

Rule The Internet â Free automation guide

Keep buyers updated without manual tracking emails

For solo operators running the whole business.

Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

â Where is my order?â tickets are usually missing notifications.

Suggested stack

Shopify notifications or AfterShip + ESP. Primary tools: Shopify, AfterShip, Klaviyo.

Do this

1. Enable shipping event emails/SMS in Shopify or AfterShip.
2. Include tracking link and expected window.
3. Delay review ask until delivered + 3 days.
4. Route delivery exceptions to support automatically.

Operator tip

Proactive tracking emails cut tickets more than hiring support.

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