Process Chart: Product Orders

Day 0

Thank you page with video instructing them to check email or telling them product will be shipped.

Day 0

Email thank you with dowload instructions/link to password protected website or telling when product will be mailed.

Day 1

Email:downlaod okay? Thank you phone call. Thank you letter sent in the mail with magic trick and catalog and discount certificate

Day 4

Emailis sent with unadvertised bonus download

Day 7

Second follow up, and re-confirm customer was able to retrieve and access the product or has recevied it in the mail

Day 14

Ask for a testimonial Simply have people send in their comments, positive or negative, and say you'll use the feedback to either improve the product, or list them as a reference on your sales letter

Day 21

Send a resource, article, or other information related to the subject matter (of the product) they bought previously. It can even be a link to a great site or other free topical information

Day 28

If you have an advanced version of your product, or a naturalupselllike coaching, consulting, or other back end service, offer it here.