
GEM LIPSTICK

Welcome & Nurture

The Email Sequence

*Seven paste-ready emails
by Rebuild Digital Marketing*

G

01 · OVERVIEW

What this is

The complete post-purchase email sequence — seven emails sent over 45 days that turn a one-time ₱299 buyer into a brand believer who returns, refers, and upgrades.

One transactional confirmation (Email 0) plus six branded nurture emails (Emails 1-6). All copy. All paste-ready into GoHighLevel — adjust the merge tags, swap in your brand voice, and you're live.

The two-workflow architecture

Build these as *two separate workflows* in GoHighLevel, not one. The transactional confirmation fires immediately and has no exit conditions. The marketing sequence fires 1-2 hours later and exits if the customer unsubscribes or requests a refund. This separation protects deliverability and respects email compliance.

How to use this document

Each email below includes the workflow assignment, send timing, subject line (with A/B alternate), preview text, full paste-ready body, and customization notes. Use verbatim or treat as templates — either works. The strategic architecture is load-bearing; the words are flexible.

02 · REFERENCE

Merge tags you'll need

These map to GoHighLevel's standard contact and order fields. If your platform uses different syntax for merge tags, swap accordingly — the curly-brace pattern is universal.

Tag	What it pulls
{{contact.first_name}}	First name
{{order.number}}	Order number / ID
{{order.date}}	Order date
{{order.items}}	Line items (auto-formatted)
{{order.subtotal}}	Subtotal before shipping/tax
{{order.total}}	Order total
{{order.shipping_address}}	Customer shipping address
{{order.estimated_delivery}}	Expected delivery window
{{order.tracking_link}}	Shipping tracking URL
{{contact.archetype}}	Their archetype (if quiz captured)
{{custom_values.founder_name}}	Founder name (account custom value)

EMAIL 0

The order confirmation

<i>Workflow</i>	Transactional · no opt-out
<i>Send timing</i>	Within seconds of payment success
<i>Subject line</i>	Order #{{order.number}} confirmed — thank you {{contact.first_name}}
<i>Preview text</i>	Here's everything you need to know.

Hi {{contact.first_name}},

Your order is confirmed and we're getting it ready to ship.

Order #{{order.number}} · {{order.date}}

What you ordered

{{order.items}}

Subtotal: {{order.subtotal}}

Shipping: Free

Total paid: {{order.total}}

Shipping to

{{order.shipping_address}}

Expected delivery: {{order.estimated_delivery}}

We'll send you a tracking link by email within 24 hours, plus a text the moment your package ships.

A separate welcome note is on its way in the next couple of hours — with a small founder's guide to getting the most out of your first GEM shade.

Until then, if anything looks wrong with your order — wrong shade, wrong address, anything — just reply to this email and we'll fix it.

{{custom_values.founder_name}}

Founder, GEM Lipstick

Need help? Email hello@gemlipstick.com — we reply within 4 hours, Monday to Saturday.

Notes & customization

- This email is purely transactional. Keep brand voice subtle — prove the order is real, save storytelling for Email 1
- Order number in subject line lets customers search for it later when referencing returns or support
- “A separate welcome note is on its way” sets expectation, prevents confusion when Email 1 arrives
- “Reply if anything's wrong” line catches order errors in the critical first hour

EMAIL 1

The welcome

<i>Workflow</i>	Marketing · honors unsubscribes
<i>Send timing</i>	1-2 hours after order confirmation
<i>Subject line</i>	Welcome to GEM, {{contact.first_name}} — here's what happens next
<i>Preview text</i>	A small note before your collection arrives.

Hi {{contact.first_name}},

A small follow-up to the confirmation you just received — because there's something I want to tell every new GEM wearer before her collection arrives.

Here's your tracking link again, in case you missed it the first time: {{order.tracking_link}}

Quick note before your collection arrives:

When you open the package, take 30 seconds before applying anything. Look at each tube. Hold them. Read the names. Then — when you're ready — apply the shade that matches the room you'll be in next.

Not the room you're in now. The room you're walking into.

Cardinal Hour for the meeting you've been preparing for. Velvet Vow for the dinner that turns into something else. Quiet Authority for the days where presence is louder than statement. Crown Court for the moments that need a witness. Fire Hour for when you've decided this is your story now.

Pick the right one for the right moment. Don't waste them on Tuesdays.

Your collection arrives in 3-7 days depending on where you live. I'll write again in a couple of days with some tips on getting the most out of every shade.

Until then —

{{custom_values.founder_name}}

P.S. If you took the archetype quiz, you're {{contact.archetype}}. We designed Cardinal Hour and Crown Court specifically for women like you. Start there.

Notes & customization

- The P.S. line uses the archetype custom field if captured. If not, replace with: *"The Attention Collection is designed to be tried in sequence — start with one shade per day for the first five days."*
- This email sets the tone: GEM isn't a transaction, it's an experience. The customer should feel she's joined something, not just received something

EMAIL 2

Application tips

<i>Workflow</i>	Marketing · honors unsubscribes
<i>Send timing</i>	Day 2 after purchase
<i>Subject line</i>	While you wait — three things to know
<i>Preview text</i>	A small founder's guide to your first application.

Hi {{contact.first_name}},

Your collection should be arriving in the next few days. Before it does, three things I wish every new GEM wearer knew:

1 · Skip the lip balm.

Conventional makeup advice tells you to moisturize before lipstick. With GEM, don't. Our formula is built with prep-conditioning emollients already in the bullet — adding balm dilutes the pigment and shortens the wear. Apply to clean, dry lips.

2 · Build the shade in layers.

Press a single layer on first, blot lightly with a tissue, then press the second layer over it. This “stain layer + statement layer” technique is how Filipino makeup artists make a lip color last 6+ hours through coffee, dinner, and conversation. The blot in the middle is what locks the color into the lip line.

3 · Match the shade to the room — not the outfit.

Most women choose lipstick based on what they're wearing. We design shades around what you're walking into. A neutral outfit with Cardinal Hour says something different from the same outfit with Velvet Vow. Pick the energy first, then dress around it.

When your collection arrives, try this on the shade you reach for first. Tell me how it goes — just reply to this email. I read every response.

{{custom_values.founder_name}}

Notes & customization

- The “reply to this email” line is what builds the relationship. Most customers won't reply, but the few who do become advocates. Always respond personally to replies — never automate this
- The application tips do two jobs: make the product feel like a craft, and create a small “expert” identity for the buyer

EMAIL 3

The founder story

<i>Workflow</i>	Marketing · honors unsubscribes
<i>Send timing</i>	Day 5 after purchase
<i>Subject line</i>	Why I started counting tubes
<i>Preview text</i>	The story I don't tell often.

{{contact.first_name}} —

Most brand origin stories sound the same. "I couldn't find what I wanted, so I made it myself." Mine has a number attached.

I counted my lipsticks once. Forty-seven tubes. Each one bought in genuine hope. None of them worn more than twice.

Forty-seven small purchases that all said the same thing: *I hope this one is finally the one.*

That's when I stopped buying lipstick and started studying it.

Three years. Twenty-three professional colorists. Forty-eight Filipina skin tones tested. What emerged wasn't a product line. It was a system — five shades, each tied to a specific kind of woman in a specific kind of moment.

Cardinal Hour for women who walk into rooms and change the temperature.

Velvet Vow for women who are softer than the world expects them to be.

Quiet Authority for women whose presence speaks before they do.

Crown Court for women in moments that need to be witnessed.

Fire Hour for women rewriting their own stories.

Every shade in The Attention Collection is built around a woman who already exists. We didn't invent her. We just gave her a tool.

Your collection is probably with you by now (or arriving any day). When you wear your first shade, I hope you feel something different from what your other 47 tubes gave you.

Tell me which shade became yours first. I keep a running list.

{{custom_values.founder_name}}

Notes & customization

- This email is the trust-builder. Customers who buy a tripwire are committing emotionally to a brand for the first time — the founder story tells them the person behind the brand is real, present, and shares their experience
- Replace the founder name and the personal narrative with the actual founder's story. The "47 tubes" specific detail makes it memorable — keep the *kind of detail*, not the number

EMAIL 4

Social proof + community

<i>Workflow</i>	Marketing · honors unsubscribes
<i>Send timing</i>	Day 10 after purchase
<i>Subject line</i>	What other women are saying about GEM
<i>Preview text</i>	Real stories from real customers.

Hi {{contact.first_name}},

By now you've worn at least one or two of your GEM shades. Curious which ones are landing.

While you decide, here's what some of the women who came before you have said about the experience:

"I bought one collection. Three weeks later I owned every shade Gem made. I haven't worn another brand since."
— Andrea M., 32, Brand Director, Manila

"My husband said I looked different walking into dinner. He couldn't say why. It was Cardinal Hour. That's the whole point, isn't it."
— Marie L., 41, Pediatrician, Manila

"Velvet Vow is the shade I didn't know I'd been looking for since I was 19. I'm 34. That tells you how long my drawer of disappointment was."
— Jia R., 34, Photographer, Cebu

If GEM has become something to you too, I'd love to share your story. Just reply with a sentence or two about your favorite shade and what changed. I read every one. The best stories get featured (with your permission) in our community.

And if you want to see what other GEM wearers are doing with their collections — tag @gemlipstick on Instagram or use #gemlipstick. We repost the looks we love.

{{custom_values.founder_name}}

Notes & customization

- This email creates a sense of belonging. The customer isn't just a buyer — she's part of a small community of women who get it
- The Instagram callout does real work. It encourages UGC, which becomes free marketing and provides social proof for future buyers
- Replace the testimonials with your actual customer quotes once you have them

EMAIL 5

The cross-sell tease

<i>Workflow</i>	Marketing · honors unsubscribes
<i>Send timing</i>	Day 21 after purchase
<i>Subject line</i>	A small invitation
<i>Preview text</i>	What comes after The Attention Collection.

{{contact.first_name}} —

Three weeks in. You've worn the shades. You know which one you reach for first thing in the morning. You probably have a favorite by now (most women do).

Here's what I want to tell you that no brand will tell you:

The Attention Collection was designed to be a starter signature. Five shades, each tied to a moment, so you could find the one that's *you*. Now that you've found it, the question becomes: do you want to deepen the conversation?

The Presence Collection is what most of our customers move into next. It's seven shades — three new variations on your favorite from The Attention Collection, plus four shades designed for the moments The Attention Collection doesn't quite cover.

Think of it this way: The Attention Collection helped you find your voice. The Presence Collection lets you say more things with it.

If you're not ready yet, that's completely fine. You'll know when it's time. There's no pressure, no countdown timer, no "limited drop" urgency. The Presence Collection will be here when you want it.

But if you're already wearing one shade three days a week and wondering what else you could do — [\[shop the Presence Collection here\]](#).

Talk soon,

{{custom_values.founder_name}}

P.S. Customers who upgrade to the Presence Collection get a small surprise — but I won't tell you what it is. Some things should stay surprising.

Notes & customization

- Cross-sell emails fail when they feel like sales emails. This one works because it explains *why* the upgrade exists, not just *what* it is
- The "P.S. with a small surprise" line is a soft conversion lever. The surprise can be a small discount, free liner, or handwritten note — small but actual surprises build loyalty more than discounts
- If no Presence Collection exists yet, rewrite this as a referral ask: send the link, friend gets 10% off, you get satisfaction of converting one more

EMAIL 6

The review + VIP tease

<i>Workflow</i>	Marketing · honors unsubscribes
<i>Send timing</i>	Day 45 after purchase
<i>Subject line</i>	A small ask, and a small reward
<i>Preview text</i>	Worth two minutes of your time.

Hi {{contact.first_name}},

It's been about six weeks since your collection arrived. By now GEM is either a regular part of your life or it's quietly sitting in your drawer.

Two small things:

The ask.

If GEM has become something you actually wear, would you take 90 seconds to leave a review? Real words from real customers are how new GEM wearers find us — and we're picky about who we let in.

[\[Leave a review here\]](#) — takes a minute, helps another woman skip the 47-tube drawer.

The reward.

If you've fallen for GEM, we have something quiet and small for the women who love what we do. It's called the VIP Lip Club — a monthly delivery of new shades, designed by our colorists for women who already know who they are. ₪499 a month, cancel anytime, and you'll see shades that never go on the public site.

It's not for everyone. It's for the women who already know GEM is theirs.

[\[Learn more about VIP\]](#) — or just reply to this email if you have questions. I personally answer the VIP inquiries.

Either way — thank you for the first 45 days. I hope they were the start of something.

{{custom_values.founder_name}}

Notes & customization

- Does three jobs: collects a review, soft-launches the VIP program, signals the relationship is real
- The review request comes before the VIP offer for a reason. People who write a positive review have just publicly committed to liking your brand — they're more receptive to the next offer 30 seconds later
- If no VIP program exists yet, swap the second half for a thank-you + invitation to follow on social

FINAL REFERENCE

Timing logic at a glance

Transactional workflow

Day 0	Immediate	Email 0	Order confirmation
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Marketing workflow

When	Wait	Email	Purpose
Day 0	+ 1-2 hours	Email 1	The welcome
Day 2	+ 2 days	Email 2	Application tips
Day 5	+ 3 days	Email 3	Founder story
Day 10	+ 5 days	Email 4	Social proof + community
Day 21	+ 11 days	Email 5	Cross-sell tease
Day 45	+ 24 days	Email 6	Review + VIP tease

All offsets calculated from the original purchase date. The transactional confirmation lands first; the marketing nurture follows with a 1-2 hour gap. Every buyer receives all seven emails unless they unsubscribe from marketing (in which case they still get the confirmation but exit the nurture).



NEXT STEPS

Want this built for you?

Skip the build phase entirely. Rebuild Digital Marketing builds the full post-purchase system — both workflows, all seven emails, integrations, and testing — in 90 minutes flat.

BOOK A FREE 30-MINUTE CALL →

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COMPANION DOCUMENTS

The Cart Recovery Automation Map — pre-purchase workflow

The Post-Purchase Workflow — the dual-path architecture

The GHL Build Guide — step-by-step DTC funnel setup

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