

# Email Sequence For Raving Reviews on Amazon

**Purpose:** This process helps you assess whether or not people who buy your products have a good first experience with your product and company. This process uses a 3-email sequence within Salesbacker.com (or any other Amazon email followup system) to assist with asking customers for a comment or feedback on their experience before leaving a review.

You are then able to address unhappy customers and turn them into happy customers for a 5-star review. The same sequence can be used in the future if you plan on scaling and setting up your own eCommerce store on your domain.

**Note:** It's always best to try to inject personality and humor to stand out. Being a small brand allows you to do that and people will be able to connect with your brand much easier than with a big brand.

Provided here are templates you can use (remember - use the templates but try to be bold and different). If your product utilizes instructions or "best tips," I suggest creating a separate PDF that provides those (that process is covered elsewhere in the course).

**Note:** To send the template emails, copy and paste the subject and body of the template into their respective field in the Amazon autoresponder. Then, edit the text in {brackets} with the appropriate information about your product or business. Also, increase the text size for better readability (10 pt. font recommended).

## Process:

### First Time Buyer Sequence

1. If a customer order has a status of "Confirmed," send this email.
  - a. **Subject:** Following up!
  - b. **Body:**

Hi \${first-name},

Thanks a lot for picking up the [Product]!

Your order is being processed by Amazon.

Before your product arrives, I wanted to let you know:

I searched far and wide for a [high quality/durable/effective] [Product], but was never satisfied with what I found in the marketplace.

So one day out of frustration, I decided to create my own [Product]!

This [Product] is a labor of love for me.

We have tried really hard to make this the best [Product] on the market.

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

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

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

Sincerely,  
[NAME]

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

2. Once a customer's product is out for delivery, send this email.
  - a. **Subject:** Your [Product] Is Out for Delivery Today!
  - b. **Body:**

Hi \${first-name},

Great news!

Your [Product] 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.

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

[Signature]

3. Once a customer order has a status of "Delivered," send this email four days later.
  - a. **Subject:** Question

b. **Body:**

Hi \${first-name},

Both Amazon and \${carrier} told us that your [Product] 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.

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!

4. Send this email eight days after the product has been delivered.

a. **Subject:** If you like it...

b. **Body:**

Hello \${first-name},

I hope you are enjoying your [Product]!

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,  
[Signature]

P.S. Just wanted to say: Thank you VERY much for your

[BRAND] 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!

## Repeat Buyer Sequence - Second Time Buyer

Create this sequence of emails for people who buy your product a second time.

1. Send this email after a customer purchases the same product a second time.
  - a. **Subject:** Thanks Again!
  - b. **Body:**

Hi \${first-name},

I saw that you placed another order for our [Product].

I wanted to reach out personally to say: Thanks!

I am so thrilled to see that you are enjoying our [Product].

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,  
[Signature]

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

2. Send this email after a customer's order is out for delivery.
  - a. **Subject:** Your [Product] Is Out For Delivery Today! - order \${order-id}
  - b. **Body:**

Hi \${first-name},

As promised, your [Product] 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,  
[Signature]

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.

## Repeat Buyer Sequence - Third Time Buyer

Create this sequence of emails for people who buy your product a third time.

1. Send this email after a customer purchases the same product a second time.
  - a. **Subject:** Thanks Again!
  - b. **Body:**

Hi \${first-name},

I saw that you placed another order for our [Product].

I see that you're as utterly addicted to our [Product] 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,  
[Signature]

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.

2. Send this email after a customer's order is out for delivery.
  - a. **Subject:** Your [Product] Is Out For Delivery Today! - order \${order-id}
  - b. **Body:**

Hi \${first-name},

As promised, your [Product] 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: \${product-review-link}

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

Regards,  
[Signature]

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.