



The Email Flow Map.

Every email your store sends on its own, on one page: what starts it, when each email goes out, what it says, and when it stops.

How to use it: Read it once before you run the prompts, then keep it next to Klaviyo while you check each flow. The Flow Builder builds all of this for you; this page is so you know what you are looking at.

BEFORE THE FLOWS

Who sends what

Two tools send email for your store. Keep them from overlapping.

EMAIL	SENT BY	WHAT TO DO
Order confirmation (the receipt)	Shopify	Leave it on. It is already written.
Shipping confirmation, with tracking	Shopify	Leave it on.
Abandoned checkout reminder	Klaviyo	Turn Shopify's own one OFF so nobody gets two (Hookup, step 3).
Every flow and campaign below	Klaviyo	Built by the 3 prompts.

THE POPUP

How the popup behaves

Built by The Popup Builder. It gets the email before the visitor leaves.

01 Shows after 5 seconds, or at 20% of the page scrolled

Whichever comes first. Never the instant the page loads.

02 Offers 15% off the first order

A unique code for each person, good for 7 days. Free shipping does the same job if your margin is thin.

03 Asks for the email only

A phone number can come on a second screen later. Every extra box costs signups.

04 Closed means closed

Not shown again for 30 days. Never shown to someone already on your list. A small tab stays at the bottom left in case they change their mind.

05 Never on the cart or checkout pages

Nobody gets interrupted while paying.

What good looks like: more than 3 in 100 visitors sign up. Under 2 in 100, change one thing (the offer, the timing or the headline) and watch it for 2 weeks.

FLOW 1

Welcome (store signups)

Starts: someone signs up through the popup · Stops: the moment they place an order

WHEN	EMAIL	WHAT IT SAYS	CODE?
Right away	Here is your 15% off.	The code, one product, one line on why you made it.	Yes
Day 1	Why I made this. (plain text)	Your story, from you. No pictures, no button.	Mentioned once
Day 3	What is inside, and why.	Ingredients or materials, the label, what to expect the first time.	At the bottom
Day 6	Your code ends tomorrow.	One line, the code, the button.	Yes

Your waitlist already has its own welcome flow from lesson 177. That one keeps running for the signup page. This one is for people who find the store after launch.

FLOW 2

Abandoned checkout

Starts: they start checkout (type their email) and leave · Stops: they place an order, or start a newer checkout

WHEN	EMAIL	WHAT IT SAYS	CODE?
1 hour	You left something behind.	Their cart with the picture. Friendly, one reply line.	No
24 hours	The questions people ask us.	Shipping, returns, how to use it. Button to the cart.	No
48 hours	This is the last time I will ask.	First-time buyers get the code with 48 hours to use it. Past buyers get the reminder with no code.	First-timers only

This flow earns more than any other in almost every store. The code waits until the last email so people do not learn to leave the cart to get one.

FLOW 3

Abandoned cart

Starts: they add to cart and never reach checkout · Stops: the moment they start checkout (Flow 2 takes over), or place an order

WHEN	EMAIL	WHAT IT SAYS	CODE?
2 hours	Still thinking about it?	What they looked at, with the picture, and one true reason people pick it.	No
24 hours	In case it helps.	One useful thing about the product.	No

A person can enter this flow again after 14 days. Needs the Klaviyo app embed switched on in your theme (Hookup, step 2), or Klaviyo never sees the cart.

FLOW 4

Post-purchase

Starts: they place an order · Stops: after the last email

WHEN	EMAIL	WHAT IT SAYS	CODE?
1 hour	Thank you. I mean it. (plain text)	From you. Who packs it, when it ships, and that replying reaches you. Says what the card in the box says.	No
Day 2	While you wait: how to use it.	How much, when, what the first day feels like. Lands before the box does.	No
Day 10	How is it going? (plain text)	One question, hit reply. The replies become your first customer quotes, with their yes.	No

First order gets all 3. A second order gets one short thank-you. Smart Sending is off on this flow so a thank-you always arrives, even on a campaign day.

FLOW 5

Review request

Starts: the box is delivered (Klaviyo Reviews fires "Ready to Review") · Stops: after the reminder, or the moment they review

WHEN	EMAIL	WHAT IT SAYS	CODE?
7 days after delivery	Would you leave a review?	One link, 60 seconds. Honest words, good or bad.	No
14 days after delivery	One more time, then I will stop asking.	Only to people who have not reviewed. Then it stops.	No

The clock starts at delivery, not at the order. No reward for a review for the first 90 days. The FTC rule: never pay for only good reviews, never hide bad ones; fines up to \$53,088 per violation. If Klaviyo Reviews is not on yet, the flow runs on Fulfilled Order with your shipping days added to the first wait.

FLOW 6

Reorder (products people use up)

Starts: they place an order · Stops: they order again

WHEN	EMAIL	WHAT IT SAYS	CODE?
Days to empty minus 5	About 5 left.	One line, one button to the product.	No
+7 days	Never run out.	Subscribe and save if you have it, or one reorder button.	No
+7 days	A code for your next one.	The code. Last email.	Yes

Days to empty = servings in 1 unit ÷ uses a day. Mauna: 30 sticks, 1 a day, so the first email lands on day 25. After 90 days of orders, say "recheck the reorder timing" and the prompt sets it from the gap between orders in Klaviyo.

Flow 6, the other version: the 90-day hello (products people keep)

WHEN	EMAIL	WHAT IT SAYS	CODE?
Day 90	What is new since you bought.	True updates only.	No
Day 92	A code for your next order.	The code.	Yes
Day 94	The code ends tonight.	Under 50 words. Then it stops.	Yes

AFTER THE FLOWS

Your first 30 days of campaigns

Built by The Launch Month Writer. These are the emails you still send; the flows above run on their own.

DAY	EMAIL	JOB
Launch day, store open time	We are open.	The bonus to the waitlist, the product, the price, one button. To both lists.
Launch day, 6pm	Still open. Here is what people picked first.	Only to people who did not click the first one. True facts only.
Day 1	The first boxes went out today.	A photo of the packing table.
Day 5 (plain)	How to use it, from me.	Useful. No pictures.
Day 8	What the first people are saying.	Only pasted replies with a yes. Never scheduled until you have them.
Day 12	You pick the next one.	A poll, one click.
Day 15 (plain)	Behind the scenes.	What went wrong this week.
Day 19	The launch offer ends Sunday.	Last call, one link.
Day 26 (plain)	What I learned in month 1.	The honest note.

Dated emails land Tuesday to Thursday. Only the next one is ever scheduled; the rest wait as drafts. Each send day, open your brand project and say "what's next."

LATER

Not in this lesson, on purpose

Build these after launch, when there is data for them.

- **Browse abandonment** (they looked at a product and left): fires only for people Klaviyo already knows, so a new store sees almost nothing from it. Add it after month 1.
- **Texts:** off until you have launched and have a list that asked for them. Their own flow, their own consent line.
- **A sunset flow** (stop emailing people who never open): needs 90 days of sends first.
- **Win-back with a bigger offer, VIP flows, cross-sell:** the Scale Accelerator.

The timings on this page are the lesson's defaults, checked against Klaviyo's own guidance in October 2026. Your numbers will move once you have 90 days of orders.

Brand Founder Academy is not a law firm. The FTC line above is education; the rule itself is at [ftc.gov](https://www.ftc.gov).