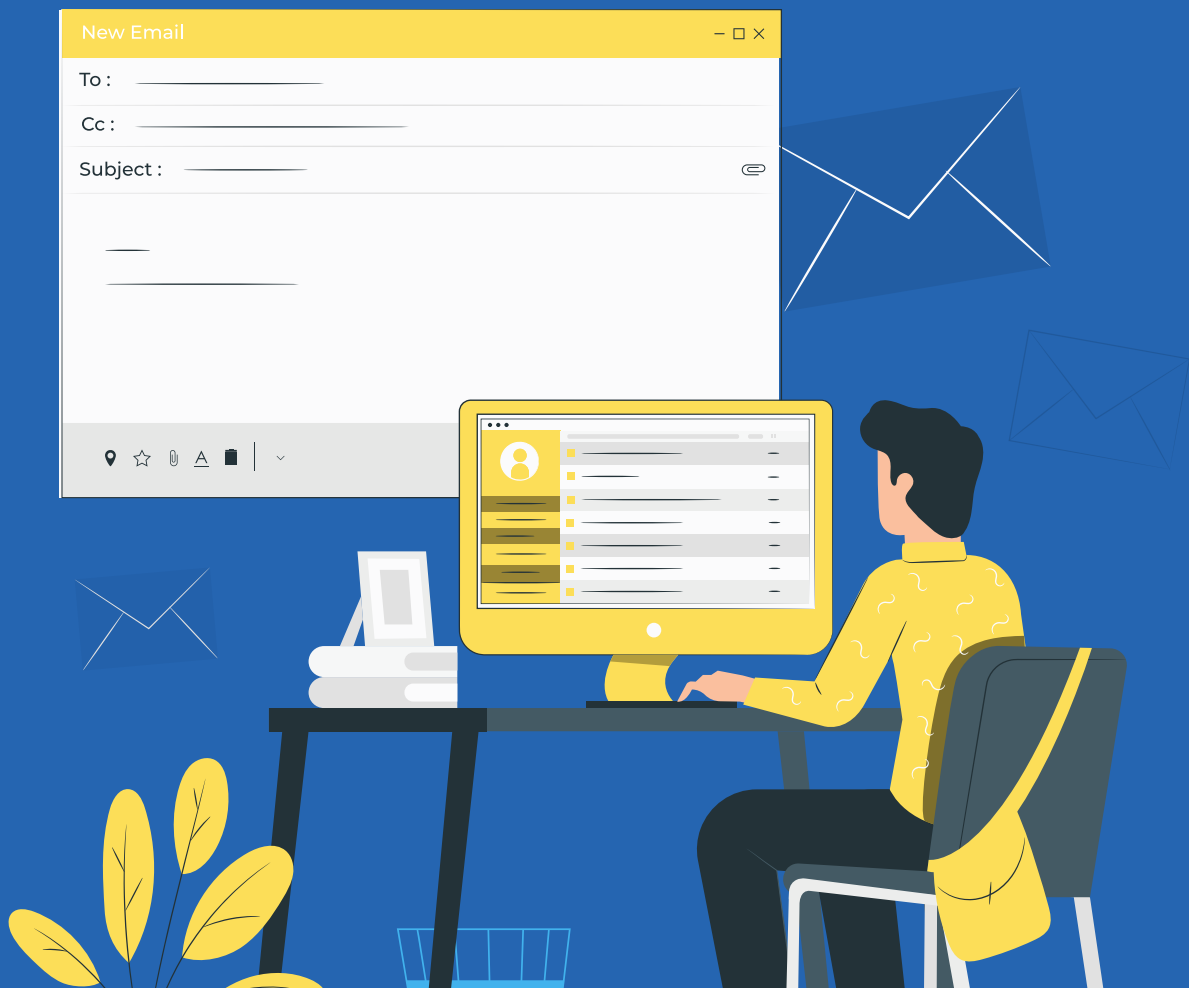Beeline Copy

The Email Revenue Playbook

Learn how to build the 3 email sequences that made my client over 6 figures in revenue in 31 days

Step-By-Step Guide

By: Bridget Poston

$373,222.67

That's how much revenue a recent client of mine made from just THREE email sequences.

Email sequences that I'll be sharing with you today.

Sequences you can copy for yourself, so you can get the highest ROI from your email list.

Although I won't be diving into every little detail (this would be a 300-page book if I did), I WILL be covering:

🐝 What these 3 email flows are and why they're the top revenue-generating flows

🐝 How to create your own 3 money-making flows and what each email should say to be the most effective

🐝 When you should send each email so you can get maximum engagement (and sales)

Email marketing isn't rocket science but if you're like most business owners you lack the time and energy to sit down for hours and craft a successful marketing strategy.

A strategy that generates thousands of dollars (or more) per month.

That's why I created this step-by-step playbook so you can implement a done-for-you strategy and start seeing more conversions from your email list.

So if you want to see numbers like this from your emails...

More than $290k generated on autopilot with email marketing

Flow	Status	Type	Deliveries	Placed Order
Abandoned Cart - New	● Live	✉		CA$256,756.52
Welcome Series - New	● Live	✉		CA$21,664.88
Post-Purchase Sequence	● Live	✉		CA$13,184.51

Then keep reading 👆

1.The Welcome Sequence

A welcome sequence is a series of automated emails sent to new subscribers immediately after they join your email list.

Welcome emails tend to get the highest open rates averaging 68.6% compared to any other type of email.

And they allow you to:

🐝 Introduce your brand

🐝 Educate the reader on your brand & USP

🐝 Showcase your best-selling products

Let's dive in!

Email #1 - Welcome Them!

Purpose Of Email: Welcome Offer

Trigger: Immediately Upon Sign Up

🐝 Provide your welcome offer (10% off discount code, etc.)

🐝 Include clear CTA above the fold (no scrolling needed)

🐝 Showcase a few best-sellers

This email should be clear and to the point. Give them the incentive and a clear CTA to make the purchase.
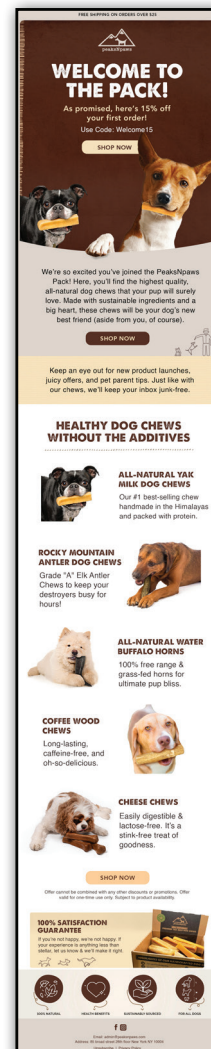
Email #2 - Share Your Brand Story

Purpose Of Email: Your Brand Story

Trigger: 1-2 Days After Receiving Email #1

🐝 Share your value proposition (what makes your brand unique?)

🐝 Reminder of welcome offer

🐝 Include 2-3 best sellers to showcase + drive sales

When you talk about your brand story, it not only educates people on who the heck you are but it also shows them you're MORE than a skincare/apparel/homeware/etc brand.

People don't buy your products, they buy into your values.
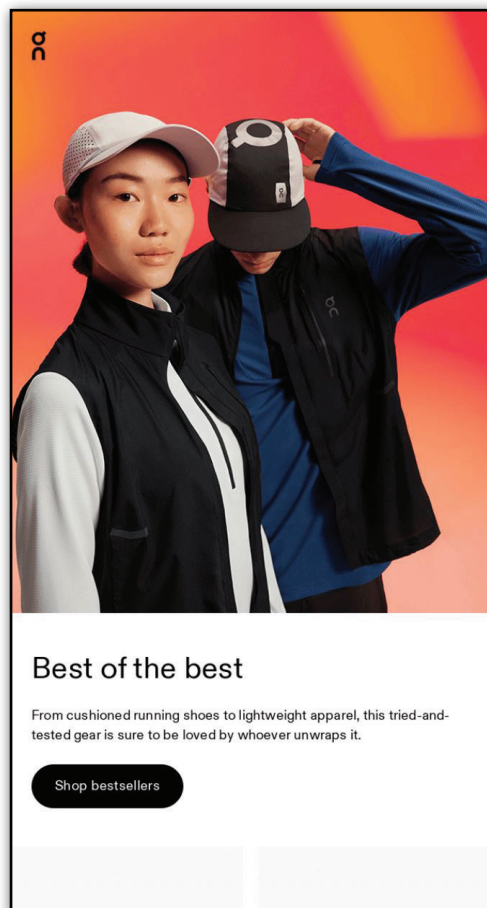
Email #3 - Best Sellers Highlight

Purpose Of Email: Best Sellers Highlight

Trigger: 1-2 Days After Receiving Email #2

🐝 Showcase your best-sellers

🐝 Include multiple CTAs

🐝 Remind them of the welcome offer (mention how many days they have left)

This email is meant to show off your top-selling products and drive that first purchase.

Use informative, concise copy that helps people decide which best seller is right for them.
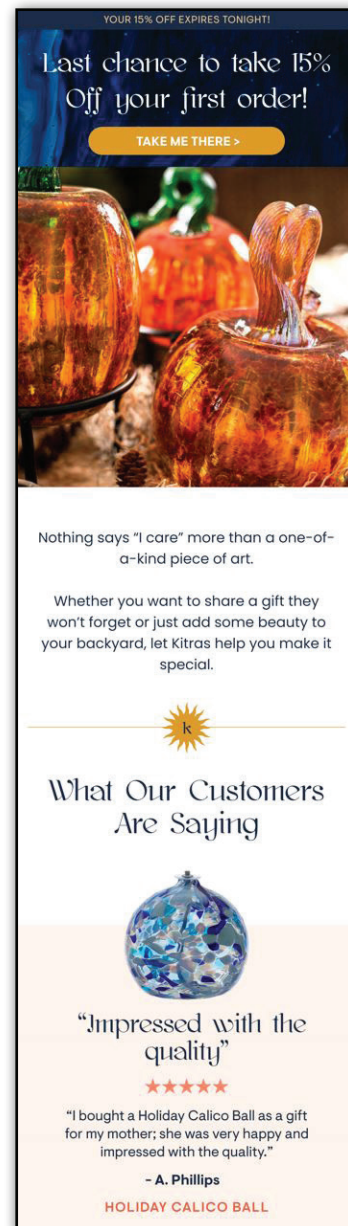
Purpose Of Email: Testimonials
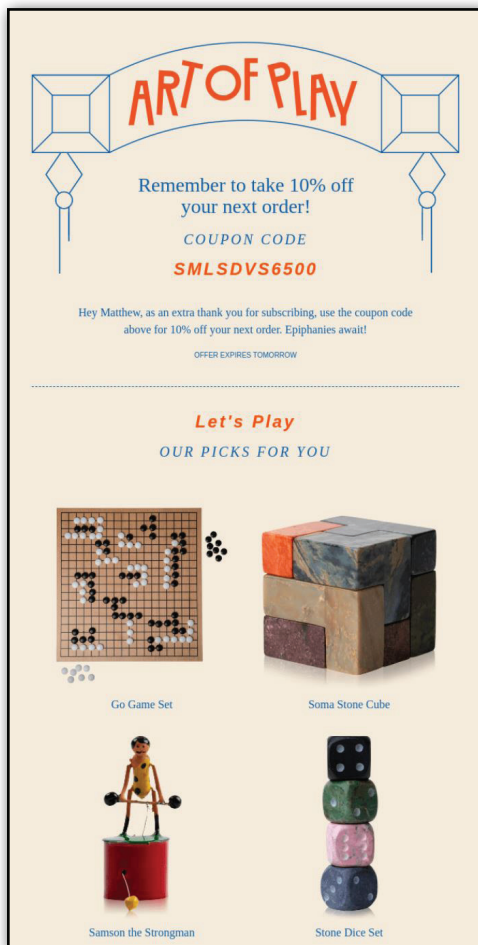
Trigger: 1-2 Days After Receiving Email #3

🐝 Showcase your best testimonials

🐝 Include a few best-sellers (optional)

🐝 Prominent CTA (or several)

🐝 Reminder of welcome offer

What do you look at first when you're about to buy something on the internet?

The reviews, right?

Humans are more likely to believe the opinions of other buyers rather than the company itself.

YOUR 15% OFF EXPIRES TONIGHT!

Last chance to take 15% Off your first order!

TAKE ME THERE >

Nothing says "I care" more than a one-of-a-kind piece of art.

Whether you want to share a gift they won't forget or just add some beauty to your backyard, let Kitras help you make it special.

What Our Customers Are Saying

"Impressed with the quality"

★★★★★

"I bought a Holiday Calico Ball as a gift for my mother; she was very happy and impressed with the quality."

– A. Phillips

HOLIDAY CALICO BALL

Email #5 - Last Chance On Your Offer

Purpose Of Email: Last Chance

Trigger: 2-3 Days After Receiving Email #4

🐝 Use a lot of urgency

🐝 Let them know their incentive is expiring and when (i.e. "Only 24 hours left!")

🐝 Include CTA above the fold

Use urgency throughout your welcome sequence to encourage them to make that first sale.

Hot Tip: Be ethical when leveraging scarcity/urgency. Don't say that their code is expiring in 2 days if it's really not. People catch onto this and it's a quick way to break their bond of trust.

Email #6 - User Feedback

**Purpose Of Email:** Gather Feedback So You Can Improve Your Strategy

Trigger: 2-3 Days After Receiving Email #5

🐝 Offer a feedback survey to understand why they didn't buy

🐝 Follow up with an email that addresses their concern

If they still haven't bought by this point, you need to find out why.

Knowing why will allow you to improve your processes and make more sales sooner.

Hot Tip: After they've filled out the survey or clicked a link in your email, send them a follow-up email (this can be automated) that addresses their specific concern.
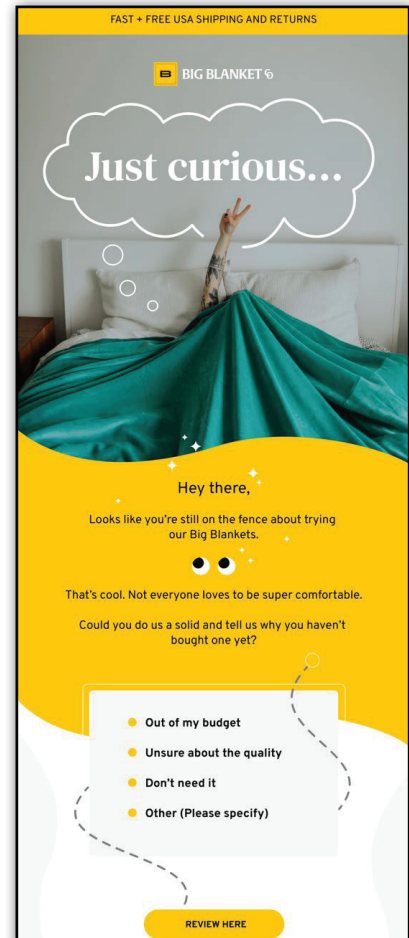
Now you know the exact framework for a stellar welcome sequence that'll drive home that very first sale like a champ.

But...

What if it doesn't?

What if people start to checkout but don't commit? Don't worry, we have a flow for that.

2.Abandoned Cart Sequence

An abandoned cart sequence is a series of automated emails that re-engage customers who left items in their shopping cart but didn't checkout.

This can happen for a variety of reasons:

🐝 Shipping costs are too high

🐝 They got distracted

🐝 They have to make an account (people hate being forced to do this)

Your Abandoned Cart Sequence is designed to remind people of the items in their cart and nudge them to make that purchase. For the best experience, you'll want to tailor your abandoned cart emails to two different groups of people:

1.   New customers (have yet to buy)

2.   Returning customers (bought at least 1+ times)

Email #1 - The First Reminder (Repeat + New Customers)

Purpose Of Email: Remind Them Of Their Items

Trigger: 2-4 Hours After They Ditched Their Shopping Cart

🐝 Simple reminder of the items in their cart with a CTA

🐝 [optional] include testimonial or other recommended products at the bottom

This email can go to both new and returning customers.

Remind them of their items, and add a dynamic photo of their item with a CTA to "keep shopping."

If you're feeling frisky, throw in a line about your "30-day money-back guarantee" or a compelling testimonial at the bottom.

This will help to overcome any objections they may have.

Split Test It: Test the timing of when your first abandoned cart email is sent and see which performs better in terms of engagement & conversions.
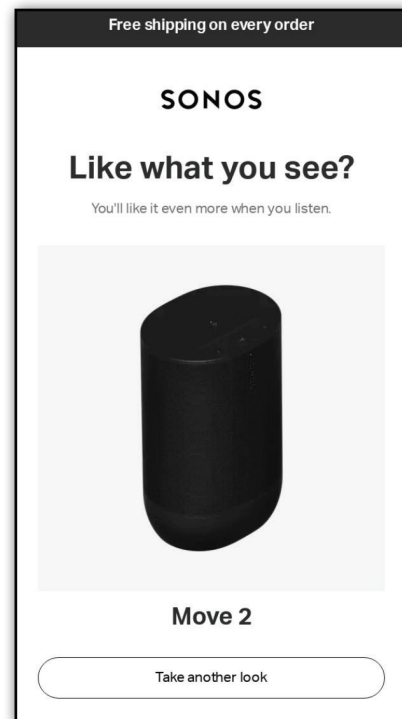
Email #2 - Reminder + Urgency (New Customers)

Purpose Of Email: Reminder + Overcome Objections
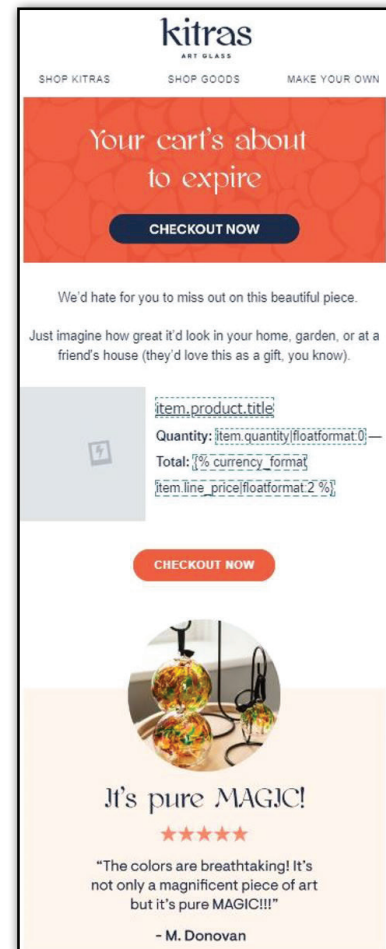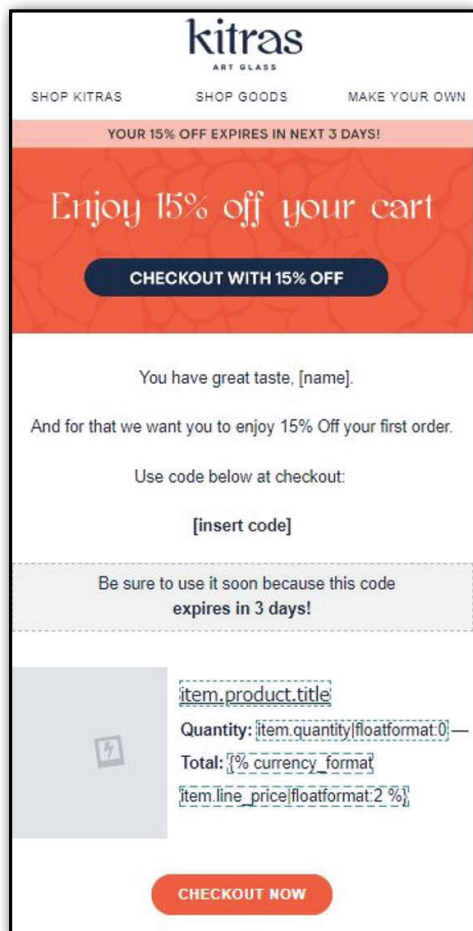
Trigger: 24 Hours After They Ditched Their Cart

The most common objections are:

🐝 Price

🐝 Shipping

🐝 Lack of trust ("will this really work?" mentality)

By overcoming these objections in your abandoned cart emails, you will have more success at converting your subscriber into a customer.

🐝 Throw in a testimonial or two of people raving about your products

🐝 Tell them your stellar customer support team is there to answer any questions they have

🐝 Highlight your money-back guarantee

Things like this can be just what people need to commit to their purchase. Don't forget to mention that the items in their cart will expire soon.

Email #3 - Discount (New Customers)

Purpose Of Email: Offer A Discount + Use Scarcity

Trigger: 2-3 Days After They Ditch Their Cart

🐝 Offer a discount as a final attempt to earn the sale

🐝 Include an expiration on the offer

🐝 Always use a dynamic code (so people can't copy & paste it over and over again)

One of the most common objections is price and shipping cost.

So offering them a small discount might be just what they need to get them over that hump.

Split Test It: Offer one type of discount vs another (i.e. 10% off vs $10 off) and see which performs best. You can also omit this discount email altogether and see if you still get a high number of conversions from the flow.

Okay, now let's take a peek at how the repeat customer flow will look:

Repeat Customers
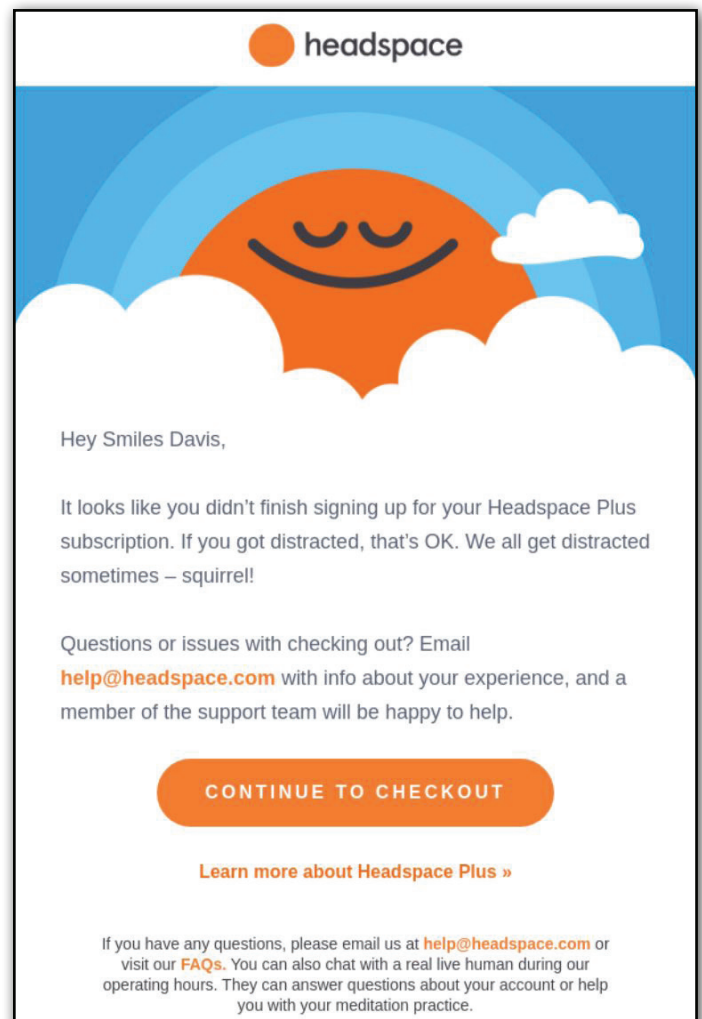
Email #2 - Reminder + Support

Purpose Of Email: Remind Them Of Their Items + Offer Personalized Support

Trigger: 24 Hours After They Ditched Their Cart

🐝 Remind them of their items + recommend similar items [optional]

🐝 Use urgency (i.e. "We'd hate to put these items back on the shelf, better grab them soon...")

🐝 Offer high-level support

If a repeat buyer still hasn't bought, they may have some questions or other hesitations that you're unaware of.

Include a CTA to book a free consultation call with your customer service team or include a phone number where they can reach you. This can help them get their questions answered so they can make a decision.

headspace

Hey Smiles Davis,

It looks like you didn't finish signing up for your Headspace Plus subscription. If you got distracted, that's OK. We all get distracted sometimes – squirrel!

Questions or issues with checking out? Email **help@headspace.com** with info about your experience, and a member of the support team will be happy to help.

CONTINUE TO CHECKOUT

Learn more about Headspace Plus »

If you have any questions, please email us at **help@headspace.com** or visit our **FAQs**. You can also chat with a real live human during our operating hours. They can answer questions about your account or help you with your meditation practice.

SMS (Optional)

Test sending an SMS as one final reminder. Keep it conversational and short.

This can work surprisingly well because SMS is more personal and direct.

Awesome, now you know how to build a timely and personalized abandoned cart flow!

Congrats!

But just because you got someone to make that first (or second) purchase, it doesn't mean your marketing stops there…

You left a few items behind, [Name]! We've saved your cart for you. Complete your order now before it expires: bit.ly/IYEB Reply stop to opt out

3. Post-Purchase Sequence

This is where your Post Purchase Sequence comes in.

A Post Purchase Sequence is a series of emails your customer receives after they buy from you. It's designed to enhance the customer experience, foster loyalty, and encourage further repeat purchases.

There are two types of emails in a post-purchase sequence:

1. Transactional

2. Nurture-Based or Promotional

Transactional Emails

These are the emails that keep your customer up to date on their order. They're automatically sent from your ecommerce platform (i.e. Shopify) and shouldn't contain any promotional messaging.

The most common transactional emails are:

🐝 Order confirmation   🐝 Shipping confirmation   🐝 Order delivery confirmation
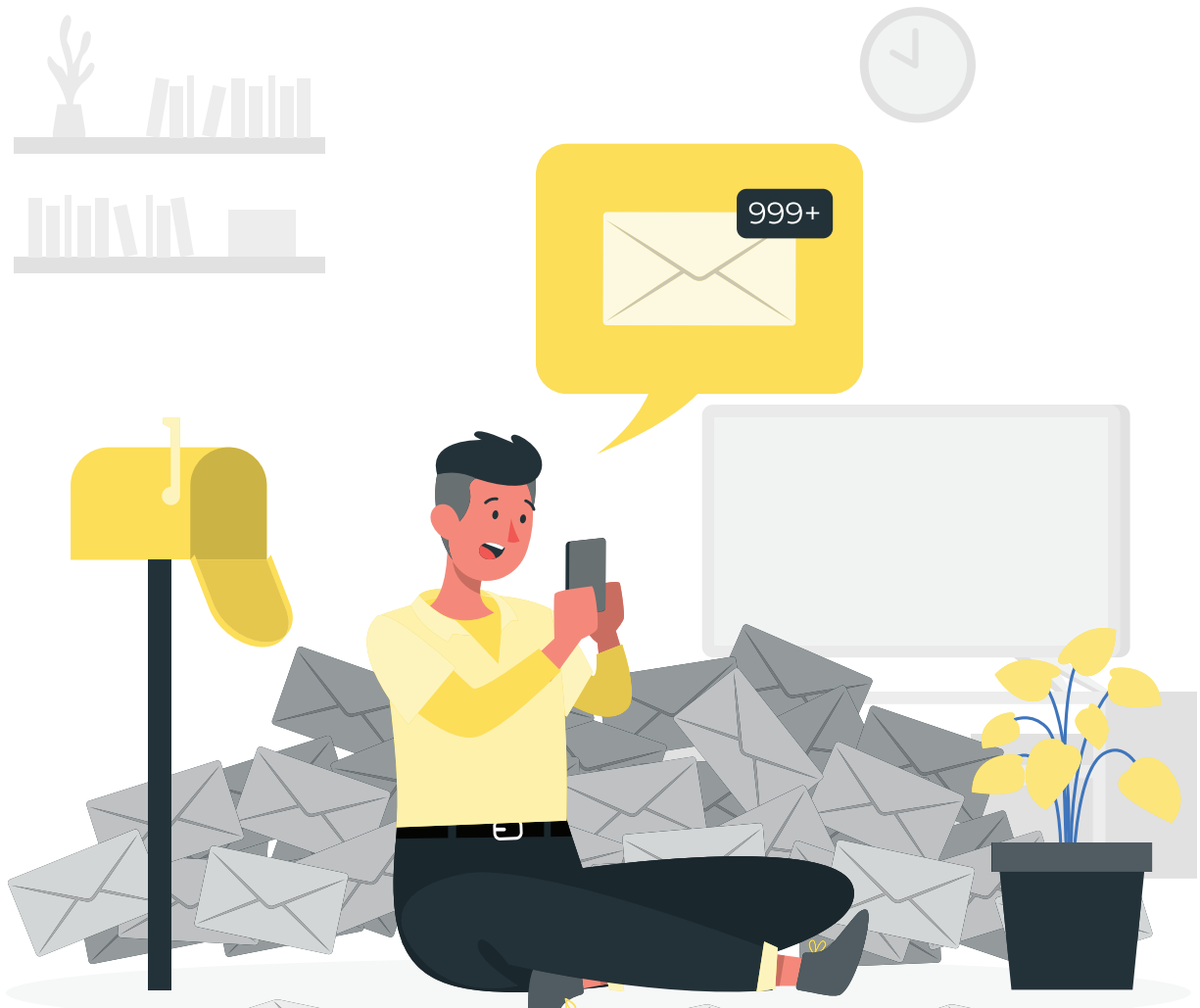
Nurture-Based & Promotional

These are the emails that do the heavy lifting. They deepen the bond of trust, build even more likeability for your brand, and drive that second (or third, or fourth) purchase.

Forget this flow and you leave A LOT of $$$ on the table.

Let's dive in.

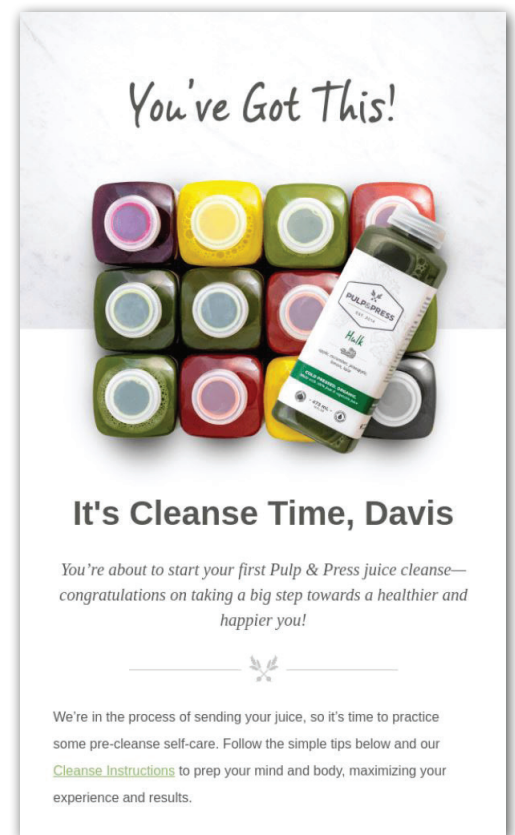**New customers and repeating customers will receive different emails

New Customers

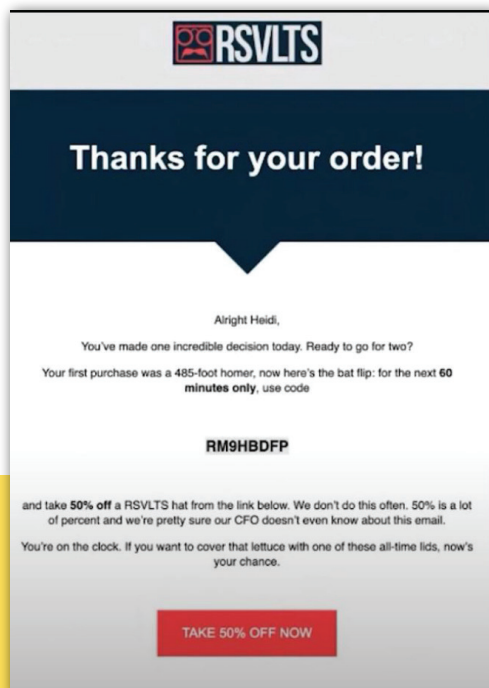**Purpose Of Email:** Thank Them & Eliminate Buyer's Remorse

Trigger: 30 Minutes After They Make Their First Purchase

🐝 Thank you for purchasing

🐝 Remind them of the benefits or USP (eliminate buyer's remorse)

The goal with this email is to thank them, let them know you're getting their order ready and - most importantly - put their mind at ease.

You've Got This!

It's Cleanse Time, Davis

You're about to start your first Pulp & Press juice cleanse—congratulations on taking a big step towards a healthier and happier you!

We're in the process of sending your juice, so it's time to practice some pre-cleanse self-care. Follow the simple tips below and our Cleanse Instructions to prep your mind and body, maximizing your experience and results.

Email #2 - The Bounce Back Offer [Optional]

Purpose Of Email: Up-Sell/Cross-Sell (Split Test)

Trigger: 30 Minutes After They Made Their First Purchase

This is called a "bounce back offer" and it can work surprisingly well at driving that second purchase depending on what products you offer. Here's how it works:

1. The customer places an order

2. 30 minutes later, you send an email with an irresistible offer on an item that complements what they just bought (i.e. They bought a t-shirt so you offer 50% off your hat collection)

3. Leverage urgency - the offer is only available for a short time to drive action (i.e. 60 minutes, 3 hours, 12 hours, etc.)

Split Test It: Immediately after they place an order vs after they receive their product

Hot Tip: This email performs best when you have a lower-priced product or collection that perfectly complements their purchase, like an accessory.

Email #3 - Product Education

Purpose Of Email: Educate Buyers on Their Product

Trigger: 5-7 Days After They Placed Their First Order

🐝 Remind them of the benefits (aka get them excited!)

🐝 Breakdown any "do's" and "don'ts" and what they can expect when they get their order

🐝 Share a tutorial or educational video on how to get the most out of the product

Perfect for products that have multiple steps or are complicated in nature, this email is designed to educate your buyers and get them ready to receive their order.

Email #4 - Product Review

Purpose Of Email: Request A Review

Trigger: 10-14 Days After They've Received Their Order

🐝 Offer a survey (Okendo and Typeform are great)

🐝 Request a video testimonial

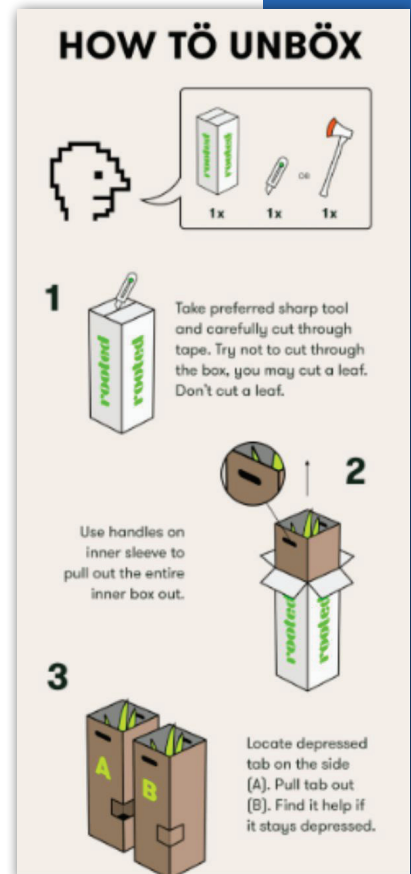🐝 Offer rewards for submitting a review (i.e. discounts, free shipping, etc.)

After they've had a chance to use your product, you'll want to ask for a review.

You can then use this feedback to improve your products or use it in your marketing as social proof to get even more sales.

The value here is priceless, so don't forget this email!

Hot Tip: Try using tiered incentives to get more reviews:

🐝 5% off for a written review

🐝 10% off for a review with a photo

🐝 20% off for a video testimonial

Repeat Customers

Purpose Of Email: Make Them Feel Ultra Appreciated
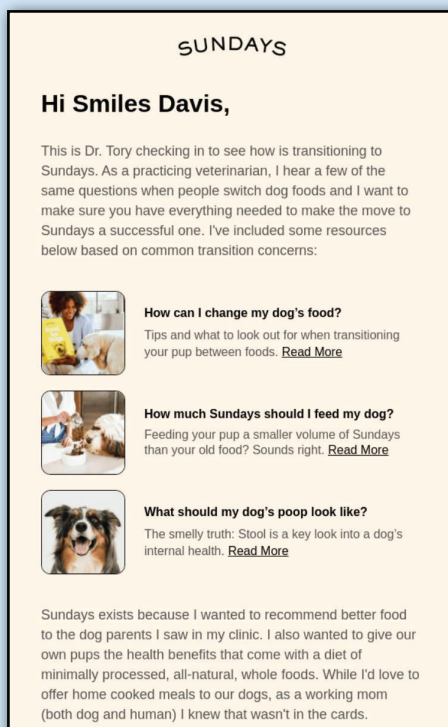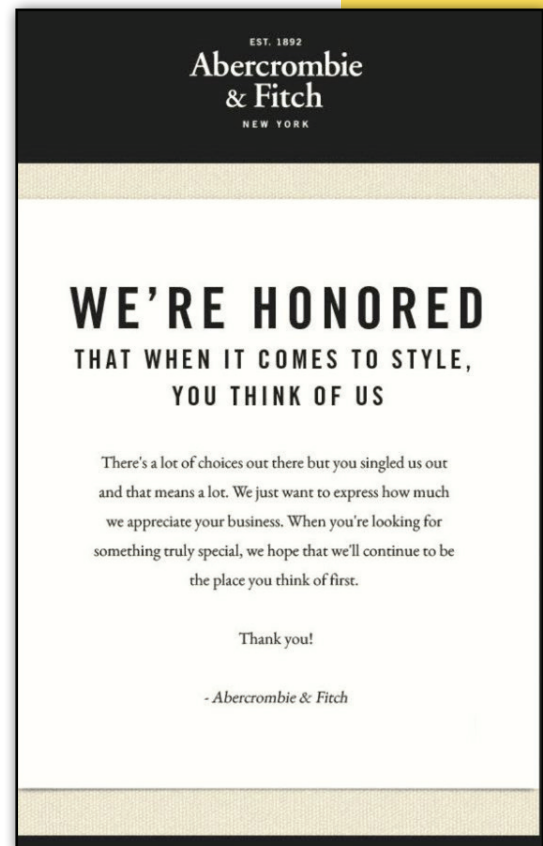
Trigger: 30 Minutes After They Make Their First Purchase

🐝 Plain text, letter-to-a-friend style from the CEO

🐝 [optional] Invite them to your loyalty program or to follow you on social media

Hot Tip: If you're feeling frisky, you can offer them a discount for signing up for SMS (if they're not already subscribed).

Split Test It: Try testing a plain text, "letter-from-a-friend" style signed by the CEO vs a design-rich email. Plain text adds a more personal touch and makes the reader feel extra special.

EST. 1892
Abercrombie & Fitch
NEW YORK

WE'RE HONORED
THAT WHEN IT COMES TO STYLE, YOU THINK OF US

There's a lot of choices out there but you singled us out and that means a lot. We just want to express how much we appreciate your business. When you're looking for something truly special, we hope that we'll continue to be the place you think of first.

Thank you!

- Abercrombie & Fitch

SUNDAYS

Hi Smiles Davis,

This is Dr. Tory checking in to see how is transitioning to Sundays. As a practicing veterinarian, I hear a few of the same questions when people switch dog foods and I want to make sure you have everything needed to make the move to Sundays a successful one. I've included some resources below based on common transition concerns:

How can I change my dog's food?
Tips and what to look for when transitioning your pup between foods. Read More

How much Sundays should I feed my dog?
Feeding your pup a smaller volume of Sundays than your old food? Sounds right. Read More

What should my dog's poop look like?
The smelly truth: Stool is a key look into a dog's internal health. Read More

Sundays exists because I wanted to recommend better food to the dog parents I saw in my clinic. I also wanted to give our own pups the health benefits that come with a diet of minimally processed, all-natural, whole foods. While I'd love to offer home cooked meals to our dogs, as a working mom (both dog and human) I knew that wasn't in the cards.

Email #2 - Product Tips & Usage Guide

Purpose Of Email: Educate Buyers on Their Product

Trigger: 5-7 Days After They Placed Their First Order

🐝 Include a tutorial or example video

🐝 Different ways to use the product

🐝 Images of how other people are using it

If they're buying the same product, you can omit this but it's always helpful to reiterate product tips and how they can get the most out of their product.

Wrapping It Up

The truth is, we've just scratched the surface in this playbook, but adding these 3 sequences alone is enough to drastically increase your revenue.

Of course, you don't want to stop there though.

- You'll want to **send weekly campaigns** to your email list to build trust and loyalty…

- **Segment your subscribers** to create more personalized content that leads to more sales…

- And of course, **A/B test your emails** to see what resonates best with your audience and generates the most revenue.

If you're thinking to yourself, "This is great, but I really don't have the time to set all this up,"

I got you, friend.

My team and I work hard to find the hidden revenue within your email list using our Human-First Sales Strategy so you can focus on your own zone of genius.

From getting more subscribers to implementing retention strategies to analyzing allll the data…

It's 100% done for you.

So if you're ready to increase your revenue, get more repeat buyers & build long-term relationships with your audience…

Book a Call With Me Today

To your wild success,

Bridget Poston

Founder of Beeline Copy

Beeline Copy