

Worksheet 6: Post-Purchase Email Planner

Purpose: Turn one-time buyers into repeat customers through helpful guidance

Phase 1: Confirmation (Immediate)

Confirmation Email Checklist:

- ☐ Clear subject: "Your [product name] is ready"
- ☐ Thank you message
- ☐ Exactly what they purchased
- ☐ Access link or login instructions
- ☐ How to get help if stuck
- ☐ No selling-just clarity

Phase 2: Onboarding (Days 1-7)

Email 1 - Welcome + First Step (Send immediately)

Subject line: _____

One clear action to take today:

Email 2 - Stay on Track (Send day 2-3)

Subject line: _____

3 quick tips to prevent confusion:

1. _____

2. _____

3. _____

Email 3 - Check-in (Send day 5-7)

Subject line: _____

Gentle question to engage:

Soft mention of what's next (no hard sell):

Phase 3: Expansion (Days 7-14)

Email 4 - Next Step Offer (Send day 7-10)

The one next offer I'll introduce:

Why this is the natural next step:

How I'll present it (story/problem/solution):

Permission to pass statement:

Example: "Not ready yet? No problem-just keep making progress with what you have."
