



ARDENT SELLER

A FREE STARTER FROM ARDENT SELLER

The Maker's Email Template Starter

10 ready-to-send emails — restock, shipped, review request, lost package, wholesale pitch, Black Friday, and more.

3 subject lines · a preheader · a fill-in-the-blank body for each.



Ten emails you can send this week

Writing the email is the part that keeps getting pushed to tomorrow — the restock you never announced, the review you never asked for, the lost package you dreaded replying to. This free starter hands you ten of them, ready to fill in and send: a subject line (three to choose from), a preview line, and a complete body for each.

HOW EACH TEMPLATE WORKS

Every template gives you three subject lines (pick the angle that fits — curiosity, clarity, or urgency), a preheader (the preview text next to the subject), and a full body. Everything in [\[amber brackets\]](#) is a blank for you to fill in — [\[First Name\]](#), [\[Shop Name\]](#), [\[Product Name\]](#), and so on. Replace them, add one true detail, and the email reads like you wrote it.

These 10 are pulled from across the full library — at least one from every section: launches, abandoned cart, post-purchase, customer service, wholesale, review responses, and seasonal. The complete Maker's Email Template Library has 100 templates in four formats (plain text, branded HTML, fill-in PDF, and editable Word) plus a Start Here guide. The closing page has the details.

#01 · PRODUCT LAUNCHES & NEW COLLECTIONS

Back In Stock — Restock Announcement

When to send: Send the moment a sold-out favorite is available to buy again.

SUBJECT LINES — PICK ONE

- A [\[Product Name\]](#) is back
- B Good news — it's restocked
- C Back in stock (and going fast)

Preheader: You asked, and it's finally available again.

EMAIL BODY

Hi [\[First Name\]](#),

[\[Product Name\]](#) is back in stock. So many of you asked about it that I bumped it to the front of the line.

Restocks tend to move quickly, especially this one, so I wanted you to hear it first rather than find out it's gone again.

Grab yours here: [\[Product Link\]](#)

Thanks for your patience while I caught up.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: If you only made a limited number this time, say the exact count ("just 12 this round") — it turns a plain restock into a reason to act now.

#02 · PRODUCT LAUNCHES & NEW COLLECTIONS

It's Live — Launch-Day Blast

When to send: Send the instant the launch opens to your full list.

SUBJECT LINES — PICK ONE

A It's live

B The wait is over

C [\[Collection Name\]](#) just opened

Preheader: Everything's up — first come, first served.

EMAIL BODY

Hi [\[First Name\]](#),

It's live. The [\[Collection Name\]](#) collection just opened in the shop.

A few pieces are one-of-a-kind, so the early birds really do get the best of it — and once those are claimed, they're gone for good. No code needed — just come in and have a look around.

Start here: [\[Shop Link\]](#)

Can't wait to see what you choose.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Keep this one short and high-energy — it's a starting gun, not a story. If anything is truly one-of-a-kind, say so; scarcity is the whole point on launch day.

#03 · ABANDONED CART & BROWSE RECOVERY

Abandoned Cart — First Reminder

When to send: Send 1–3 hours after a customer leaves items in their cart without checking out.

SUBJECT LINES — PICK ONE

- A You left something behind
- B Still thinking it over?
- C Your [\[Product Name\]](#) is waiting

Preheader: Your cart is saved — pick up right where you left off.

EMAIL BODY

Hi [\[First Name\]](#),

Looks like you left a few things in your cart. No rush — I've saved them for you so you can come back whenever you're ready.

Everything in my shop is made by hand in small batches, so popular pieces do tend to go. If [\[Product Name\]](#) caught your eye, it's still here for now.

Want to finish up? Your cart is one click away.

[\[Shop Link\]](#)

If you have a question about anything before you decide, just reply — I'm happy to help.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap [\[Product Name\]](#) for the actual item they left behind if your platform supports it — naming the exact piece makes this feel personal instead of automated.

#04 · POST-PURCHASE & REVIEWS

Your Order Has Shipped

When to send: Send the moment the order is handed to the carrier and tracking is live.

SUBJECT LINES — PICK ONE

- A It's on the way
- B Order [\[Order Number\]](#) just shipped
- C Track your package, [\[First Name\]](#)

Preheader: Tracking is live and your package is moving.

EMAIL BODY

Hi [\[First Name\]](#),

Good news — your order is packed up and on its way to you.

You can follow it here: [\[Tracking Link\]](#)

Carrier: [\[Carrier\]](#)

Tracking number: [\[Tracking Number\]](#)

Most orders arrive within [\[Number of Days\]](#) business days, though the carrier's estimate is your best guide. If anything looks off with the tracking, reply and let me know — I'm glad to chase it down.

Can't wait for it to land on your doorstep.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: If you offer local pickup or hand-delivery, replace the carrier block with those instructions so the email matches how this particular order is actually traveling.

#05 · POST-PURCHASE & REVIEWS

Review Request — First Ask

When to send: Send about a week after delivery, once the customer has had time to enjoy the product.

SUBJECT LINES — PICK ONE

- A How's your [\[Product Name\]](#) treating you?
- B Mind sharing a quick word?
- C Two minutes for a small favor?

Preheader: Your honest take helps the next person decide.

EMAIL BODY

Hi [\[First Name\]](#),

Now that you've had your [\[Product Name\]](#) for a little while, I'd love to know how it's working out for you.

If you have two minutes, a quick review would mean the world. For a small shop, one honest note from a real customer helps the next person feel confident hitting that buy button.

You can leave a few words here: [\[Shop Link\]](#)

No pressure at all — and if anything wasn't right, tell me first so I can fix it.

Thank you either way.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Point the review link directly at the specific product or your shop's review page, not your homepage, so customers don't have to hunt for where to write.

#06 · CUSTOMER SERVICE

Lost Package — Acknowledgment & Next Steps

When to send: When a customer reports a package that's overdue or appears lost in transit.

SUBJECT LINES — PICK ONE

A About your order, [\[Order Number\]](#)

B Let's track down your package

C I'm on it — your [\[Product Name\]](#)

Preheader: I've got this. Here's exactly what happens next.

EMAIL BODY

Hi [\[First Name\]](#),

Thank you for letting me know your order hasn't arrived — I know how frustrating it is to wait for something and have it not show up. I want to get this sorted for you.

Here's what I'm doing right now: I've pulled up your tracking ([\[Tracking Number\]](#) via [\[Carrier\]](#)) and I'm checking the latest scan. Sometimes a package is just delayed and turns up within a day or two, so I'll keep an eye on it.

If there's no movement by [\[Date\]](#), I'll either send a replacement or open a claim with the carrier — whichever you'd prefer. Either way, you won't be left without your order.

Can you confirm the shipping address on file is still correct? That helps me rule things out quickly.

Thanks for your patience while I work this out.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Swap in the real tracking details and a specific follow-up date so the customer knows you've actually looked, not sent a canned reply. Name the product to make it personal.

#07 · CUSTOMER SERVICE

Refund Approved

When to send: When you've approved a customer's refund request and want to confirm it.

SUBJECT LINES — PICK ONE

- A Your refund is on its way
- B All sorted — refund approved
- C Confirming your refund for [\[Order Number\]](#)

Preheader: Here's the amount, the timing, and what to expect.

EMAIL BODY

Hi [\[First Name\]](#),

Good news — your refund for order [\[Order Number\]](#) is approved and processed. You'll see [\[\\$XX\]](#) back on your original payment method within [\[Number of Days\]](#), depending on your bank.

No further steps on your end; it's all handled.

I'm sorry this one didn't work out the way you hoped. If there's anything I could have done better, I'm genuinely glad to hear it — that's how I improve.

And if you'd ever like to give [\[Shop Name\]](#) another try, I'd be happy to welcome you back. Until then, thank you for giving us a chance.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: State the exact amount and a realistic bank-processing window so they're not anxiously refreshing their account. Keep the door open without being pushy about a second purchase.

#08 · WHOLESALE & STOCKIST OUTREACH

Cold Outreach to a Boutique

When to send: When you've found a shop whose customers and aesthetic genuinely fit your work and you want to introduce your line for the first time.

SUBJECT LINES — PICK ONE

- A A handmade line for [\[Boutique Name\]](#)
- B Would these fit your shelves?
- C Handmade [\[Product Name\]](#), made for shops like yours

Preheader: A quick note from a small maker who thinks our work belongs in your shop.

EMAIL BODY

Hi [\[Buyer Name\]](#),

I've admired [\[Boutique Name\]](#) for a while — the way you curate feels close to how I think about my own work, so I wanted to introduce myself.

I'm [\[Your Name\]](#), the maker behind [\[Shop Name\]](#). I make [\[Product Name\]](#) by hand, and they tend to do well with the kind of customer who already shops with you: people who notice quality and like a story behind what they buy.

Wholesale keeps a healthy margin for stockists, with a low first-order minimum so it's easy to test without much risk. You can see the full range here: [\[Shop Link\]](#).

Would it be worth sending over a line sheet, or a small sample set? Happy to do whichever is easier for you.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Name one real, specific thing you admire about the boutique (a window display, a brand they carry, their vibe) so the opener can't be mistaken for a mass blast.

#09 · REVIEW RESPONSES

Public Reply to a Negative Review — Calm & Solution-Focused

When to send: Post this publicly under a negative review once you've had a moment to cool off and read it carefully.

SUBJECT LINES — PICK ONE

- A Thank you for taking the time to share this — I'm sorry your order missed the mark.
- B I'm sorry to hear this wasn't the experience you'd hoped for.
- C I appreciate the honest feedback, and I'd genuinely like to make it right.

Preheader:

EMAIL BODY

Hi [\[First Name\]](#),

Thank you for taking the time to share this. I'm sorry your order didn't live up to what you hoped for, and I'd genuinely like to put it right.

I've sent you a private message so we can sort out the details there. Whatever the issue, I want you to walk away glad you found my shop.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Keep public replies this short and never argue the facts here — future shoppers are reading. Name the specific concern in one calm phrase only if it helps; otherwise leave the details for the private message.

#10 · SEASONAL BLASTS

Black Friday / Cyber Monday Sale

When to send: Send the morning of Black Friday (or the Wednesday before to give early notice), with an optional reminder on Cyber Monday.

SUBJECT LINES — PICK ONE

- A The one sale I run all year
- B [\[XX\]](#)% off everything through Monday
- C Black Friday: [\[XX\]](#)% off, ends Monday

Preheader: No doorbusters, no gimmicks — just my biggest discount of the year.

EMAIL BODY

Hi [\[First Name\]](#),

I don't do many sales, so when I do, I make it count. From now through Cyber Monday, everything in the shop is [\[XX\]](#)% off with the code [\[Discount Code\]](#) at checkout.

A quick honest note: I make everything by hand, so popular items sell out and don't always come back before the holidays. If something's been sitting in your cart, this is the weekend.

Shop the sale here: [\[Shop Link\]](#)

Thank you for supporting handmade — it genuinely means the world to me.

Warmly,

[\[Your Name\]](#)

[\[Shop Name\]](#)

Make it yours: Name your actual best-seller or a specific scent/flavor in the second paragraph so it reads as a real heads-up, not a generic blast. Set [\[Discount Code\]](#) to expire Monday night and say so.

Want all 100 templates?

This starter is 10 templates. The Maker's Email Template Library is the full set: 100 ready-to-customize emails across seven sections — product launches and restocks, abandoned-cart and browse recovery, post-purchase and review requests, the hard customer-service messages, wholesale and stockist outreach, graceful public review responses, and seasonal blasts. Every template comes in four formats — plain text, branded HTML, a fill-in-the-blanks PDF, and an editable Word document — with a ~20-page Start Here guide on subject lines, timing, and the plain-English legal basics.

GET THE FULL LIBRARY

Available on the Ardent Workshop storefront. [See the full Email Template Library >](#)

The tool behind the send

A good email needs the detail behind it — who ordered, what they bought, when it shipped, whether they've bought before. Half the work of a restock or a review request is just knowing who to send it to.

MEET ARDENT SELLER

Ardent Seller is inventory, order, and customer software built for makers. It keeps every order, customer, and shipment in one place — so when it's time to announce a restock or ask for a review, you already know exactly who to reach and what they bought. There's a free plan to start. [Start free at ardent seller.app >](#)

A note on using these. They're a warm starting point you should make your own — not legal or compliance advice. If you email a list, follow the rules that apply to you (an unsubscribe link, a real postal address, honest subject lines), and never trade compensation for a changed or removed review.

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