Matrix Ready SAMPLE

Store Teardown + Welcome Email Rewrite — Ugmonk (ugmonk.com)

Based only on public pages read Oct 27, 2026: homepage and Analog Daily Focus Kit page. Not affiliated with Ugmonk.

Limit: I could not see Ugmonk's real email flow. I did not sign up, so I can't say what its welcome, cart or post-purchase emails say today. The copy below is a proposal, not a critique of existing emails.

What the public pages already do well

- Clear promise: "Clear Your Head. Own Your Day." with a single next step.
- Strong proof: 150,000+ customers, 468 reviews on the product page at 4.8 stars (89% five-star), a Wirecutter feature tag, and a founder note ("Independent since 2008").
- Tiered bundles on the product page with value anchors ($69 / $89 "$99 Value" / $99 "$129 Value" / $249 "$268 Value").

Where I'd test improvements

Observation (public page)	Why it may cost sales	Suggested test
Homepage promo and featured product call it the **Analog Starter Kit** ($29: 15 Task Cards, 15 Large Dot Grid Cards, aluminum stand). The page at the URL `/analog-starter-kit` is titled **Daily Focus Kit** ($69).	One name for two products. A shopper who clicks a Starter Kit link can land on a different product at a different price.	Check that each promo links to the product named in it. Rename or redirect.
Product page says "Free US Shipping $200+" next to a $69 add-to-cart.	$200 is above every listed kit except the $249 Annual. I can't see the shipping fee at checkout.	Test a lower threshold or a cart nudge toward the bundles; measure AOV, not just conversion.
Recent reviews are mostly positive, but a few mention humidity sagging, price, and faint dot-grid ink.	Reviewers name fixable issues, and no store reply was visible on them.	Post public replies; add a one-line "humid climates" tip to the page.
Footer newsletter: "Join 78,000+ subscribers" for new drops and "5 Things I'm Digging."	The signup promise is early access; no first-purchase reason is stated on the page.	Add a starter-kit-focused welcome sequence (below); measure revenue per subscriber.
"Interested in buying in bulk for your whole team? Email orders@ugmonk.com"	Team orders go through email with no form or tiers on the page.	Add a simple team-order request form and a short follow-up email.

Proposed welcome email #1 (sent right after signup)

> **Subject:** Welcome — here's where to start
> **Preview:** One card. One day. Try it.
>
> Hi there,
>
> Thanks for joining the 78,000+ people on the Ugmonk list. I'm Jeff — I started Ugmonk in 2008 from my apartment, and I still prototype every product in our Pennsylvania studio.
>
> Most people start with one thing: a single Analog card for tomorrow's most important task. That's it.
>
> The easiest way to try it is the **Analog Starter Kit ($29)**: 15 Task Cards, 15 Large Dot Grid Cards, and an aluminum card stand.
>
> **[Get the Starter Kit →]**
>
> You'll also hear from us when new products drop, plus my monthly "5 Things I'm Digging."
>
> Jeff

Written in the founder’s first person from the public founder note; he would need to approve it.

Proposed emails #2 (day 3) and #3 (day 7)

- **#2 “Why this one sits on desks for years”**: three public reviews with product links and the 4.8-star average. Permission would be confirmed first.
- **#3 “Make it a habit”**: a short how-to based on the “Learn the Analog System in 60 Seconds” video, then the $89 Daily Focus + 3 Refills bundle for people who have started.

Next step: send a screenshot or forward of your current welcome flow and I’ll compare it to this proposal. Typical setup: $1,000–$3,000.

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