



CHATTY

"HEY, FRIEND, JUST AN FYI"

EMAIL 1

SUBJECT: Hey [Name], are you around?

Preheader text: Just checking in!

Hi, [Name] it's me, [Author].

I've been emailing you [every month/week/whatever] for a while now, and my mailing list service says you haven't been opening lately. I only want to send emails to people who are excited to receive them, so I usually unsubscribe people who don't open.

But! Technology gets it wrong sometimes – or let's be honest, a lot – so I wanted to check in with you and see if you're still interested in reading about me and my books.

If you have been reading my emails and want to keep getting them, just click the button below, and that should flip whatever switch is needed to show the tech that you want to stick around.

[BIG OL' BUTTON]

Thanks for reading, and I'll talk to you soon!

[Your Signature]



CHATTY

"HEY, FRIEND, JUST AN FYI"

EMAIL 2

SUBJECT: Hey [Name], it's [Author Name] again.

Preheader text: Just checking in again!

I don't know if you saw, but I emailed you [last week/month/a few days ago/whatever] to let you know that you're about to be removed from my mailing list. I didn't hear back or see that you clicked on the link I included, so I wanted to check one last time.

If you're seeing this, there may be a tech problem – and I don't want you to get unsubscribed because of a glitch in the Matrix. Just hit Reply and let me know that you want to stick around, and I'll make sure you don't get another of these emails.

Thanks again,
[Your Signature]



CHATTY

"HEY, FRIEND, JUST AN FYI"

EMAIL 3

SUBJECT: [Name], I don't think you're around.

Preheader text: It looks like this is it for us.

It looks like you haven't seen my recent emails about unsubscribing you from my mailing list, so I'm going to assume you aren't interested any longer. I've taken your email address off the list, and you won't get any further emails from me.

If you should happen to open this email later, and want to get back on the list, you can always subscribe again at [link]. Or, if you only want to know when I have a new book out, you can follow me on [Bookbub] or [Amazon].

Hoping to see you around,
[Your Signature]