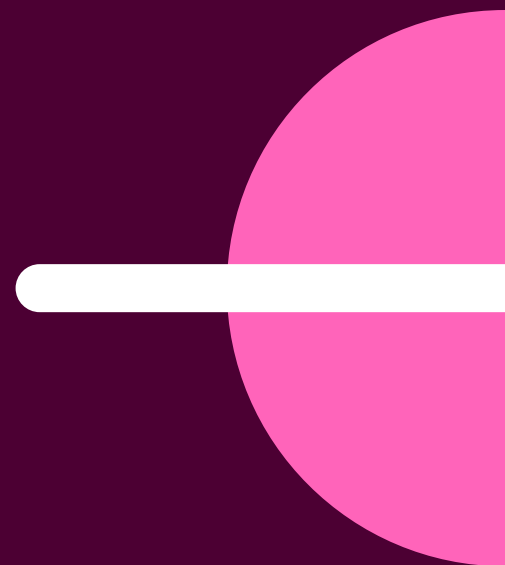


Dasha Randlett Consulting

TURN WISHLISTS INTO SALES

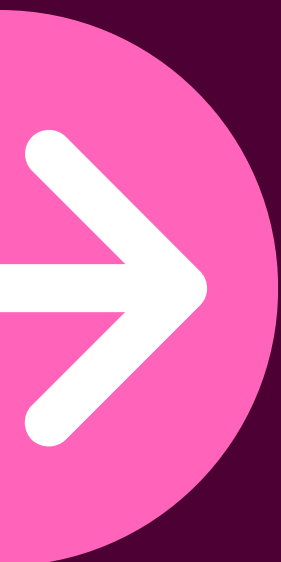


TURN WISHLISTS INTO SALES

Wishlists aren't just a nice-to-have.

They're a proven way to increase customer retention, upsells, and re-engagement.

Here's how to build one that drives revenue.



WHY WISHLISTS WORK

Capture Buying Intent Early

When customers save products or services, they're showing intent.

It keeps them engaged, even if they're not ready to buy today.

That's data you can use.



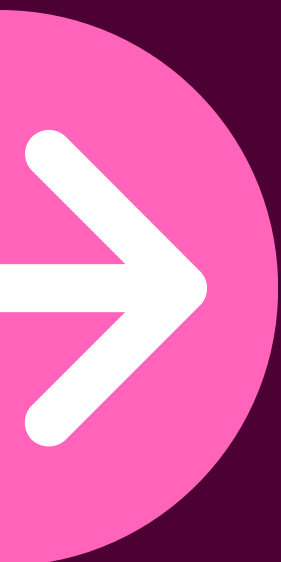
MAKE IT EASY TO SAVE

Don't Make Them Work for It

Add "Save" or "Heart" icons to product pages, service packages, or experiences.

Let users create wishlists without logging in.

Remove friction so more people opt in.



BRING IT BACK LATER

Use Reminders to Re-Engage

Send emails like “Still thinking about this?” or “Now back in stock.”

Use scarcity, social proof, or discounts to prompt action.

Make the wishlist a marketing touchpoint, not a dead end.



ADD SHARING OPTIONS

Let Them Drop Hints

Make wishlists shareable for birthdays, holidays, or group gifting.

It's free word-of-mouth and an easy way to drive new traffic.

Customers do the promotion for you.



APPLY IT TO SERVICES TOO

Not Just for Products

Offer wishlist features for coaching packages, event bookings, or class bundles.

Let users save what they're interested in, even before they commit.

It's an easy step toward conversion.



BUILD A WISHLIST THAT SELLS

Wishlists drive action when they're visible, simple, and connected to your strategy.

Start with the basics, then track what gets saved and what gets bought.

Turn interest into revenue.

