

# {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