The Mood Line

SAMPLE DATA, NOT REAL RESULTS **Sample brand:** Sample Co., a small-batch home goods shop

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

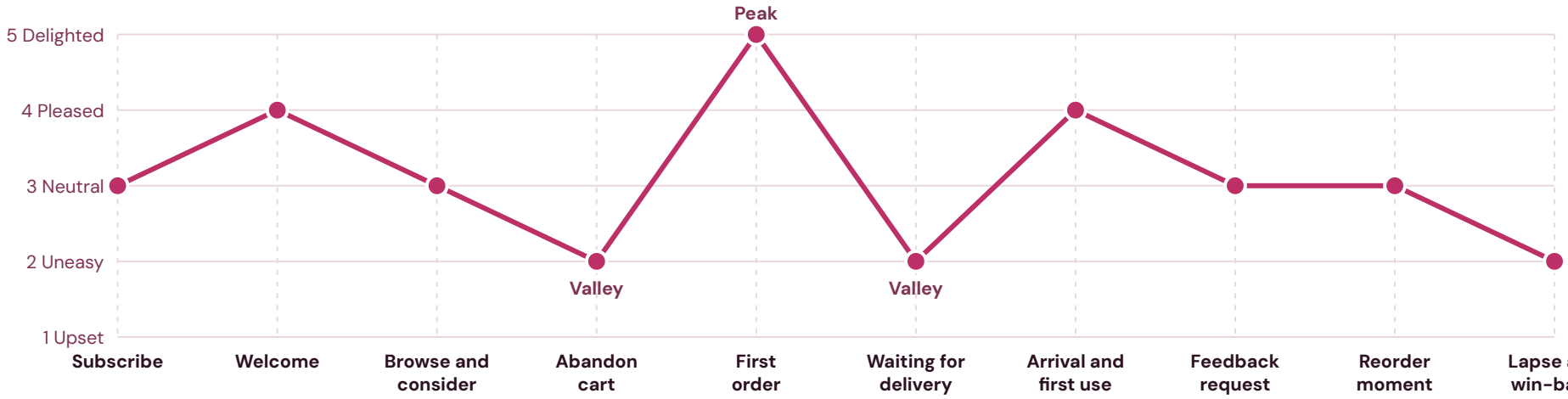
Every message has one job. Name it before you write it.

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.

Plot your Mood Line

SAMPLE DATA

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)	3	4	3	2	5	2	4	3	3	2

BIGGEST PEAK TO PROTECT

First order. Do not dilute it with an instant upsell.

BIGGEST VALLEYS TO REPAIR

Abandon cart and waiting for delivery. Reassure and inform.

MOOD LINE

Moment by moment, part one

SAMPLE DATA

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	Hopeful	Welcomed	Curious	Hesitant	Excited
EVIDENCE FOR THAT FEELING	Sign-ups after a pop-up. Few replies.	Strong welcome open and click rates.	Browsing without buying.	Cart left. Questions about shipping cost.	Thank-you replies. Fast checkout.
WHAT WE SEND TODAY	Welcome email	Two follow-ups	Nothing	One reminder	Order confirmation
EMOTIONAL JOB NEEDED	Reassure	Delight	Invite	Reassure	Thank
IS EMAIL HELPING OR HURTING?	Helping	Helping	Missing	Hurting (pressure)	Helping
WHAT WOULD IMPROVE IT	Set expectations clearly	Add a one-line reply invitation	One useful guide	Soften tone. Add shipping info.	Keep it warm. No upsell yet.

Moment by moment, part two

SAMPLE DATA

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	Anxious	Delighted	Willing	Considering	Distant
EVIDENCE FOR THAT FEELING	Where-is-my-order questions.	Photos and kind replies.	Some reviews, many ignore it.	Slow second orders.	Unsubscribes and silence.
WHAT WE SEND TODAY	Shipping update	Nothing	Review request, day 14	Generic promo	One win-back
EMOTIONAL JOB NEEDED	Inform	Delight	Invite	Invite	Apologize and ask
IS EMAIL HELPING OR HURTING?	Missing	Missing	Hurting (chore)	Hurting (discount spam)	Hurting (aggressive)
WHAT WOULD IMPROVE IT	Proactive delay notices	Care note from a real person	One-tap review	Suggest, do not discount	Honest check-in

Emotional touchpoint plan

SAMPLE DATA

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	Lower worry in the waiting period with proactive shipping and delay notices	Waiting for delivery	Inform	Medium	High	Month 1
2	Soften the cart reminder and mention shipping cost	Abandon cart	Reassure	Low	High	Month 1
3	Add a care note and a reply invitation after arrival	Arrival and first use	Delight	Low	Medium	Month 2
4	Replace discount reminders with a useful suggestion	Reorder moment	Invite	Medium	Medium	Month 2
5	Rewrite the win-back as an honest check-in	Lapse and win-back	Apologize and ask	Low	Medium	Month 3

Check it is working

EVIDENCE TO WATCH	BASELINE	30 DAYS	60 DAYS	90 DAYS
Reply volume and tone	Sample note			
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.