The Mood Line

BLANK WORKSHEET **Brand:** _____ **Date:** _____ **By:** _____

An emotional curve across the customer lifecycle. See where customers feel good, where they feel uneasy, and where your emails help or hurt.

WHAT IT IS
An emotional curve across the customer lifecycle. It shows the peaks to protect, the valleys to repair, and the moments email makes things worse.

HOW TO USE IT
1. Score how customers feel at each moment, from evidence. 2. Plot the line. 3. Note what you send at each point. 4. Mark peaks, valleys and silences. 5. Fix the valleys you can influence.

WHERE EVIDENCE COMES FROM
Replies, support tickets, reviews, survey answers, returns, unsubscribe and complaint reasons, and what people click or ignore. Opinion alone does not count.

The five-point feeling scale

1 UPSET	2 UNEASY	3 NEUTRAL	4 PLEASED	5 DELIGHTED
Frustrated or angry. Likely to leave or complain.	Unsure, worried or waiting. Needs reassurance.	No strong feeling. Easy to forget.	Satisfied and open to more.	Surprised and happy. Likely to tell others.

The emotional job of an email

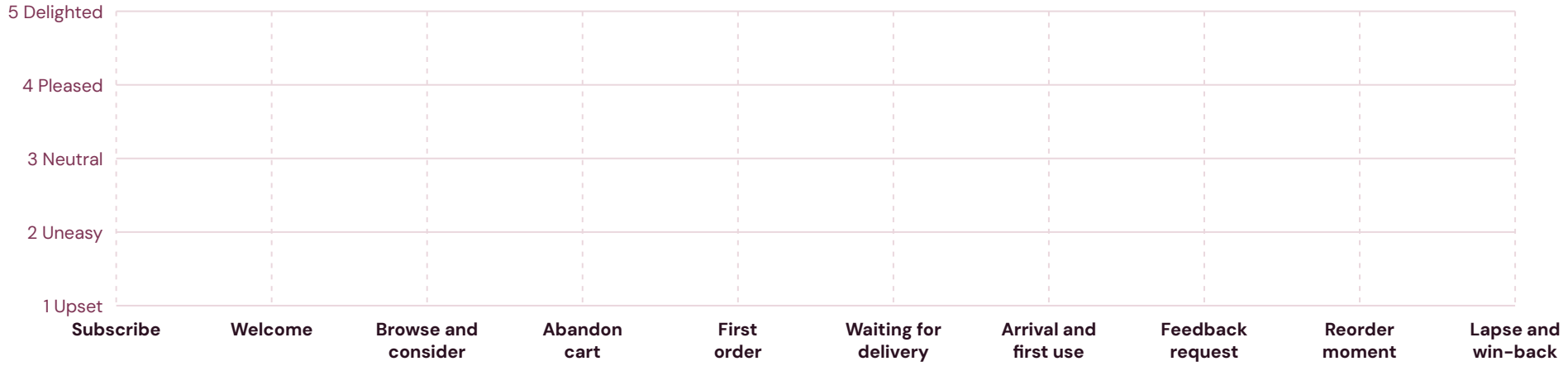
Every message has one job. Name it before you write it.

REASSURE	INFORM	DELIGHT	INVITE	APOLOGIZE	THANK
Lower worry.	Say what is happening.	Give a small surprise.	Ask for a reply or a step.	Own a mistake and fix it.	Recognize them.

MOOD LINE

Plot your Mood Line

Score each moment from 1 to 5 using real evidence. Plot a dot at each moment, then join them. Mark the peaks and valleys.



	SUBSCRIBE	WELCOME	BROWSE AND CONSIDER	ABANDON CART	FIRST ORDER	WAITING FOR DELIVERY	ARRIVAL AND FIRST USE	FEEDBACK REQUEST	REORDER MOMENT	LAPSE AND WIN-BACK
SCORE (1 TO 5)										

BIGGEST PEAK TO PROTECT

BIGGEST VALLEYS TO REPAIR

Moment by moment, part one

For each moment, record the feeling, the evidence, what you send, the job the email needs to do, and whether email is helping or hurting.

	SUBSCRIBE	WELCOME	BROWSE AND CONSIDER	ABANDON CART	FIRST ORDER
CUSTOMER FEELS					
EVIDENCE FOR THAT FEELING					
WHAT WE SEND TODAY					
EMOTIONAL JOB NEEDED					
IS EMAIL HELPING OR HURTING?					
WHAT WOULD IMPROVE IT					

Moment by moment, part two

Continue through the rest of the lifecycle. Add your own moments if your customers have different ones, for example a gift moment or a seasonal peak.

	WAITING FOR DELIVERY	ARRIVAL AND FIRST USE	FEEDBACK REQUEST	REORDER MOMENT	LAPSE AND WIN-BACK
CUSTOMER FEELS					
EVIDENCE FOR THAT FEELING					
WHAT WE SEND TODAY					
EMOTIONAL JOB NEEDED					
IS EMAIL HELPING OR HURTING?					
WHAT WOULD IMPROVE IT					

Emotional touchpoint plan

Turn the valleys and the silences into changes. Fix the valleys you can influence with email first. Re-score the line in 90 days.

#	CHANGE TO MAKE	MOMENT	EMOTIONAL JOB	EFFORT	IMPACT	DUE
1						
2						
3						
4						
5						

Check it is working

EVIDENCE TO WATCH	BASELINE	30 DAYS	60 DAYS	90 DAYS
Reply volume and tone				
Support questions about the same moment				
Review rate and review language				
Unsubscribe and complaint reasons				

Next: use the Second Purchase Map to design the path to a repeat order, and the Inbox Blueprint to find where the experience breaks behind the scenes.