{Client Follow-Up Email Sequence}

You made the sale - yam! - but you now also have the opportunity to create super-fans of the people who buy from you and these are the emails you can put in place to do that!



- [ ] {EMAIL 1} Immediately After Purchase
  - [ ] A thank you email + any details about accessing or using the purchase
- [ ] {EMAIL 2} 2-3 Days After
  - [ ] A progress check asking if everything is going well + contact information for support
- [ ] {EMAIL 3} 1-2 Weeks After
  - [ ] A request for feedback or link to a survey that allows you to collect information that you can use for testimonials + improvements
- [ ] {EMAIL 4} 3-4 Weeks After
  - [ ] A bonus email with some free content that relates to their initial purchase
- [ ] {EMAIL 5} 2 Months Later
  - [ ] A maintenance :: upgrade :: promotional email that caters to the next thing they want

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