF

PRODUCT NAME
One line on what it does.
SHOP NOW

XX% OFF

PRODUCT NAME
One line on what it does.
SHOP NOW

Our [sale name] continues tomorrow

CHECK BACK FOR ANOTHER OFFER

Free delivery over [£X] · Free returns

Social links · contact · unsubscribe · address

FRONT PAGE · TEMPLATE 04

New product launch + feature blocks

From the Huel email, Chapter 4. Figma and Canva links on page 33.

Your new favourite [product].

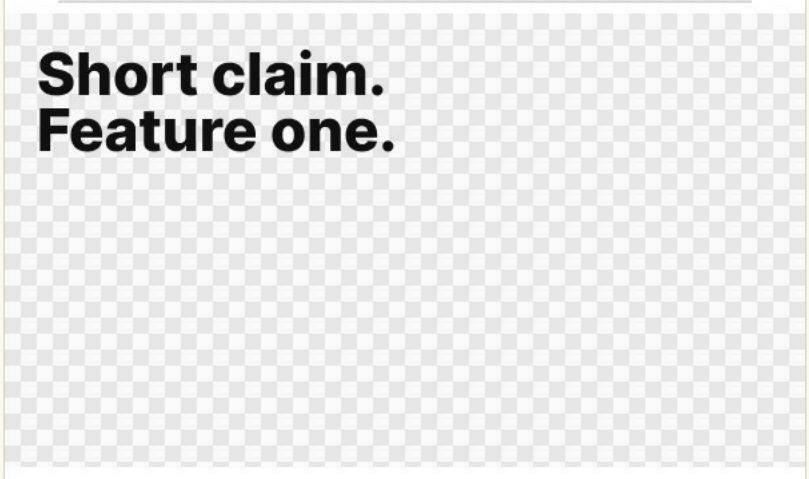
One bold line on what it is and why it matters.

Two or three lines with your proof points: the numbers that make it worth buying, like servings, protein or what it replaces.

Plus, a line on what's new in the range.

Shop now

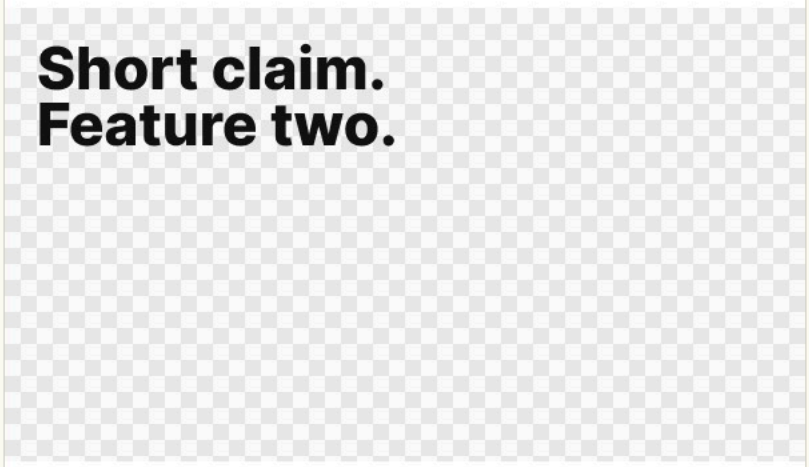
Short claim. Feature one.



One line on what makes this one different.

Shop now

Short claim. Feature two.



One line on what makes this one different.

Shop now

A comparison line: better than the thing they buy now.

Try [product] today

Variant 1

Shop now

Variant 2

Shop now

Variant 3

Shop now

Variant 4

Shop now

Shop

Account

FRONT PAGE · TEMPLATE 05

Waitlist launch + benefits + ingredients

From the Lemme email, Chapter 5. Figma and Canva links on page 41.

