

## Creating a Follow-Series Worksheet

The thank you email is just the first step. You want to continue sending follow-up emails. Use this worksheet to research and brainstorm what you want in the rest of the follow-up series.

How long do you want the series to be? Is it for 7 days, 10 days? More? Less?

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Can you add an “imagine the possibilities” email to the series? If so, what is the benefit to the benefits? Go further than just the main benefit of your product.

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Is there a way you can give ideas for making the most of your product? What ideas can you give them? Tell them how they can use the product in a different way, for example.

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What common mistakes do people make when trying to accomplish what your product does? Outline three common mistakes people make. How can they avoid them? How will your product help them?

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What great tips can I give that they can use on their own but are better if they had your product? How many can you give them? 5? 7? 10? List them.

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Is there a deadline to get the product? Can you create a sense of urgency in the email series?

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What reasons can you give them reasons they should buy your product. Do have testimonials or case studies you can use?

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Do I have a clear Call to Action on each email?

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Does my final email have a sense of urgency? Is it short? Does it create a rushed feeling? How can I create that feeling?

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Do I want to move these subscribers to my main list after the series is finished? Do I want to create another follow-up series at the end instead? How will I continue to email them?

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