



After Purchase Sequence

- Email 1: Thank you for your purchase
- Email 2: You Should Have It By Now
- Email 3: Do you love it as much as I do?
- Email 4: Our recommendation

Email #1

Immediately

SUBJECT LINE: Thank you for your purchase (sent immediately following purchase)

Hi First Name,

Congratulations on your investment in [what they ordered]. Thank you for choosing [company name] for your [industry focus] needs. You should receive your purchase shortly. *{if it's coming via mail, we recommend saying within 10 days.}*

Along with your purchase, you are eligible for a few bonuses (don't you just love bonuses!) – add your bonuses in (where applicable)

We're here to help you....so please let us know if we can be of any assistance, by contacting us at [your customer service email.]

We are delighted to have you as our customer.

Your Closing,
Your Name

P.S. Please be sure to join our online community at your earliest convenience. [insert Facebook page or group]



Email #2

10 Days Later

SUBJECT LINE: You should have it by now

Hi First Name,

By now, you should have your [what they ordered.]

How are you enjoying it?

[add in anything else you want to say about their purchase here.]

If you have any questions, remember, we're here to help you.

Your Closing,

Your Name



Email #3

23 Days Later

SUBJECT LINE: Do you love it as much as I do?

Hi First Name,

By now you've got to be in love with your [what they purchased], right?!

I have to admit, this is one of my favorite items/products that we offer here at [company name]. I really love it because [insert the reason you love it.] Others who have purchased/invested in it have shared [insert a testimonial].

What say you?! What do you love about your [what they purchased]. We'd love an opportunity to feature you and your experience on our website. Will you please quickly reply to this email and let me know?

Thanks a bunch...

Your Closing,
Your Name



Email #4

35 Days Later

SUBJECT LINE: Based on your purchase, we recommend this

Hi First Name,

I am just writing again to thank you for being a customer and valuable member of our community. If you haven't connected to our online community please do so [include the URL address to your Facebook or LinkedIn page or group.]

We know that you could choose to spend your money anywhere you want and we are grateful to call you customer!

How can we continue to serve you?

As you think that through, I thought it might be helpful if I shared the next step many of our customers take, is that ok?!

When you are ready to add something new to your collection/professional library, here's what we recommend: [insert what you suggest next.]

To get access to [what you suggested] simply visit the website link [insert website link to purchase that item] or call our offices at [insert phone number]

It's my pleasure to serve you.

Your Closing,

Your Name