

The After-Purchase *Sequence*

Three emails that make new buyers glad they bought,
help them use the thing and set up the next sale.

3 EMAILS · 7 DAYS

THANK YOU



CHECK-IN



HOW'S IT GOING



NEXT OFFER

START HERE

The sale isn't the end. *It's the start.*

Most people make a sale, do a little happy dance and then send their new buyer... nothing. Or worse, the same sales emails for the thing they just bought.

Meanwhile the buyer downloads the file, forgets about it and never buys from you again. Not because they didn't like it. Because they never opened it.

People who use what they buy are the people who buy again.

This sequence does two jobs. It gets buyers using your product while they're still excited, and it sets up the next sale without being pushy about it.

Send it to: anyone who buys, starting the second they pay. Use it for every product. Just swap the details.

Do this first: make sure buying tags them as a customer and pulls them out of any sales emails for that product. Getting pitched something you already own is the fastest way to an unsubscribe.

THE WHOLE SEQUENCE

Three emails at a glance

Day 0, Day 3 and Day 7 after they buy.

Email	Send	Stage	Its job	Link goes to
01	Day 0	AFTER	Thank you + here it is	Their download or login
02	Day 3	AFTER	Quick check-in	Nothing, or the download again
03	Day 7	AFTER	How's it going?	Next offer (one soft link)

EMAIL 01 OF 03

AFTER

DAY 0 · SEND INSTANTLY

Thank you + here it is

Its job: Deliver what they paid for, make them feel great about buying and give them one tiny first step.

PICK A SUBJECT LINE

☒ You're in! Here's your [offer name]

☒ Thank you (and your download)

☒ [Offer name]: start here

PREVIEW TEXT

Your download, plus the first thing to do.

THE EMAIL

Hi [first name],

Thank you so much for grabbing [offer name]! [One line of real excitement. Be a person here.]

Here's your access:

Get your [offer name] →

[Optional: login details, or where else they can find it.]

Do this first: [the smallest possible first step]. It takes about [X minutes] and you'll [the quick result].

I'll check in on [day] to see how it's going.

If anything isn't working, hit reply. A real human (me) will sort it out.

[Your name]

P.S. Save this email so you can find your [download / login] again. Future you will be grateful.

LINKS GO TO

Their download or login.
Nothing else.

Make it *yours*

Send it the second they pay, even if your checkout already delivers the file. Two places to find it beats one.

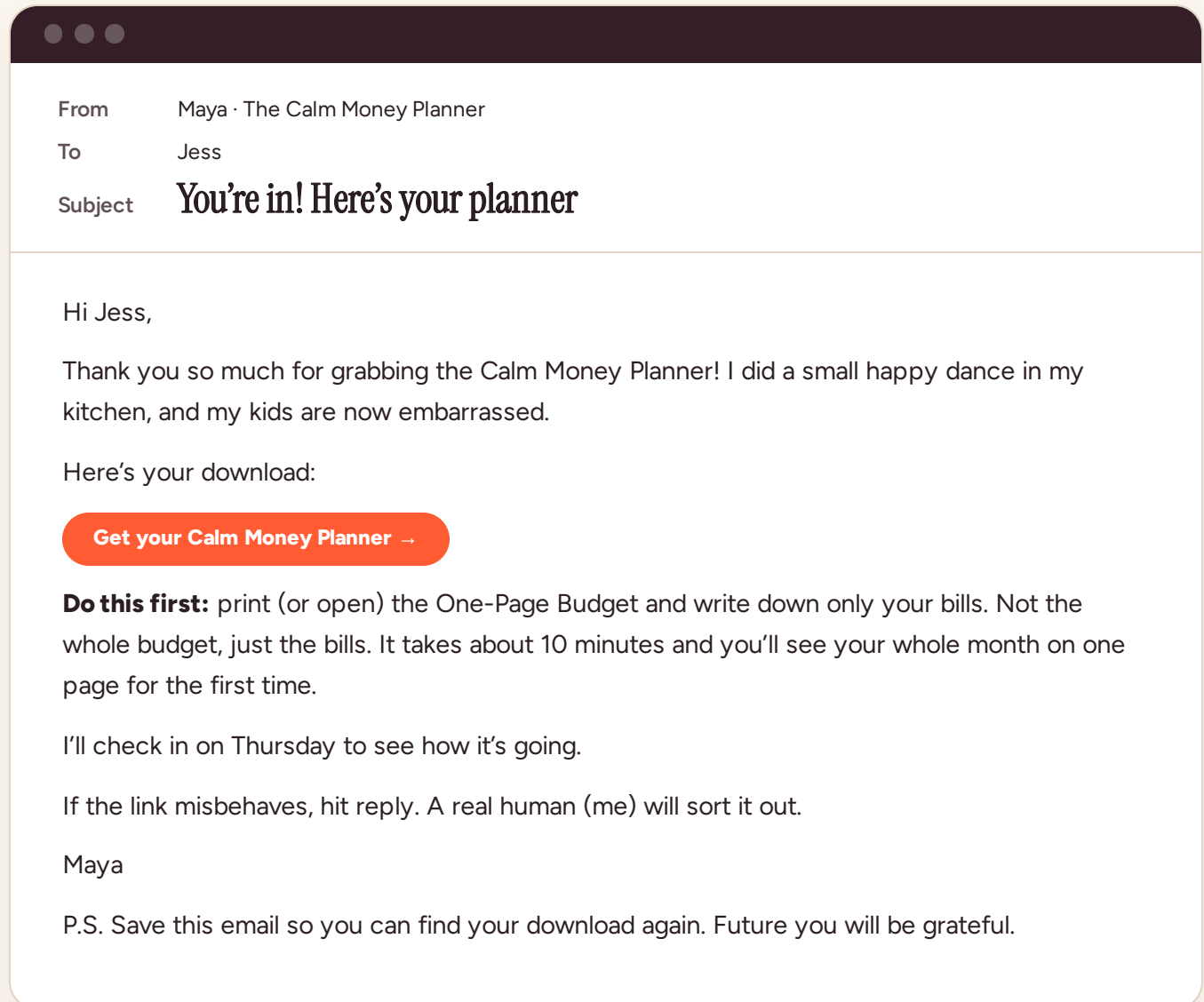
One first step, tiny on purpose. People who use what they buy are the people who buy again.

No upsell here. Let them enjoy the purchase. The next offer comes in Email 3.

EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 02 OF 03

AFTER

DAY 3 · THREE DAYS LATER

Quick check-in

Its job: Nudge them to actually use it, help them past the usual sticking point and get them replying.

PICK A SUBJECT LINE

- ☒ Did you try it yet?
- ☒ Quick check-in
- ☒ The [X]-minute thing to do today

PREVIEW TEXT

No pressure. Just a nudge.

THE EMAIL

Hi [first name],

Just checking in. Have you [done the first step] yet?

If yes, amazing. Your next step is [step two].

If not, no judgment at all. [A line about real life getting in the way.]

Here's the smallest way to start: [a tiny step that takes under 5 minutes].

Most people get stuck at [the common sticking point]. Here's the trick: [how to get past it].

Hit reply and tell me where you're at. I love hearing these.

[Your name]

LINKS GO TO

Nothing needed. Or their download link again, for anyone who lost it.

Make it *yours*

Write for both groups. The "if yes / if not" split means nobody feels behind.

Name the sticking point.

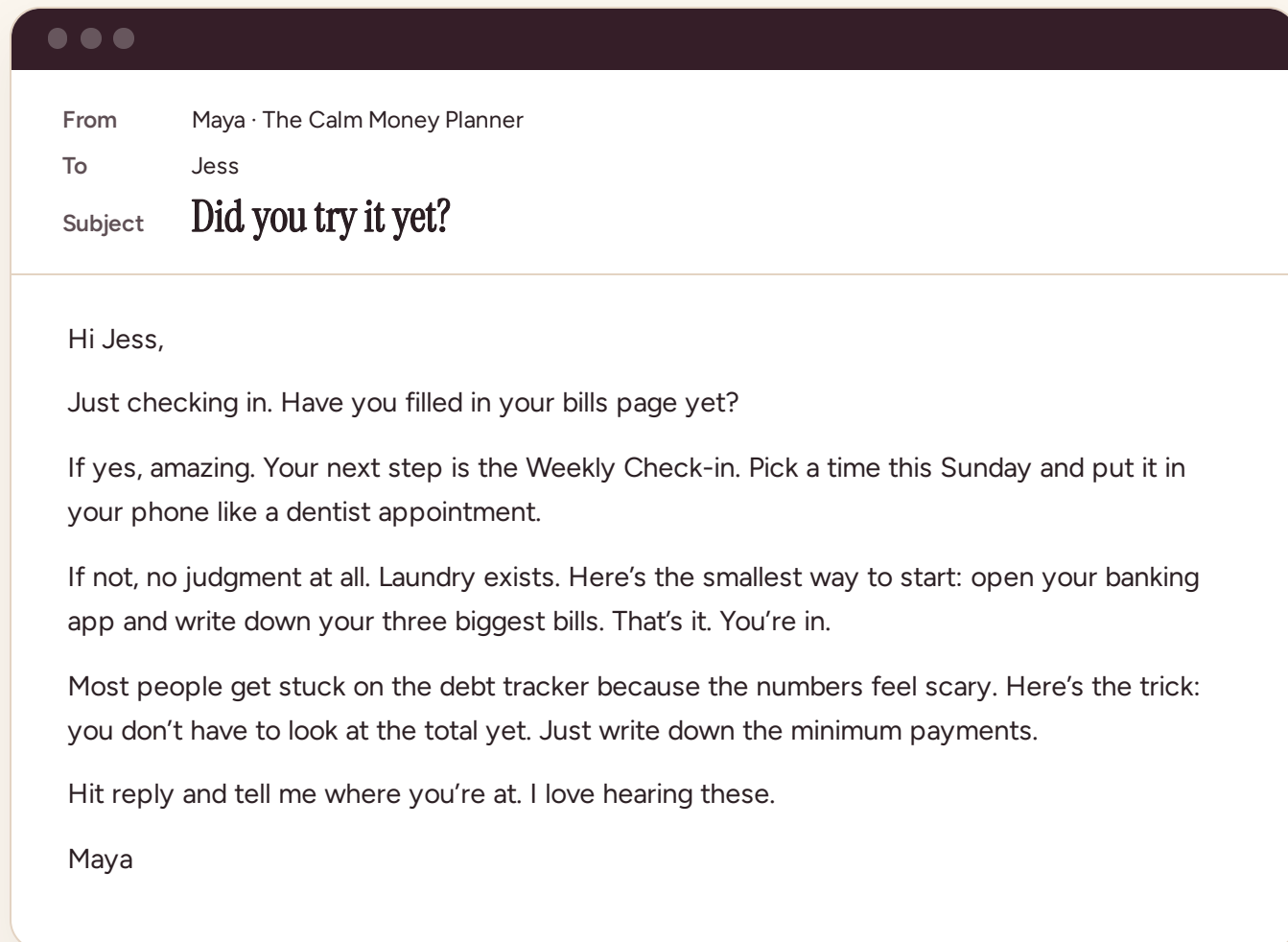
When you call it out before they hit it, they feel understood instead of stuck.

Replies are gold. They tell you what to fix and they turn into testimonials later.

EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 03 OF 03

AFTER

DAY 7 · ABOUT A WEEK LATER

How's it going?

Its job: Ask how it's going, collect feedback you can turn into testimonials and point them to the next step.

PICK A SUBJECT LINE

- ☒ How's it going?
- ☒ Can I ask you something?
- ☒ One week with [offer name]

PREVIEW TEXT

I'd love to hear how it's going.

THE EMAIL

Hi [first name],

You've had [offer name] for about a week now, and I'd love to know how it's going.

Hit reply and tell me:

1. What's one thing that's changed since you started?
2. What's still tricky?

Your answers help me make [offer name] better, and if you're okay with it, I might share a line or two with people who are on the fence. (I'll always ask first.)

When you're ready for the next step, [next offer] helps you [the next result].

[Take a look →](#)

[Your name]

LINKS GO TO

One soft link to your next offer.

Make it *yours*

Two questions, max. More than that and people save it for later (and never answer).

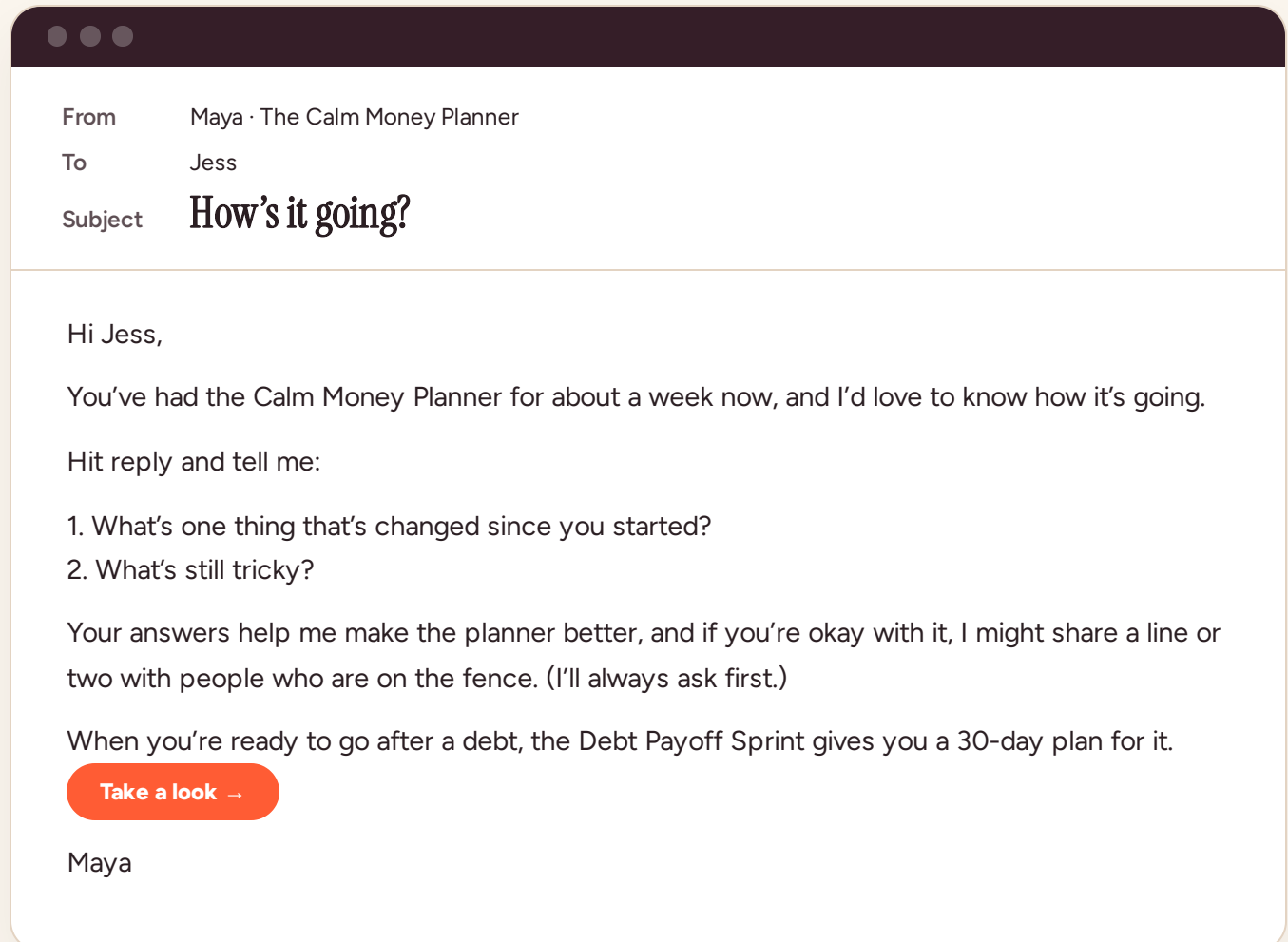
The next offer is one line. Not a pitch, just a door. Not sure what to sell them next? Part 15 has a builder for that.

After this email, tag them as a customer and move them back into your regular emails.

EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



BEFORE YOU HIT GO

Do this once and *sleep better*.

- ☐ Every [bracket] is gone. Search your emails for “[” to be sure.
- ☐ Buying tags them as a customer and removes them from sales emails for that product
- ☐ The download or login link works in an incognito window
- ☐ You’ve decided what the next offer is for Email 3
- ☐ There’s a folder or note where you’ll save replies you can use as testimonials (with permission)

After Email 3: they go back into your regular emails, tagged as a customer, so you never pitch them this product again.

THAT'S THE SEQUENCE

Happy buyers *buy again.*

Three emails, and your buyers go from downloading a file to telling their friends about you.

Next up in the toolkit: the Clicked-But-Didn't-Buy follow-up, for the people who looked and left.

Thank them. Then help them.

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