

LOQUY BUSINESS BONUS

STUDENT TO SUPERFAN

The written-for-you follow-up sequence that runs from the welcome email to the day they buy your next course – **7 emails, fully templated.**

WHY THIS SEQUENCE EXISTS

The offer lands because it arrives **after the win** – not before it.

Most course emails stop at "thanks for enrolling." This sequence keeps walking with the student: it restarts the ones who stall, celebrates the ones who finish, asks for the testimonial at the exact moment they're proudest – and only *then* makes the next offer.

FINISHERS BUY AGAIN

A student who completes your course trusts you with the next one. Emails 1–4 exist to manufacture that completion.

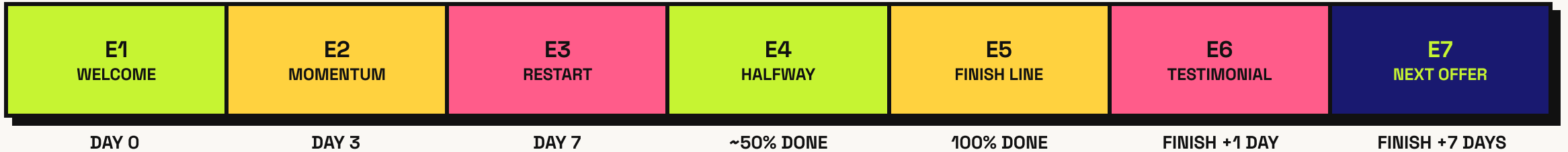
PROOF ON SCHEDULE

The testimonial ask is timed to the day after they finish – the proudest they will ever be of this course. You just have to show up then.

WRITE ONCE, RUN FOREVER

Fill the blanks once, load the 7 emails into your email tool, and every future student walks the same path on autopilot.

Seven emails, **two clocks**



CLOCK 1 • THE CALENDAR (E1–E3)

Fires on days since enrollment, no matter what the student does. Its whole job is getting them **moving and keeping them moving**. Skip E3 for anyone already past module 1.

CLOCK 2 • THE MILESTONES (E4–E7)

Fires on **progress**, not dates: halfway, completion, the day after, a week after. That's why the offer in E7 lands – it always arrives after a real win.

No progress tracking in your email tool? Approximate the milestones with dates: send E4 on day 14, E5 on day 30, E6 on day 31, E7 on day 38. Timed to the wins is better; timed to the calendar still works.

The welcome that **sets the pace**

SUBJECT

You're in – start here (takes 15 minutes) / OR / Welcome to [course name] – lesson 1 is open

BODY

"Welcome to [course name] – glad you're here.

Here's how this works: over the next [number] weeks I'll walk you from [starting point] to [end result of the course]. I'll also email you at the moments that matter – check-ins, milestones, and your certificate when you finish.

Your only job today: watch lesson 1. It's [length] minutes and covers [first quick win].

Start here: [lesson 1 link]

See you inside – [your name] "

Why it works

It sets the expectation that more emails are coming – so E2–E7 feel like the promised path, not marketing.

One ask only

One link, one lesson. A welcome email with five links gets zero clicks.

The momentum check that reads like a friend

SUBJECT

Quick one – how's [first quick win] going? / OR / Day 3: the part where most people wobble

BODY

"Three days in – quick check.

By now you've probably [what a typical student has done by day 3]. If that's you: great, keep going, [next lesson name] is where it gets good.

If life got in the way, no problem – that's exactly what day 3 is for. The next open lesson is right here: [resume link]

And hit reply and tell me one thing: what made you join [course name]? I read every answer, and it helps me point you to the right part of the course.

[your name] "

The reply is the point

A reply trains their inbox to trust you – and their answer is copy for your next course.

No shame allowed

"Life got in the way, no problem" keeps the stalled ones reading instead of unsubscribing.

The stall-restart: "one lesson tonight"

SUBJECT

One lesson tonight? / OR / Your seat in [course name] is still warm

BODY

"I'll keep this short.

A week ago you joined [course name] because you wanted [end result]. That reason hasn't gone anywhere – the week just got loud.

So here's the smallest possible restart: **one lesson, tonight**. Not the whole course. Not catching up. Just [next incomplete lesson name] – it's [length] minutes, and it ends with [small win the lesson delivers].

Here's the exact spot you left off: [resume link]

Tonight. One lesson. That's the whole email.

[your name] "

Shrink the ask

Stalled students aren't lazy – they're overwhelmed. "One lesson tonight" is small enough to say yes to.

Skip the finishers

Only send this to non-completers. Sending "restart" to someone on module 4 breaks the spell.

The halfway email **nobody else sends**

SUBJECT

You're halfway – and that's rarer than you think / OR / Stop and look at what you just did

BODY

"You just passed the halfway mark of **[course name]** . Most people who start a course never see this email – you're seeing it.

Look at what you can already do: **[skill from module 1-2]** , **[skill from module 3]** .
Two weeks ago that was the whole reason you joined.

The second half is where it compounds – **[next module name]** takes what you've built and **[what the second half unlocks]** .

Keep going: **[next lesson link]**

Proud of you. Genuinely.
[your name] "

Name their skills

Listing what they can now do turns "I'm busy" into "I'm invested." Sunk progress finishes courses.

Still no pitch

Resist mentioning the next course here.
The only CTA is the next lesson – E7 gets its turn.

The finish line + the certificate

SUBJECT

You did it – your certificate is inside / OR / [First name], you finished. Here's what that means.

BODY

"You finished [course name] . Every module, start to end.

When you enrolled, you were [starting point] . Today you can [the course's end result, as a skill they now own] . That change is yours – nobody can take it back.

Your certificate of completion is here: [certificate link] – download it, post it, put it wherever you keep proof of hard things.

Tomorrow I'll send one small favor you can do for me. Today, just enjoy this.

Congratulations –
[your name] "

Seed tomorrow

"Tomorrow I'll send one small favor" makes E6 an expected knock instead of a cold ask.

Before/after mirror

Restating start point vs. end skill writes the first draft of their testimonial for them.

The testimonial ask, **perfectly timed**

SUBJECT

That small favor I mentioned / OR / Can I quote you?

BODY

"Yesterday you finished [course name] – and while it's fresh, here's the favor:

Would you write 2–3 sentences about the course? Not a review – just your honest answer to any of these:

- What were you stuck on before you joined?
- What can you do now that you couldn't before?
- What would you tell someone on the fence?

Hit reply, or drop it here: [testimonial form link] . If it's okay to share your words (first name + last initial) on my course page, say so – if not, they stay between us.

Thank you. This is how the next student finds this course.

[your name] "

Timing is the trick

The day after finishing is peak pride. Ask a month later and the glow – and the reply rate – is gone.

Questions beat "review us"

The three prompts produce before/after stories – the only testimonials that sell.

The next-course offer, **after the win**

SUBJECT

What comes after [course name]? / OR / You're ready for this now

BODY

"A week ago you finished [course name]. By now you've had a chance to [use the skill in the real world] – which means you've probably also hit the next question: [the problem your next course solves].

That's exactly what [next course name] is for. It picks up where [course name] ends and walks you to [next course's end result].

Because you're a graduate, your enrollment link is here: [checkout link] – it's [your price], and as a past student you get [graduate perk: discount, bonus module, or early access].

You've already proven you finish what you start. Let's go again.
[your name] "

Earned, not ambushed

Six emails of pure help came first. By E7 the offer reads as the obvious next step, not a pitch.

No next course yet?

Point E7 at whatever you sell next: a coaching call, a workshop seat, your other Loquy course.

BEFORE YOU LOAD THESE

Fill the blanks **once** – then automate

1

Fill every [blank] in one sitting

Course name, lesson names, links, your name. Most blanks repeat across emails – it's about 20 minutes of work, total.

2

Keep your voice, keep the skeleton

Reword any sentence that doesn't sound like you – but keep each email's one job and its single CTA intact. One email, one ask.

3

Load them into your email tool

E1–E3 on a date-based automation; E4–E7 on progress triggers if your platform has them, or the day-14/30/31/38 fallback from slide 3.

4

Send from a human address

Your name, plain text, no header graphics. These convert because they read like a teacher writing – not a brand broadcasting.

The whole system is one afternoon. Fill the blanks, load 7 emails, switch it on. Every student you enroll from now on gets walked to the finish line – and to your next offer – without you touching a thing.

DO THIS NOW

Your first student is already waiting.

Open Loquy → open your course → go to your delivery-email settings → paste E1 as your welcome email. Then load E2–E7 into your email tool. Seven emails, one afternoon – and every student walks from "just enrolled" to superfan on autopilot.

OPEN LOQUY → SET UP YOUR DELIVERY EMAILS