

The Buyer's Journey Sequence

Buyer's journey emails are fairly simple (but OFTEN neglected).



These emails serve the purpose of:

1. Onboarding
2. Making sure your buyers actually use your product
3. Overdelivering on value so they remember you
4. Offering other products / services that align with what they bought
5. Gathering testimonials

I do not expect you to have the skills of an email marketer (you can always hire one down the road) - but not having these emails is just leaving money on the table.

When somebody buys a product of yours, you need to enter them into an email sequence that nurtures them further and helps them go through your product.

If people don't have clarity on how to implement your product, or just forget the "why" behind their purchase, they aren't going to go through it.

How many books or courses have you bought and have never gone through?

Do you remember those creators? Did they leave an impact on you? Did you send them a testimonial? Did you buy from them again? Maybe, maybe not... but I'd rather not leave that up to chance.

Necessary Buyers Journey Emails

The worst thing you can do is let people hang after they buy a course from you. Especially if you don't have some form of support channel (like Discord / Slack) or another way of communicating with your customers.



Not to mention, you are missing out on crucial feedback that could result in a better product, meaning more sales.

Here are the buyers journey emails you should consider including after somebody purchases a product from you.



Onboarding Or Welcome Emails

When people buy your products - they aren't going to use it immediately (some will).

Sometimes it may not be clear what they need to do next or just what to expect.

- Send an email immediately after their purchase
- Thank them for purchasing / signing up and reassure them that they made the right decision
- Tell them what they can expect, how it will help them, and exactly what to do next

Don't let your customers forget what and why they bought your product.

If you have to, give them use cases for your product and how it will transform their life.

Supplementary Value Emails

We want people to actually use our products, and use them correctly.

- Send as many emails necessary
- Talk about lessons from specific modules, chapters, or features of your product
- Show them how to use it better (educate them more)
- Show them results that it has gotten other buyers to motivate them to get results for themselves

This is an easy way to stand out from the crowd that is only in it for the money.

Testimonial Incentive Emails



Towards the end of your buyer's journey sequence (or whenever you think someone has gotten decent results), send them an email that offers an incentive in exchange for a testimonial.

What can this incentive be?



- A bonus guide / download relevant to your product in exchange for a testimonial
- A free review of something they had to do in the product (if it was a weight training problem, offer to critique their diet, form, or current progress — you can also use this conversation to talk to them about 1-1 consulting with you)

You CAN just ask them for a testimonial but I guarantee you will get much less without an incentive.

Again, remember that friction and time play a role whenever you are looking for a conversion. How can you make it both enticing and seamless for them to leave you a testimonial? Can you give them a short series of questions to answer that will result in a high quality testimonial for you with little effort on their end?

All-in-all, the best way to get testimonials is to:

- Create a great product that gets results
- Ask them
- Bonus: offer an incentive

If you aren't asking, you won't get any. The same goes for all things online business.



The Buyers Journey Sequence

🕒 7 min



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7 min

Conversational Sales Call

Onboarding & Offboarding



Module 8

Creating Your Own Customers

0/6 ▼

Your Education System

Synthesizing Knowledge

How I Create Digital Products

Copywriting & Sales Pages

The Simplified Product Launch

Social Media Promotions



Module 9

Automating Clients & Customers

0/5 ▼