

LIFEWAVE X₂O™ POST-PURCHASE NURTURE EMAIL SERIES TEMPLATE

DESIGNED TO ENGAGE
NEW CUSTOMERS, BUILD
PRODUCT LOYALTY, AND
SPARK FOLLOW-UP SALES.

*For Brand Partner reference only.
Copy and use as needed.*



HOW TO USE THIS ASSET

This series is crafted for automated or manual email and DM follow-ups starting immediately after a LifeWave X₂O™ system purchase. It's ideal for:

- Gmail + RightInbox
- ConvertKit, Mailchimp, Klaviyo
- Manual follow-up using a spreadsheet

Each message is timed to align with the customer's onboarding experience and encourage natural upsells (Cellergize™, X39®) and reorders.



Tips:

- Use email for broad updates, and DMs for personal follow-ups.
- Pair emails with visuals (e.g., LifeWave X₂O setup, a clean glass, you enjoying your drink).

PRE-SEND CHECKLIST

Before you hit send or share, ask yourself:

- Did I personalize their name and my own?
- Is the message appropriate for where they are in their journey?
- Have I offered an easy next step (product pairing, reorder help, etc.)?
- Am I keeping it compliant? (No medical claims or cures!)

HOW TO REUSE THIS SERIES

- Recycle it for **every LifeWave X₂O sale** (just update names and dates!)
- Pair with a **custom reorder reminder** every 5–6 months
- Add **voice notes or video messages** for a more personal touch



DAY 1 EMAIL

- WELCOME & GETTING STARTED

New Message – ↗ ✕

SUBJECT: WELCOME TO LIFEWAVE X₂O™ LIGHT-INFUSED WATER

Hi *[Name]*,

Welcome to a new era in cellular hydration, powered by light!
We're so glad you've chosen LifeWave X₂O Light-Infused Water as part of your health journey. Here's how to get started right:

Quick Start Tips:

- ✓ Take a moment to review the quick-start guide in your box, it walks you through filter flushing and setup in just a few steps.
- ✓ Start your morning with 1 glass (450ml/15 ounces) of LifeWave X₂O Light-Infused™ Water on an empty stomach
- ✓ Always use a glass cup (not plastic)

Want to take your wellness further?

Many customers combine LifeWave X₂O with:

- Cellergize™ - Add it to your first glass of LifeWave X₂O to start the day with essential nutrients
- X39® Patch - Apply daily to support energy flow, strength, and stamina.

Thanks again for starting your LifeWave X₂O journey - we'll check in again soon. Until then, drink in the light.

To your wellness,
[Your Name]

Send Ⓐ 📎 🖼️ 🗑️ | ▼



DAY 1 DM

- QUICK START WELCOME

Hey *[Name]*!

I'm so excited you've started your journey with LifeWave X₂O Light-Infused Water.

Many people say they feel a difference within seconds of drinking it. If you have any questions as you get started - or just want to share how it's feeling - I'm here for you.

Can't wait to hear what you notice first!



DAY 7 EMAIL

- ENCOURAGEMENT & PAIRING TIPS

New Message — ↗ ✕

SUBJECT: HOW'S YOUR LIFEWAVE X₂O™ JOURNEY GOING?

Hi *[Name]*,

You've been using LifeWave X₂O for a week - amazing!
Many people start noticing subtle (or big!) shifts right about now!

Ready to take things to the next level?
Here's what many customers add next:

- Cellergize™ - a powerful follow-up to LifeWave X₂O that delivers targeted nutrients such as sea buckthorn fruit extract to support healthy stem cell activity.*
- X39® Patch - uses LifeWave's patented phototherapy technology to support energy flow, stamina, and a healthy, active lifestyle.

Questions about filter replacement, your next order, or pairing products? Just hit reply - I'm here to help.

To your continued wellness,
[Your Name]

Send Ⓐ 📎 🖼️ 🗑️ | ▼



DAY 7 DM

- ENCOURAGEMENT & PAIRING TIPS

Hi *[Name]*,

Just checking in, how's your first week with LifeWave X₂O going?
A lot of people start noticing exciting shifts around now.

To keep the momentum going, you might consider:

- Add Cellergize to your morning routine - just mix it with your daily glass of light-infused™ water for great start.
- Try the X39® patch, a favorite for supporting stamina and healthy energy flow throughout the day.

Want to chat through next steps or explore your options? I'm here for you!

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



DAY 30 EMAIL

– FEEDBACK + SHARE OPPORTUNITY

New Message – ↗ ✕

SUBJECT: 1 MONTH WITH LIFEWAVE X₂O™ – WHAT'S CHANGED?

Hi *[Name]*,

Can you believe it's been a full month with LifeWave X₂O Light-Infused Water?

Many people begin noticing meaningful shifts around this time - whether it's hydration, stronger health defenses, or improved metabolism.

We'd love to hear how it's going!

Have a story to share?
Want to snap a quick photo of your LifeWave X₂O setup?

Your experience might inspire someone else to start their own wellness journey.

Thinking about what's next?
Want to share LifeWave X₂O with others and grow your own business?

Ask about upgrading to Brand Partner status.

Prefer to keep it personal?

Become a Preferred Customer and enjoy exclusive savings.

Thank you for being part of the LifeWave wellness movement - your voice helps us share the light!

To your continued wellness,
[Your Name]

Send A 📎 🖼️ 🗑️ | ▼



DAY 30 DM

– FEEDBACK + SHARE OPPORTUNITY

Hey *[Name]*, can you believe it's been 30 days with LifeWave X₂O already?

Many people notice shifts like better hydration, stronger health defenses, or improvements in metabolism around now - how's it been for you?

Feel free to share your experience or a quick pic of your setup. And if you're thinking of adding other LifeWave products or want to share LifeWave X₂O with others, I'm here to help!

Let's keep the wellness momentum going.

FROM FOLLOW-UP TO LIFELONG IMPACT

You're not just delivering a product - you're delivering an experience. These messages are your light-touch way of helping someone build a new habit, feel great, and come back for more.

Consistency + Connection = Long-Term Customers.

YOU'VE GOT THIS!



BE THE LIGHT

WWW.LIFEWAVE.COM