

Email Sequence for First Time Customers

Email 1

Subject: Following Up!

Sent: Immediately after purchase

Hi \${first-name},

Thanks a lot for picking up the Just Fitter pH Test Strips!

Your order is being processed by Amazon. Before your product arrives, I wanted to let you know:

I searched far and wide for high quality pH test strips, but was never satisfied with what I found in the marketplace.

So one day out of frustration, I decided to create my own pH test strips!

These pH test strips are a labor of love for me.

We have tried really hard to make this the best pH test strips on the market.

I predict that the high quality (and results you will receive) will blow you away!

I wrote a useful guide called: "How to Get Great Results From Your Just Fitter pH Test Strips!" which comes with Instructions and a pH Monitoring Sheet.

Please read the PDF guide, because it will help you get great results from using this product - plus you will learn our exact recommendation for the best way to use your pH Test Strips!

I have attached the guides to this email, so you could download it and read it before your product arrives.

I'll email you as soon as it's been shipped.

Thanks again \${first-name}, we really appreciate your order!

Sincerely,
Michelle

P.S. If you have any questions, just hit reply to this email. We will help you immediately with anything you need!

Attachment:

[https://cdn.shopify.com/s/files/1/0967/1336/files/How to Get Great Results from your Just Fitter pH Test Strips with Instructions and Monitoring Sheet.pdf?9856323642130060332](https://cdn.shopify.com/s/files/1/0967/1336/files/How_to_Get_Great_Results_from_your_Just_Fitter_pH_Test_Strips_with_Instructions_and_Monitoring_Sheet.pdf?9856323642130060332)

Email 2

Subject: Your Just Fitter pH Test Strips Is Out for Delivery Today!

Sent: when shipped

Hi \${first-name},

Great news!

Your Just Fitter pH Test Strips is out for delivery today, according to \${carrier}.

The tracking number is \${tracking-number}.

That means you can expect it on your doorstep by the end of the day!

You're gonna love it.

We want you to be completely happy, so don't hesitate to contact me if you have any questions or concerns.

I have also attached a really useful PDF guide called: "How to Get Great Results From Your Just Fitter pH Test Strips!" which comes with Instructions and Monitoring Sheet

It is a short read but -

It will tell you the very best way to get GREAT results using this product.

Download it and take a look! I think you'll find it extremely useful to getting the most out of your pH Test Strips!

Regards,
Michelle

P.S. If you have any questions, just hit reply to this email. We will help you immediately with anything you need!

Attachment:

<https://cdn.shopify.com/s/files/1/0967/1336/files/How to Get Great Results from your Just Fitter pH Test Strips with Instructions and Monitoring Sheet.pdf?9856323642130060332>

Email 3

Subject: Question

Sent: 4 days after delivered

Hi \${first-name},

Both Amazon and \${carrier} told us that your Just Fitter pH Test Strips has been delivered to you.

Hooray!

We like to double-check with you, just in case. Did you get it?

If there is anything wrong at all, let me know so I can fix it fast.

And if you could just take a minute, hit reply to this email and tell me,

What do you think of it so far?

I'd really appreciate it! Your feedback is what I live for!

If you like it, then definitely reply and let us know ... or if you have an issue, definitely let me know that as well so that I can fix it for you fast and make this the best possible experience for you!

I look forward to hearing from you.

Regards,
Michelle

P.S. We're 100% committed to providing you with a top-notch customer experience. If there's anything that didn't go right with your order, please hit REPLY to this email and let us know immediately before leaving a review on Amazon. I'll look into it for you personally!

Email 4

Subject: If You Like It ...

Sent: 8 days after delivery

Hello \${first-name},

I hope you are enjoying your Just Fitter pH Test Strips!

I have a small favor to ask, and it would only take 3 minutes.

Would you mind leaving us feedback on Amazon?

Your review means the world to a small business like ours.

Can you take a second to leave your feedback right here?

[\\${product-review-link}](#)

I hope we've provided a 5-star experience for you!

Sincerely,
Michelle

P.S. Just wanted to say: Thank you VERY much for your business! With all the choices out there, the fact you chose Just Fitter means the world to us. We do not take that loyalty for granted. Seriously - thank you!

We're 100% committed to providing you with a top-notch customer experience. If there's anything that didn't go right with your order, please hit REPLY to this email and let us know immediately before leaving a review on Amazon. I'll look into it for you personally!

Email Sequence for 2nd Time Purchasers of the Same Product

Email1A: Sent to 2nd time customers

Subject: Thanks Again!

Sent: Immediately after purchase

Hi \${first-name},

I saw that you placed another order for our pH Test Strips.

I wanted to reach out personally to say:

Thanks!

I am so thrilled to see that you are enjoying our pH test strips. It's awesome, isn't it :)

We will be dropping everything to get your order out as fast as we can.

I'll email you as soon as I have your tracking number for you.

Thanks again for your order \${first-name}!

Sincerely,
Michelle

P.S. Please reach out to me if I can be of service to you!

Email 2A: Sent to customers who have purchased the same product twice.

Subject: Your Just Fitter pH Test Strips Is Out For Delivery Today!

Sent: When out for delivery

Hi \${first-name},

As promised, your Just Fitter pH Test Strips order has been shipped by \${carrier}!

You should expect to get it by \${estimated-arrival} - it might even arrive on your doorstep by the end of the day.

Here is your tracking number: \${tracking-number}.

We want you to be completely happy, so don't hesitate to contact me if you have any questions or concerns.

Thanks again. You are awesome :)

Regards,
Michelle

P.S. Please reach out to me if I can be of service to you! Just hit reply to this email if you need anything.

Email Sequence for 3+ Time Purchasers of the Same Product

Email1B: Sent to customers who have purchased the same product 3 and more times.

Subject: You are awesome :)

Sent: Immediately after purchase

Hi \${first-name},

I saw that you placed another order for our Just Fitter pH Test Strips.

I see that you're as utterly addicted to our pH Test Strips as everyone else is :)

Seriously, we are so thrilled that you are enjoying it!

We are going to get this order shipped to you as fast as possible.

I will email with your tracking number as soon as I have it.

Thanks again for your order \${first-name}!

Sincerely,
Michelle

P.S. Please reach out to me if I can be of service to you! Just hit reply to this email if you need anything.

Email 2B – Sent to customers who purchased the same product 3 or more times.

Subject: Your Just Fitter pH Test Strips Is Out For Delivery Today!

Sent: when out for delivery

Hi \${first-name},

As promised, your Just Fitter pH Test Strips order has been shipped by \${carrier}!

You should expect to get it by \${estimated-arrival}. It might even be on your doorstep by the end of the day!

Thanks again for your order \${first-name}.

We're practically family now :)

If you have not had a chance to write us a review, it would mean a lot to us! It helps us get the word out there. You can write an amazon review by clicking on this link right here:
\${productreview-link}

And if you've already left a review previously, thank you again \${first-name}!

Regards,
Michelle

P.S. Please reach out to me if I can be of service to you! Just hit reply to this email if you need anything.