

# 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