Instructions

Change anything that is Bold and Highlighted in Yellow to match your messaging or in the case of subscriber names, make sure to replace with smart fields in your email provider.

Email 1: Checking In - It's Been Awhile (Send Day 1)

Subject Line: 👋 Hey **{Subscriber First Name}**, we miss you!

Hi **[Subscriber First Name]**,

It's been a while since we last connected, and I hope you're doing well! I noticed that it's been some time since you last engaged with my content, and want to make sure you're still finding value in what I have to offer.

I understand that life can get busy, and it's easy to let things slip through the cracks. But I don't want you to miss out on any of my latest articles, videos, or podcasts.

If you no longer want to receive my emails, ***no action is required***. You'll get removed from my list sometime next week. There are no hard feelings!

If you DO want to keep getting my **[topics you share with your audience]** in your inbox every week, just **click here** to keep receiving emails from me!

Thanks so much for allowing me to share with you over the past weeks and months. If in the future you'd like to hop back in, you can re-subscribe anytime at **[PROVIDE A LINK WHERE THEY CAN RE-SUBSCRIBE]**. Alternatively, you can follow me on **[LINK TO YOUR SOCIAL MEDIA CHANNELS]**.

Take care,
[Your Name]

Email 2: Saying Goodbye is Never Easy (Send 3 Days After Email 1)

Subject Line: Saying Goodbye is never easy…

Hi **{Subscriber First Name}**,

A few days ago I contacted you to check and see if you were still interested in receiving **[topics you share with your audience]**.

If you want to keep getting my emails, just **click here**!

If not, no hard feelings. I don't like to keep sending emails if they're not useful to you, respecting your time is very important to me! You can always sign back up anytime at **[PROVIDE A LINK WHERE THEY CAN RE-SUBSCRIBE]**.

Alternatively, you can follow me on **[LINK TO YOUR SOCIAL MEDIA CHANNELS]**.

Thanks so much for the time and trust you've given me, take care!
[YOUR NAME]

Email 3: Saying Goodbye (Send 4 Days After Email 2)

Subject Line: 👋 Saying goodbye, **{Subscriber First Name}**

Hi **{Subscriber First Name}**,

I hope this email finds you well. I wanted to reach out one last time before we remove you from our email list due to inactivity.

I understand that sometimes people's interests change, and that's okay. However, I don't want you to miss out on any valuable content in the future.

If you're still interested in hearing from me, please click the link below to confirm your subscription and stay on my list.

[Confirm Subscription]

If not, no hard feelings! I wish you all the best and hope to see you again in the future. You can always sign back up anytime at **[PROVIDE A LINK WHERE THEY CAN RE-SUBSCRIBE]**.
Alternatively, you can follow me on **[LINK TO YOUR SOCIAL MEDIA CHANNELS]**.

Take care,
[Your Name]