LoftyBiz Customer Email Map

Map the customer's life with you, write one email for each important moment, and reach quiet customers with something personal.

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.

1. Map the customer's life with you

List the moments that matter after someone first finds you. Start with a cart left behind, a delivery, a service that's due, and a long silence. Add others if they fit your business.

Stage / moment	When it happens	The one purpose of this email	The one button will say
Cart left behind			
Order or job delivered			
One week after delivery			
One month later (one suggestion)			
Service or refill is due			
Quiet for a year			
Other:			

2. Write your first trigger email

Pick one moment this week. Write one short email, with one purpose and one button. No discount unless this person is already a loyal customer.

Draft field	Your wording
The moment (when this email goes out)	
Subject line	
Opening line, in your own voice	
The one useful thing you are saying	
The one button / next step	
How they can unsubscribe in one click	

3. After-purchase series (if you sell a product)

Message	Timing	Purpose (one only)	Drafted?
Care or how-to guide	On delivery day (not on ship day)		
Check-in	About one week later		
One suggestion	About one month later		

4. Five quiet customers

List five customers who haven't heard from you in a year. Record each of them a thirty-second personal video. Say their name, mention what they bought, and invite a simple next step. Keep it short. Don't ask for more than a visit or a reply.

#	First name only	What they last bought or booked	Last contact (month/year)	Video recorded?	They replied or visited?
1					
2					
3					

4					
5					

Use first names only. Do not put email addresses, phone numbers or other personal details on a sheet you might share.

5. Rules that keep emails welcome

Rule	Doing this?
Every email has one purpose and one button	
Written in your own voice, as you would talk in the shop	
People can unsubscribe with one click	
Timing follows what actually happened to the customer, not only your calendar	
You do not open every reminder with a discount	
Quiet customers get something personal, not only a sale	
Purchases, dates and last contact are kept in Systex	

6. This week's homework

Task	Done?
Choose one moment in the customer journey	
Write one short email for that moment, with one purpose and one button	
List five customers who haven't heard from you in a year	
Record each of them a thirty-second video	
Keep those dates and last contact in Systex so you can see who's due and who's gone quiet	

Worked example (illustrative only): Imelda, online plant shop, Iloilo. An average order is about $30. After a cart reminder at three hours, a second message a day later, a care guide on delivery, a one-week check-in and one suggestion at one month, about one in seven abandoned carts came back and paid, and second orders within three months rose from about one in ten to around one in four.
Worked example (illustrative only): Torsten, bicycle shop, Tromsø. A full service costs about $90. After mapping first weeks, a six-month check-up, a one-year thank-you and a thirty-second personal video for customers quiet for a year, service bookings from past customers roughly doubled, and about one in five people who got a video came back.

Keep each customer's purchases, dates and last contact in Systex so you can see who's due a reminder and who's gone quiet. Systex is our own product — loftybiz.net

Example figures. General education, not financial, legal or tax advice. Results vary. These are examples, not promises.