

Creating Your Follow-Up Series Checklist

This checklist covers what you should do to begin creating your follow up emails. Check off each action step as you do them.

Choosing a Type of Email

- ☐ You've determined how many days your series will be.
- ☐ You chose the type of email you want to send
 - ☐ Tips they can use on their own but are better with the product
 - ☐ Possibilities of your product includes deep benefits.
 - ☐ Common Mistakes customers make without your product
 - ☐ Making the most of your product give ideas on using the product in their life
 - ☐ Sense of Urgency to buy quickly
 - ☐ FAQ of common questions about the product
 - ☐ Testimonials from satisfied customers
 - ☐ Case Study of someone using the product
- ☐ You've added a call to action to the email.
- ☐ You've created a sense of urgency to buy your product by including a coupon with an expiration date.

After the Series Ends

- ☐ You add the subscribers to your main list
- ☐ You create another follow-up series
- ☐ You stay in contact with the list