



Re-engagement Email

Use this email sequence when you have people on your list that haven't

- Opened
- Clicked
- Purchased

This is a little advanced and you must first be segmenting in a way you can see if they haven't opened for more than 90 days. If you've got a growing list, and you see your open rates, you will know that it's time to "clean up" or start working on email hygiene.

Keep a few versions and keep re-sending frequently for 7-10 days. At that point you may want to remove them. Use the last email on this page before you do.

In order to do this, it's key that you are able to segment your subscribers. Don't send this to current customers in a program or coaching with you. This is to warm up your cold inactive list again (or know they aren't biting and get them off your list: continuing to email to them if they haven't opened for 90 days or more hurts your delivery rate to those who DO want your information).

Caution:

- Don't overuse this subject line.
- Keep it short.
- If you're tempted to give it to them in the email: don't! Make them HAVE to click to get what you're offering.

Don't be afraid to tease something really big! You never know what life has thrown at this subscriber. She could be really interested and just suddenly distracted by life.

Subject:

NAME, are you still interested in flipping 50?

Hi Name,

Are you still interested in Flipping 50?

I'd like to give you my newest **book** for free. It's ready and it's a **collection of blog/podcast posts/videos** in answer to the most frequently asked reader questions.

Just reply with your best email address and I'll forward it to you.

I can't wait to hear which **post/podcast/video** makes the most difference for you.

Your sign off,

Your NAME

P.S. If you're ready to do something special for yourself ... I'd love to invite you to spend a weekend with me in Scottsdale, AZ. I've got 5 spaces still open for our January retreat.

[this content could be recipes, a cheat sheet of solutions for tight hips/neck/upper back.... It should be YOUR special sauce and related to the reason they are on your list]

LAST EMAIL in sequence

At the end of 7-10 days where you've sent, resent to unopens, and still no response, send this one and then if no response in 3 days, removing them from your list as a part of email "hygiene" is a good idea. Some will use export this list to retarget them on social with ads. I personally don't do that. If they've only ever opted in and never opened after that there's too great a chance they mistyped their email address and it's not going to anyone, they have a "dump" email for opting in purposes and don't ever look at it. If they want your content they'll find you again the same way they did before.

Subject: Is this goodbye, NAME?

Are you still interested in Flipping 50?

Is this the last email for us? We only want to send emails to you if you're finding value and opening our emails so if we don't hear from you – just a quick response is enough!

Otherwise, we'll stop sending to you and remove you from our list for now. I hope you've gotten what you wanted when you signed up and you're getting the help and results you want!

The world needs strong women!!

Sign off,

Your name