



## **Email Sequences For Amazon Sellers (Feedback Genius/Feedback Five/Save Backer) + Bonus Email To Suppliers**

*First, let me thank you for downloading our email sequence list. We typically send 3 follow up emails and utilize the service Feedback Genius. However, we know there are other services including Salesbacker and FeedbackFive.*

*We also threw in a bonus email centered on what to send to suppliers when you inquiring about specific products you want to source.*

*If you every have any questions, feel free to contact us*

### **1<sup>st</sup> Followup Email**

**Time Sent:** Immediately after item has been shipped

**Subject:** Your [Product Name] Has Been Shipped

**Message:**

Hello [[first-name]],

On behalf of the [Company Name] Team, we want to thank you for purchasing our [Product Name]. Amazon has packed and shipped your order. Your tracking ID for the product can be **[[tracking-link:found here]]**.

We wanted to provide you with **some starter tips** before using your new [Product Name]:

***"Here you can add some tips for the user. You can attach a PDF. It's your choice"***

Once your [Product Name] has arrived, [contact-link:click here] to let us know if you have any issues with the order or if you have any questions. If everything arrives as expected, **[[feedback-link:click here]]** to let us know about your shipping experience. We are here to make sure you are 100% happy with your purchase.

Thank you again!

[www.zoncommerce.com](http://www.zoncommerce.com)

Mel  
[Company Name]

[[logo]]

## 2nd Followup Email

**Time Sent:** 3 – 4 days after item has been delivered

**Subject:** How's Your New [Product Name]?

**Message:**

Hi [[first-name]],

We noticed that your order was recently delivered. What are your thoughts?

- "I Loved It" - **[[[excellent-feedback-link:Worth 5 Stars](#)]]**
- Good - But Some Improvements Needed
- I Need Help

I just wanted to make sure that you're happy with your new [Product Name]. Your feedback is incredibly important to us. If you're not satisfied, before leaving negative feedback, let us make it right. **[[[contact-link:Contact us](#)]]** and we will resolve any issues you may have.

If you think we've done a good job and if you've used the [Product Name], you can share your experience about the product with other like-minded individuals by **[[[product-review-link:clicking here](#)]]**.

We want to personally thank you for being part of the Bar Brat family.

Take Care

Mel  
[company name]

[logo]

## **3<sup>rd</sup> Followup Email**

**Time Sent:** 7 – 10 days after item has been delivered

**Subject:** THANK YOU!!

**Message:**

Hi [[first-name]],

I just wanted to make sure you're enjoying your [Product Name]. We really appreciate your business and wanted to say again, Thank You!

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We thrive on customer feedback and reviews. If you are happy with your purchase, we'd love for you to share your **[[product-review-link:feedback here]]**, like some of our other customers and like-minded people. If you're not satisfied, **[[contact-link:click here]]** and we'll resolve any issues you may have.

We are here to help and want to make sure you're happy with your purchase.

Thanks Again,

Mel  
[company name]

[[logo]]

#### 4<sup>th</sup> Potential Follow Up Email

**Time Sent:** After Positive Feedback Is Given:

**Subject:** Thank You For Leaving "Seller Feedback"

**Message:**

Hi [[first-name]],

I wanted to thank you for leaving us seller feedback on your overall experience in the shipping and receiving the [[product-name]].

I did want to mention that **seller feedback** is different from **product feedback** (the stars that you see next to products on Amazon). We thrive on customer feedback and product reviews. If you are happy with your purchase and you didn't get the chance to share your product experience, we'd love for you to share your **[[product-review-link:product feedback here]]** like some of our other customers and like-minded people.

If you're not satisfied, please **[[contact-link:click here]]** and we'll resolve any issues you may have.

We are here to help and want to make sure you're happy with your purchase.

Thanks Again,

Mel  
[company name]

[[logo]]

#### Email To Suppliers:

**Subject:** Interested In Your [Product Name]

I represent a large [blank company] and we have an interest in adding your product to our sku's, effectively private labeling the product.

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With out asking you too many questions and as the buying rep for the company I just wanted a few quick questions answered:

- What is your Minimum Order Quantity (MOQ)? Can we order 250 to 500 units?
- What is the EXW price per unit?
- What is the cost to ship via air express to [blank] country?
- Do you allow for box packaging and personalized branding? If so, what is the cost per unit per box packaging?
- What is your production time?
- What is your delivery time?
- Can you send me both pictures of the product as well as the box packaging?
- Do you accept PayPal?

Thank you for your time. We plan on making a decision within the next week on what item(s) we want to add and look forward to hearing from you. Thanks so much.

[Name]  
Buying Representative  
[Company Name]