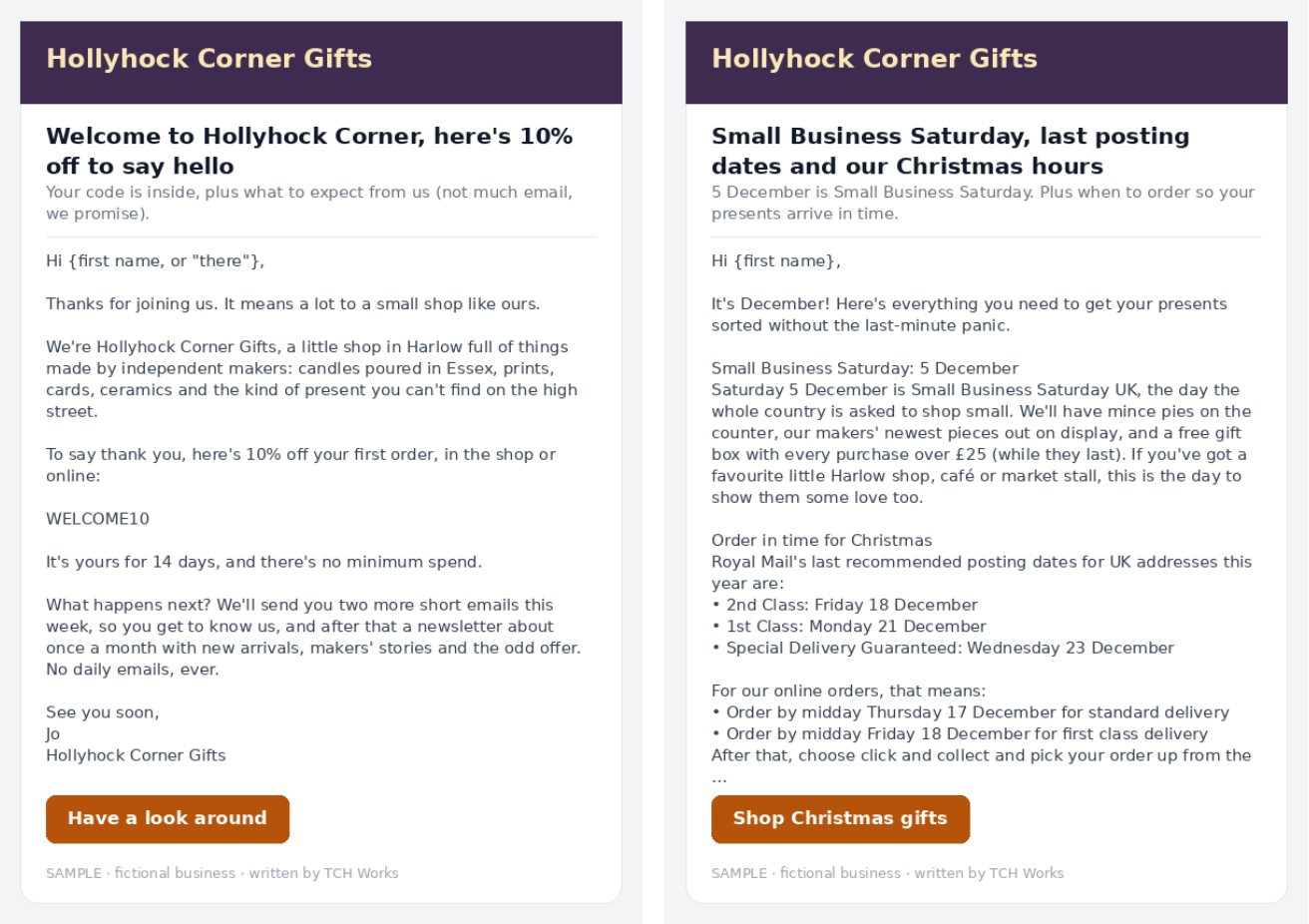
Hollyhock Corner Gifts · email pack

Welcome sequence · November and December 2026 newsletters · abandoned basket

SAMPLE. Hollyhock Corner Gifts is a fictional Harlow gift shop, made up to show our work. Its story, prices, offers and opening hours are invented for this sample. Every email is finished and ready to paste into Mailchimp, Klaviyo, Shopify Email, MailerLite or whichever tool you already use. A real pack is written only from your own products, prices, offers and story, and we never invent reviews, awards or statistics.

What is in the pack. Six emails: a 3-email welcome sequence for new subscribers, newsletters for November and December 2026, and an abandoned-basket email. Each one has a subject line, a back-up subject to test against it, preview text, the body, a button (call to action) and when to send it. UK dates checked on 21 October 2026: Bonfire Night (Thu 5 Nov), Black Friday (27 Nov), Small Business Saturday UK (Sat 5 Dec, smallbusinesssaturdayuk.com) and Royal Mail's published last UK posting dates for Christmas 2026 (royalmail.com/christmas/last-posting-dates). Words in {curly brackets} are filled in by your email tool or by you.



How two of the emails look in an inbox (welcome email 1 and the December newsletter).

The six emails at a glance

#	Email	When to send	Subject line
W1	Welcome email 1 of 3: hello and your thank-you code	Straight away, as soon as someone signs up	Welcome to Hollyhock Corner, here's 10% off to say hello
W2	Welcome email 2 of 3: our story and our makers	3 days after sign-up	The story behind the shop (and the candle that started it)
W3	Welcome email 3 of 3: gift ideas by budget and a code reminder	7 days after sign-up	Stuck for a present? Ideas under £10, £20 and £30
N1	November 2026 newsletter: Christmas shop open, Bonfire Night, Black Friday	Monday 2 November 2026, about 7pm	The Christmas shelves are up (and the kettle's on)
N2	December 2026 newsletter: Small Business Saturday, posting dates, opening hours	Tuesday 1 December 2026, about 7pm	Small Business Saturday, last posting dates and our Christmas hours
A1	Abandoned basket email	About 2 hours after someone leaves items in their basket (set up once in your shop platform, then it runs by itself)	Did something catch your eye?

WELCOME SEQUENCE · W1

Welcome email 1 of 3: hello and your thank-you code

When to send	Straight away, as soon as someone signs up
Subject line	Welcome to Hollyhock Corner, here's 10% off to say hello
Back-up subject to test	You're in! A little hello from Harlow
Preview text	Your code is inside, plus what to expect from us (not much email, we promise).

Hi {first name, or "there"},

Thanks for joining us. It means a lot to a small shop like ours.

We're Hollyhock Corner Gifts, a little shop in Harlow full of things made by independent makers: candles poured in Essex, prints, cards, ceramics and the kind of present you can't find on the high street.

To say thank you, here's 10% off your first order, in the shop or online:

WELCOME10

It's yours for 14 days, and there's no minimum spend.

What happens next? We'll send you two more short emails this week, so you get to know us, and after that a newsletter about once a month with new arrivals, makers' stories and the odd offer. No daily emails, ever.

See you soon,
Jo
Hollyhock Corner Gifts

Button: Have a look around

Button links to: {your shop homepage}

Footer: Hollyhock Corner Gifts · {your business postal address}
You're getting this because you signed up at {where they signed up}. Unsubscribe: {unsubscribe link}

WELCOME SEQUENCE · W2

Welcome email 2 of 3: our story and our makers

When to send	3 days after sign-up
Subject line	The story behind the shop (and the candle that started it)
Back-up subject to test	Why we only sell things made by small makers
Preview text	How a kitchen-table hobby turned into a shop full of other people's talent.

Hi {first name},

A quick story, because we think it matters where your presents come from.

Hollyhock Corner started with one candle. Jo was pouring them at her kitchen table for friends, and kept meeting other makers at craft fairs who had lovely things and nowhere to sell them. So she opened a shop for all of them.

Today almost everything on our shelves is made by a small, independent maker, and when you buy from us, a fair share goes straight back to the person who made it.

A few of the makers you'll find with us:
• Our own soy candles, poured in small batches in the back room
• Hand-thrown mugs from a potter in Essex
• Illustrated cards and prints from local artists

And because a present should feel like a present, gift wrapping is free on every order. Just tick the box at checkout, or ask at the till.

Your 10% welcome code, WELCOME10, is still waiting for you.

Jo

Button: Meet our makers

Button links to: {your makers or about page}

Footer: Hollyhock Corner Gifts · {your business postal address}
You're getting this because you signed up at {where they signed up}. Unsubscribe: {unsubscribe link}

WELCOME SEQUENCE · W3

Welcome email 3 of 3: gift ideas by budget and a code reminder

When to send	7 days after sign-up
Subject line	Stuck for a present? Ideas under £10, £20 and £30
Back-up subject to test	Gift ideas sorted by budget, and your code ends soon
Preview text	Our most-asked-for presents, sorted by price. Your welcome code ends in 7 days.

Hi {first name},

The question we hear most in the shop is "what can I get for someone who has everything?" So here are a few of our go-to answers, sorted by budget:

Under £10
• Illustrated greeting card and a bar of local chocolate
• Mini travel candle in a tin

Under £20
• Hand-poured soy candle in a glass jar
• Small art print, ready to frame

Under £30
• Hand-thrown mug from our Essex potter
• Pick-your-own gift box: choose three bits and we'll wrap them together

Every one of these can be gift wrapped for free, and we're happy to pop in a handwritten card with your message.

One last thing: your welcome code WELCOME10 ends in 7 days, so if something's caught your eye, now's a good time.

Happy browsing,
Jo

P.S. Not sure what to choose? Just reply to this email with who it's for and your budget, and we'll suggest something. A real person reads every reply.

Button: Shop gifts by budget

Button links to: {your gifts-by-price collection}

Footer: Hollyhock Corner Gifts · {your business postal address}
You're getting this because you signed up at {where they signed up}. Unsubscribe: {unsubscribe link}

MONTHLY NEWSLETTER · N1

November 2026 newsletter: Christmas shop open, Bonfire Night, Black Friday

When to send	Monday 2 November 2026, about 7pm
Subject line	The Christmas shelves are up (and the kettle's on)
Back-up subject to test	November at Hollyhock Corner: cosy nights and the first Christmas gifts
Preview text	New arrivals, our Bonfire Night candle, late opening Thursdays and our take on Black Friday.

Hi {first name},

November is here, the evenings are dark by five, and the shop has gone full Christmas. Here's what's new this month.

Cosy nights in for Bonfire Night
Thursday 5 November is Bonfire Night. If you'd rather watch the fireworks from the window (or you're keeping a nervous dog company), our Bonfire Toffee candle smells like a treacle-toffee apple and is back in stock for November only. £16.

The Christmas shelves are up
New this month: hand-painted glass baubles, Christmas cards from local illustrators, advent calendars filled by our makers and festive mugs. Small makers only make so many, so if you see something you love, don't leave it too long.

Late opening on Thursdays
From 12 November until Christmas we're open until 8pm every Thursday, so you can shop after work without the rush. Mulled apple juice on us.

Our take on Black Friday (27 November)
We won't be doing huge discounts, because we pay our makers fairly and we'd rather keep it that way. Instead, every order on Black Friday weekend gets a free mini candle and free gift wrapping. Fair to you, fair to them.

Thank you for shopping small this year. It genuinely keeps our doors open.

Jo and the Hollyhock Corner team

Button: See the Christmas collection

Button links to: {your Christmas collection page}

Footer: Hollyhock Corner Gifts · {your business postal address}
You're getting this because you signed up at {where they signed up}. Unsubscribe: {unsubscribe link}

MONTHLY NEWSLETTER · N2

December 2026 newsletter: Small Business Saturday, posting dates, opening hours

When to send	Tuesday 1 December 2026, about 7pm
Subject line	Small Business Saturday, last posting dates and our Christmas hours
Back-up subject to test	Everything you need for a stress-free Christmas from Hollyhock Corner
Preview text	5 December is Small Business Saturday. Plus when to order so your presents arrive in time.

Hi {first name},

It's December! Here's everything you need to get your presents sorted without the last-minute panic.

Small Business Saturday: 5 December
Saturday 5 December is Small Business Saturday UK, the day the whole country is asked to shop small. We'll have mince pies on the counter, our makers' newest pieces out on display, and a free gift box with every purchase over £25 (while they last). If you've got a favourite little Harlow shop, café or market stall, this is the day to show them some love too.

Order in time for Christmas
Royal Mail's last recommended posting dates for UK addresses this year are:
• 2nd Class: Friday 18 December
• 1st Class: Monday 21 December
• Special Delivery Guaranteed: Wednesday 23 December

For our online orders, that means:
• Order by midday Thursday 17 December for standard delivery
• Order by midday Friday 18 December for first class delivery
After that, choose click and collect and pick your order up from the shop.

Our Christmas opening hours
• Thursdays in December: open until 8pm
• Christmas Eve: open 9am to 2pm
• Closed from 25 December, back on 2 January

Running out of ideas?
Our pick-your-own gift box is the easy answer: choose three pieces, we'll wrap them together with a handwritten card. Ask at the till or choose it online.

From all of us, thank you for every order, every visit and every kind word this year. Have a lovely Christmas.

Jo and the Hollyhock Corner team

Button: Shop Christmas gifts

Button links to: {your Christmas collection page}

Footer: Hollyhock Corner Gifts · {your business postal address}
You're getting this because you signed up at {where they signed up}. Unsubscribe: {unsubscribe link}

ABANDONED BASKET · A1

Abandoned basket email

When to send	About 2 hours after someone leaves items in their basket (set up once in your shop platform, then it runs by itself)
Subject line	Did something catch your eye?
Back-up subject to test	Your basket is saved, {first name}
Preview text	We've kept your basket safe. Small makers only make so many, so don't miss out.

Hi {first name},

Looks like you were halfway through choosing something lovely. We've saved your basket for you:

{basket items, picture, name and price, added automatically by your shop platform}

A few things that might help:
• Gift wrapping is free on every order, just tick the box at checkout
• Most of our pieces are made in small batches, so once they're gone, they may not come back
• Got a question about size, colour or delivery? Just reply to this email and Jo will get back to you

No pressure at all. If you've changed your mind, that's absolutely fine.

Jo
Hollyhock Corner Gifts

Button: Go back to my basket

Button links to: {basket link, added automatically}

Footer: Hollyhock Corner Gifts · {your business postal address}
You're getting this because you signed up at {where they signed up}. Unsubscribe: {unsubscribe link}

Notes for sending

• Send from your own email tool (Mailchimp, Klaviyo, Shopify Email, MailerLite, Brevo or similar), to people who signed up to hear from you. We never supply or use bought lists.

• Under UK GDPR and PECR, consent and the unsubscribe link are the sender's responsibility. Every email above ends with your postal address and an unsubscribe link, which most tools add for you.

• The welcome sequence and the abandoned-basket email are set up once as automations and then run by themselves. The newsletters are sent once on the dates shown.

• Try the back-up subject line on half your list if your tool offers A/B testing, and keep the winner for next time.

• Posting dates come from Royal Mail's published Christmas 2026 list, which Royal Mail says may change. Check it again the week you send the December newsletter.

Written by TCH Works · tchworks.co.uk/services/newsletters · tchworks.shop@agentmail.to