

Email 1

(subject) Can We Ask One Tiny Favor?

(subtext) We need feedback on your recent order

Hey there!

Thank you so much for your recent order at XXXXXXXX!

By now, you should have received it, and we wanted to reach out to you to find out what your experience was like.

Did everything meet your expectations?

Did you have any issues with your order?

If so, please hit the reply button and send us an email.

We want you to be happy with your items, and if there is anything we can do to help you, we want you to reach out to us.

If everything went well, would you do us a quick favor?

Could you go over to our website and leave us a review?

Our clients love reading reviews from our current customers, and it helps us reach more educators just like yourself.

We know your time is valuable, so it doesn't have to be long; a couple of sentences will do.

And as a thank you, we'd like to offer you a \$5 off coupon for your next order.

Thank you again for your purchase. We're so glad to have you as part of the XXXXXXXX family!

(sign-off)

Email 2:

(subject) A Nifty Life Hack You Have To Learn

(subtext) And a coupon for trying it

I bet you're like me.

I bet you sometimes open emails and think to yourself, "I should do that..."

But then you get busy.

Because, like me, you have a million things running through your mind and countless tasks dividing your attention.

And then you never get around to doing that thing you knew you wanted to do because you forget entirely.

Then it gets buried into the recesses of your mind only to resurface at 3 am when you're definitely NOT going to turn on your computer.

See, I told you we were alike.

I checked in to see how your experience went with your recent order in my last email.

And, I asked for one tiny favor.

But you forgot.

It's ok, no hard feelings.

Today might be a good time to share a life hack that I adopted recently. Maybe it will help with this and other areas of your life, who knows?

The hack is this:

If something will take you less than 2 minutes to do, do it now, don't put it off.

Isn't that easy?

Let's practice right now.

Head on over to XXXXXXXXXX and find the product you ordered.

And then leave a quick review. Just a couple of sentences telling us what you think.

You'll be helping your fellow educators in their purchase decisions. They'll be ever so grateful, and so will we!

So click here to go directly to the site, and you'll be done in 2 minutes, we promise!

Thanks so much!

(sign-off)

PS: One more thing, as a thank you, we'll send you a \$5 off coupon just for trying out our little hack and leaving the review!