MODULE 10: EMAIL, CRM AND FOLLOW-UP

Past client nurture plan

Lesson: Past clients: nurture and rebooking · about 15 minutes

Build the sequence and templates that bring past clients back and turn them into referrers.

Your business (name, service, main city):

1. Sort your past clients from the last two years by rebooking pattern, and count each group.

2. Write your post-event sequence with timing for each touch, from thank-you to trigger date.

3. Write a rebooking email for your most valuable client type, using a real detail from a past event.

4. Write the sentence you will use to ask past clients for express consent to your newsletter.

5. **Calculate the lifetime value of your two main client types, including referrals.**

Check: can you now

- Identify which of your past clients are likely to rebook or refer, and when
- Build a post-event sequence that runs from the thank-you note to the next booking
- Calculate client lifetime value and use it to decide how much effort past clients deserve

One change you will make this week