



How To Turn One-Time Buyers Into Lifelong Customers

Why Should We Follow Up With Customers?

- ✓ Our Customers Are Our Best Prospects
- ✓ They Can Also Be Our Best Marketers
- ✓ What Good is a Sale if the Product is Returned?

What to Write To Our Customers

- ✓ A Genuine "Thank You For Purchasing"
- ✓ Build Confidence in the Buyer's Decision
- ✓ Promote Interaction With Your Staff
- ✓ Strategically Work in Other Sales Pitches

What **NOT** to Do With Our Customers

- ✓ Treat Them Like Prospects – Don't Try To Sell Them Something They Just Bought!
- ✓ Put Our Interests Over Theirs
- ✓ Make It Hard to Unsubscribe



How to Integrate AWeber with Shopping Carts

Avoiding Mixed Messages to New Customers



“Don't Sell Me Something I Already Bought!”



Automatically Remove Customers From Prospect Campaigns

Where Do We Go From Here?

- ✓ Start With a Few Messages
- ✓ Integrate Email Marketing with Your Shopping Cart
- ✓ Set Up Automation to Avoid a Mixed Message



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