

Email Marketing / Launch Campaigns

Urgent emails sent in the final 24-48 hours of a launch to convert fence-sitters before the offer expires.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Launch Finale, Cart Close, Urgency Campaigns

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Why This Prompt Exists

Most launches lose 30-50% of potential sales because they don't have an effective cart close sequence.

You get:

- one cart close email (ignored)
- no urgency escalation (same message every time)
- no reminder of what they'll miss
- no social proof in final hours
- sales that could have closed but didn't

But cart close is not one email.

It is an escalating urgency campaign.

- Email 1 (24 hours): "Tomorrow at midnight, the cart closes"
- Email 2 (12 hours): "12 hours left — don't miss the bonuses"
- Email 3 (6 hours): "6 hours left — here's what you'll lose"
- Email 4 (2 hours): "Last chance — cart closing in 2 hours"
- Email 5 (expired): "You missed it — here's what to do now"

Without cart close, fence-sitters never convert.

This framework forces AI to create cart close sequences that convert last-minute buyers.

The Prompt

Assume the role of a launch strategist who converts fence-sitters in the final hours.

Your task is to create a cart close sequence.

Generate:

1. EMAIL 1 – 24 HOURS LEFT

- Subject line (urgency + deadline)
- Reminder of deadline (specific time)
- What they'll lose (price increase, bonuses expire)
- Call to action
- Full email

2. EMAIL 2 – 12 HOURS LEFT

- Subject line (more urgent)
- Countdown timer suggestion
- Social proof (how many have already purchased)
- Reminder of bonuses expiring
- Full email

3. EMAIL 3 – 6 HOURS LEFT

- Subject line (very urgent)
- Specific consequences of missing deadline

- Last chance to get bonuses
- Testimonial or social proof
- Full email

4. EMAIL 4 – 2 HOURS LEFT

- Subject line (final warning)
- "Cart closing at [specific time]"
- Direct link to purchase (multiple times)
- What they'll miss forever
- Full email

5. EMAIL 5 – CART CLOSED (expired)

- Subject line
- Acknowledge they missed it
- Offer waitlist for next launch
- Alternative offer (if available)
- Full email

6. TIMING RECOMMENDATIONS

- Exact send times relative to deadline
- Timezone considerations

INPUTS:

Product Name:

[INSERT]

Cart Close Deadline (date and time):

[INSERT]

Price Increase Details:

[E.G., "From \$297 to \$497"]

Bonuses Expiring:

[LIST OR "NONE"]

Social Proof Available:

[E.G., "500+ people have already joined"]

Waitlist for Next Launch:

[YES / NO]

RULES:

- Escalate urgency with each email (stronger language, shorter intervals)
- Send emails at decreasing intervals (24, 12, 6, 2 hours before deadline)
- Countdown timers increase conversion (use dynamic images)
- Remind them what they'll lose (not just the deadline)
- Social proof builds FOMO ("Don't be the only one missing out")
- Include direct purchase link in every email (make it easy)
- Expired email offers waitlist (capture demand for next launch)

How To Use It

- Send emails at decreasing intervals: 24, 12, 6, and 2 hours before deadline.
- Use countdown timers in emails (dynamic images increase urgency).
- Escalate urgency language with each email (stronger, more direct).
- Remind them what they'll lose — not just the deadline, but specific bonuses and price.
- Include direct purchase link in every email (make it easy to buy).

- Social proof in final hours builds FOMO (“Don’t be the only one missing out”).
- If they miss the deadline, offer waitlist for next launch (capture demand).

Example Input

Product Name: “The Profitable Freelancer” (online course)

Cart Close Deadline: June 15 at 11:59 PM EST

Price Increase Details: From \$297 early bird to \$497 regular price

Bonuses Expiring: One-on-one strategy call (\$200 value), private Facebook group access

Social Proof Available: 500+ people have already joined

Waitlist for Next Launch: YES

Why It Works

Most launches lose fence-sitters in the final hours.

This framework improves outcomes by forcing:

- escalating urgency (24 → 12 → 6 → 2 hours)
- countdown timers (visual urgency)
- loss reminders (what they’ll miss)
- social proof (FOMO)
- easy purchase links (friction removal)
- expired follow-up (demand capture)

Great cart close sequences don’t just remind — they create unavoidable urgency.

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