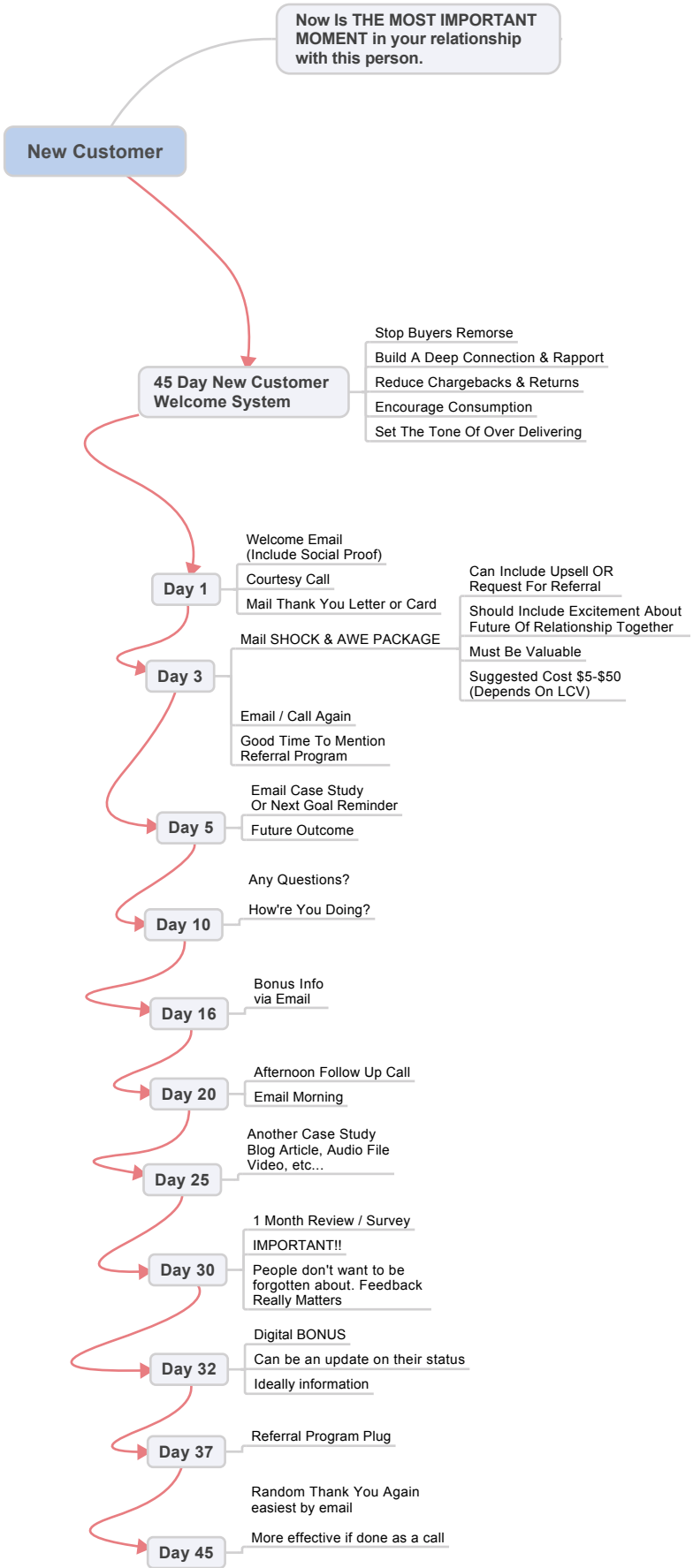
Now Is THE MOST IMPORTANT MOMENT in your relationship with this person.
New Customer
45 Day New Customer Welcome System
Stop Buyers Remorse
Build A Deep Connection & Rapport
Reduce Chargebacks & Returns
Encourage Consumption
Set The Tone Of Over Delivering
Day 1
Welcome Email (Include Social Proof)
Courtesy Call
Mail Thank You Letter or Card
Can Include Upsell OR Request For Referral
Day 3
Mail SHOCK & AWE PACKAGE
Should Include Excitement About Future Of Relationship Together
Must Be Valuable
Suggested Cost $5-$50 (Depends On LCV)
Email / Call Again
Good Time To Mention Referral Program
Day 5
Email Case Study Or Next Goal Reminder
Future Outcome
Day 10
Any Questions?
How're You Doing?
Day 16
Bonus Info via Email
Day 20
Afternoon Follow Up Call
Email Morning
Day 25
Another Case Study Blog Article, Audio File Video, etc...
Day 30
1 Month Review / Survey
IMPORTANT!!
People don't want to be forgotten about. Feedback Really Matters
Day 32
Digital BONUS
Can be an update on their status
Ideally information
Day 37
Referral Program Plug
Day 45
Random Thank You Again easiest by email
More effective if done as a call