

Win-Back Campaign- Re-Engagement Series

At this point the re-engagement campaign has ended, so if the prospect still hasn't responded it's time to turn up the heat.

NOTE: In the emails below, everywhere it says "Click this link" or "click the link", those words should be clickable.

Message #1 - Send 3 Days After FINAL Re-Engagement Mail:

MESSAGE #1 NOTES...

This email offers a "mystery gift" if they click on the link.

The "gift" could literally be anything...a video...a special report...a product...literally anything your prospect will see as valuable. *(NOTE: Discounts and free trial offers typically aren't seen as highly valuable. There should be no strings attached to the gift or it will lose its power.)*

Also, make sure you setup a special page where you will deliver this gift as opposed to just sending them off to a random download page.

You need to acknowledge the fact that they took this step, and show appreciation for the fact that they re-engaged with you after being "gone" for so long. So when they arrive on the "free gift" page, make them feel loved and appreciated. Make them feel like they were truly missed. It sounds cheesy but it works.

Subj: Was it something I said?

Subj: Sorry if I offended you...

Subj: I want you back!

There's just no easy way to say this, so I'm going to just come right out with it...

I miss your smiling face, and I loved it when you clicked "open" on my emails.

But that hasn't happened in a while (over [XX] days, to be exact) and I want you back...

So here's what I'm willing to do...

If you click on the link below:

This one --> **[LINK TO MYSTERY GIFT PAGE]**

...I'll give you a mystery give worth **[INSERT RETAIL VALUE OF GIFT]**.

More importantly, by clicking on this link you'll be telling me that you're still alive and interested in receiving emails from me. :)

And just so you're aware, I have setup our email system to automatically remove you from our list if I don't see any activity from your account in the next few days. I know that sounds a little harsh, but I just don't want to send my information out to folks who aren't reading or getting value from it.

So again...CLICK THIS LINK:

[LINK TO MYSTERY GIFT PAGE]

Not only will you have a cool gift waiting for you on the other side, you'll also reactivate your subscription meaning even more great stuff will be coming to you in the weeks and months to come.

See you on the other side,
[NAME]

Message #2 - Send 1 Days After Previous Mail:

MESSAGE #2 NOTES...

We're still going with the "mystery gift offer", but... The pace has quickened!

For the next few days we'll be sending them an email each and every day with the goal being either re-engagement or unsubscribe.

Yep, I said unsubscribe (if the subscriber isn't engaged they aren't a "real" subscriber anyway)!

Subj: Claim your "mystery gift" ...

Subj: I've got a give for you (sssshhhh it's a surprise ;)

Subj: Surprise gift for **[FIRST NAME]**

Did you get the email I sent yesterday about your "*mystery gift*"?

[LINK TO MYSTERY GIFT PAGE]

Here's the deal: It's been A WHILE since you've clicked on any of my emails, so in an effort to see if this is still a valid email address I'm offering to give you something extremely valuable for literally just clicking on this link:

[LINK TO MYSTERY GIFT PAGE]

That's it...just click the link!

If this is still an active email address (*and you're still interested in hearing what I have to say*) then there's no reason not to click.

If it's a dead account, though, or if you're no longer interested, just keep doing nothing and I'll be out of your hair. :)

But I hope that's not the case...

You obviously subscribed for a reason, and I kind of like having you around.

So let's stay together...what do you say?

Here's that link again:

CLICK HERE --> **[LINK TO MYSTERY GIFT PAGE]**

I sincerely hope you click it.

All the best,
[NAME]

Message #3 - Send 1 Days After Previous Mail:

MESSAGE #3 NOTES...

This email is very much "more of the same" BUT it's time start to countdown to the take-away... the forced removal or unsubscribe from the list.

Subj: Am I still welcome in your inbox?

Subj: Am I still welcome here?

Subj: Am I bothering you?

I've noticed you haven't opened any of my emails in a while.

This makes me wonder...

Am I bothering you?

Are you not getting the value you expected? Or do you think you receive too few messages? Or maybe too many?

Whatever it is, I hope you still want to hear from me...

If you want to keep receiving these updates, you need to click the link below:

[LINK TO MYSTERY GIFT PAGE]

It will lead you to a special mystery gift. No purchase, registration or anything like that required.

I hope you click it. :)

All the best,
[NAME]

P.S. If your account doesn't register a click in the next 48 hours, I'm going to go ahead and unsubscribe you from this list.

It's not that I don't want you here, but it's been almost 6 weeks since you've shown any interest in the emails I'm sending you, and the last thing I want to be is "just another email" cluttering your inbox.

Message #4 - Send 1 Days After Previous Mail:

MESSAGE #4 NOTES...

We're still offering the mystery bonus, but it's no longer the emphasis of the email. At this point it's all about "click or unsubscribe".

Subj: Should I unsubscribe you?

I don't want to keep bothering you with emails, but I don't want to completely cut you off, either...

CLICK THIS LINK to let me know you want to keep hearing from me...

...or click the “unsubscribe” link at the bottom

No hard feelings, either way...I know that interests can change over time.

The last thing I want to do, though, is be another guy cluttering up your inbox, so if you don't click on this link:

[LINK TO MYSTERY GIFT PAGE]

...I'll assume you are no longer interested in hearing from me and remove you from my list.

(Selfishly, I hope you click the link.)

Talk soon,
[NAME]

P.S. I almost forgot...

If you do click the link you'll find something pretty cool waiting for you on the other side. :)

Message #5 - Send 1 Day After Previous Mail:

Subj: Is this goodbye?

Subj: Is today goodbye?

Subj: Is today the end of us?

Unfortunately, today is the day...

I need you to confirm that you still want to receive emails from me by clicking this link:

[LINK TO MYSTERY GIFT PAGE]

...or you will be removed from our mailing list in 24 hours.

(Sorry if that comes off sounding harsh, but I really only want to mail people who actually want to hear from me.)

Originally you subscribed to my newsletter because you wanted [insert known benefits and desired end results], but if that's no longer the case I understand.

Interests change...

Priorities change...

People change...

If your interests and priorities have changed, no hard feelings. Just unsubscribe using the link at the bottom of this email and I won't bug you anymore.

But if you are still interested in [insert known benefits and desired end results] and I simply slipped through the cracks somehow, you need to TAKE ACTION TODAY.

It's simple...

Just [CLICK HERE](#) and your subscription will automatically be re-activated.

(There may also be a little gift waiting for you on the other side, but you'll have to click to see what it is.) :)

Talk soon (hopefully),

[NAME]