

Be the change! Most digital marketers send a welcome email after you buy something, and then NOTHING, nada, *crickets*. Stand out from the crowd, and build even more trust with your people by sending at least one more nurture email after that initial “yay you bought!” welcome email.

Below are a few email ideas for you! Feel free to copy/paste/tweak and send. You can also [use the 6 emails to send swipe files as inspo here](#).

Want more goodness? Certified partner and copywriting pro, Abby Herman, also recently aired a podcast episode about nurturing your buyers after the digital product sale. [Listen to that here](#) and [check out her MV site here](#).

EMAIL SWIPE #1

SUBJECT LINE: You're off to a GREAT start, %FIRSTNAME%!

Storytelling around where you struggled, and what turned things around for you (people love stories...keep it no more than 2 longer paragraphs, or 3 short ones).

You have [how many modules in your micro-course] where you'll learn [lesson 1], [lesson 2] and [lesson 3]. When I was struggling, I wish I had someone to guide me through [pain point] and [pain point].

Instead, I wasted [time/energy/etc] figuring it out on my own.

If you haven't already, be sure to log in [access link] and dig into [first module topic].

It's going to lay the groundwork for [big result they want to achieve]. You've got this, %FIRSTNAME%...one step at a time!

High five,

Your Name

PS. I'm here to help -- any questions, or places where you're getting stuck because you aren't sure how to [type of action they were asked to do in start here module, i.e. prep food during the weekend, write your first ad copy, etc]?

Hit reply, and let me know!

EMAIL SWIPE #2

SUBJECT LINE: How's it going, %FIRSTNAME%?

I wanted to check in on you, %FIRSTNAME%, now that about a week has passed since you purchased [micro-course name] to help you [goal outcome from micro-course].

Hit reply, and give me an update!

High five,

Your Name

EMAIL SWIPE #3

SUBJECT LINE: Thank you.

Hi there,

I just wanted to take a quick second to share my appreciation for purchasing [micro-course name]. [Share a little bit about you, and WHY you created the micro-course...what pain point you wanted to solve for, and why the micro-course was the way you decided to do it...what is your story, including vulnerability about pre-selling and how much it means that they trusted you and purchased early access (no more than 4 sentences).]

Every day I look for ways to be more connected to my audience, and part of that comes from getting to know my new [clients].

I'd love to hear more about your experience thus far, and why you purchased -- so please feel free to hit reply to this email and tell me.

I read and reply to every email. [emoji]

[If sending before core content unlocks, remind them when the core content will unlock and give them a little one sentence update on how content creation is going and/or what types of feedback you've gotten from early buyers]

Your Name