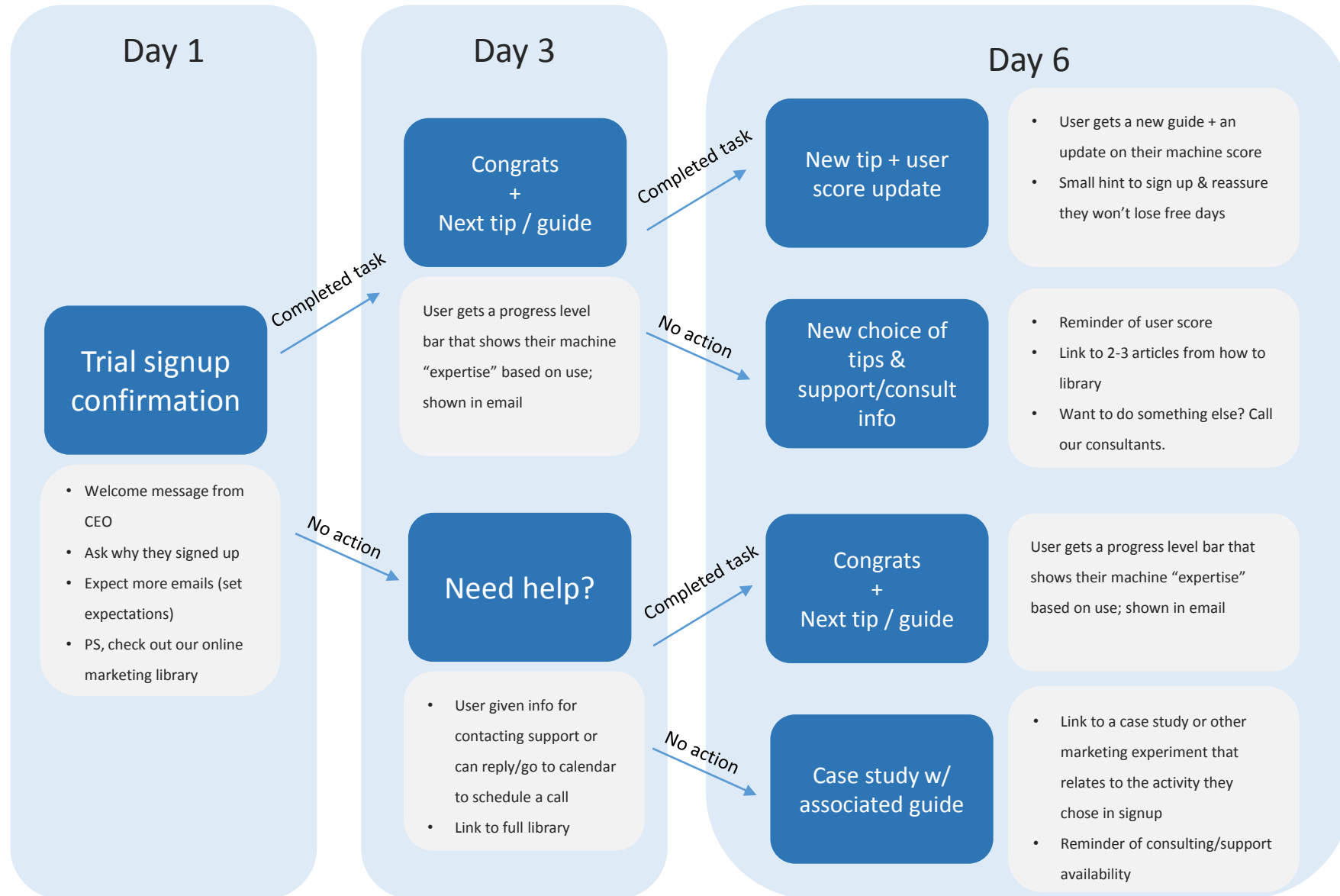
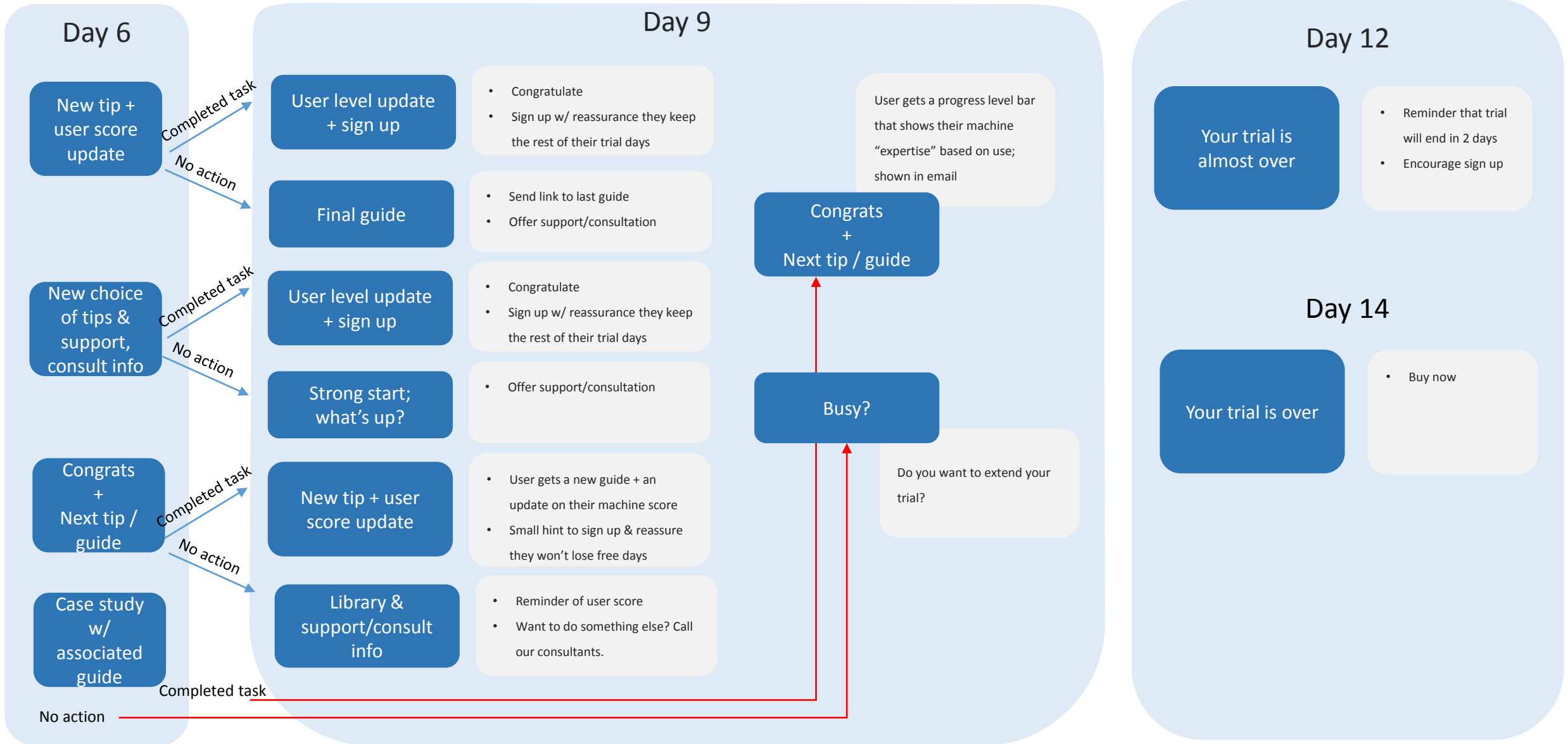


# Email Onboarding Sequence – Day 1 - 6



# Email Onboarding Sequence – Day 7 - 14



# Email Onboarding Sequence – Day 15 - 60

Day 21

Used product:

Miss us?

- Reminder of library
- Support/consult
- Favor: why didn't you buy?

Did not use product:

Want another chance?

- Extend trial for another 14 days
- Complimentary consultation

Day 60

Used product:

We miss you

- Favor: why didn't you buy?
- New trial + complimentary consult

Did not use product:

New trial + % off first month/year

- Acknowledge how busy they are
- Offer consultation + special price

# Product Onboarding Sequence

