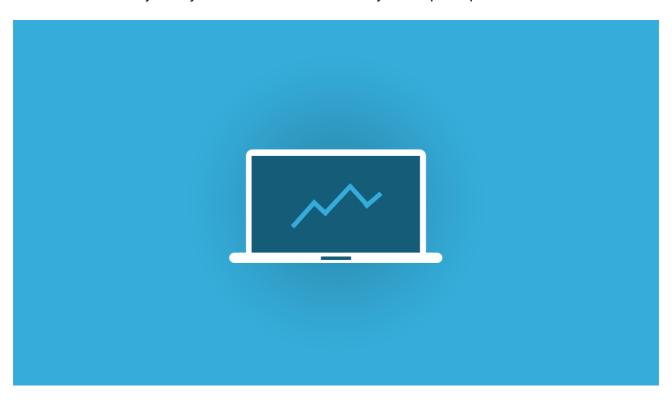
## **{Client Follow-Up Email Sequence}**

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  |