

Campaign Overviews

After Purchase Sequence

1. Email: Thank you for your purchase [immediately]
2. Handwritten Thank You Note [goes out within 2 days of purchase]
3. Email: You should have it by now [10 days later]
(For physical products. If digital, ask if they have they reviewed it yet.)
4. Email: How's it going? [20-25 days later]
(Have them reply to check in with you. Also plan for you or your client care/customer service person to make a check in call on your behalf.)
5. Email: Bonus offer (based on what they purchase) [30 days later]
6. Email: Can I answer any questions for you? [45 days later]
(Offer them a 15-minute check in call with you – especially for offerings that don't feature access to you.)
7. Email: Can we feature your success? [60 days later]
8. Email: Our next/best recommendation for you [75 days later]
(Think in terms of your product progression plan.)

Networking Follow Up

(after meeting at an event)

1. Phone call [next day]
2. Handwritten note [2 days later]
3. Email with invite for coffee/virtual coffee [1 week later]
4. Phone call and text message - did you get my invite [2 days later]
5. Phone call [2 weeks later]
6. Check in call [2 months later]
7. Check in call/ Warm Letter [2 months later]
8. Check in call/ Warm Letter [2 months later]
9. Check in call/ Warm Letter [2 months later]
10. Check in call/ Warm Letter [2 months later]
11. Check in call/ Warm Letter [2 months later]
12. Check in call/ Warm Letter [2 months later]



Abandoned Cart

Wait one week, then repeat

1. Email: Did something happen? [3 hours after]
2. Phone Call and Text [next day]
3. Email: Did you get cold feet? [next day]
4. Phone Call and Text [next day]
5. Email: Incentive to Complete Your Order [next day]

Click No Buy/Register

Each email has a call to action to jump on a call with you

1. Email: I noticed you checked out the event/program [day after the click]
2. Phone Call and Text [next day]
3. Email: Something important you should know [2 days later]
(Tell a story about someone who didn't take action.)
4. Email: A confused mind does nothing (FAQs) [1-2 days later]
5. Phone or Text [next day]
6. Email: What are you waiting for? [2 days later]
7. Phone or Text [next day]
8. Email: Last chance to enroll (2 days later)

Previous Client Campaign

1. Email: Day after service provided or service ended
2. Email: 30 Days Later
3. Email: 60 Days later
4. Email: 90 days Later
5. Email: 6 months later
6. Email: 1 year later



After Register for Live Event

1. Email: You're registered (include link to page to get all event details) [immediately]
2. Handwritten Note in mail [2 days later]
3. Email: Why you should not attend alone (bring a friend) [3-5 days later]
4. Email: Have you started on your pre-work? [5-7 days later]
5. Email: Book your hotel PS to pre-work [7 days later]
6. Call or Text: Reminder to book hotel [2-3 days later]
7. Email: Share the experience with someone special [5-7 days later]
8. Email: Room block closes soon [date specific]
9. Email: Tentative agenda [three weeks before the event]
10. Email: Final details [week before event]
11. Email: Prayers for safe travels [3 days before event]
12. Day 0 email
13. Day 1 email
14. Day 2 email
15. Day 3 email
16. After Event email
17. 1 week after event email (reminder for Discovery Session)
18. Call attendees
19. 30 days after
20. 60 days after
21. 90 days after

Can add in more emails depending on length of time between registration and event. Include more to upgrade to VIP or bring a friend.

Other Campaigns

- Birthday
- Anniversary with you based on date they opted in