



# EARNEST

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"EVERYTHING OK OVER THERE?"

## EMAIL 1

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**SUBJECT:** [Name], are you receiving my emails?

**Preheader:** Hope everything is okay over there!

Hi, [Name],

I'm so glad you're on my email list, but I saw that you haven't been opening my emails lately, so I just wanted to check in with you.

Maybe you do read them—my newsletter provider doesn't always get it right. Or I know that life can get crazy busy, Maybe it's that.

I would love to still keep sending you emails, so if you do read them (or want to) just click the button below.

[BIG OL' BUTTON]

But if not, you can unsubscribe using the link at the bottom of this email – or do nothing, and you'll be unsubscribed in a few weeks.

I hope you'll stick around, and I can't wait to share what I've been working on with you,

[Your Signature]



# EARNEST

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"EVERYTHING OK OVER THERE?"

## EMAIL 2

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**SUBJECT:** You're in danger of being unsubscribed, [Name].

**Preheader:** If you see this, please open and reply!

Hey [Name],

[The other day/last week/whatever], I sent you an email just checking in because I noticed that you haven't been opening or reading my newsletters very often.

You didn't click the link in that email, so I wanted to make sure that you were aware that I would be unsubscribing you from my list if I don't hear from you. I would hate to do this if you really enjoy getting my newsletters.

If you're reading this and you don't want to miss out, please reply to this email and send me a quick response. I want to make sure that a technical difficulty doesn't cause you to be unsubscribed.

Thank you!

[Your Signature]



# EARNEST

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"EVERYTHING OK OVER THERE?"

## EMAIL 3

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**SUBJECT:** I'm sorry things didn't work out, [Name].

**Preheader:** It's been great having you on the list.

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.

I'm sorry to see you go, but wanted to let you know a couple things before you go.

First, if you're not interested in getting my newsletter but still like my books, you can follow me on [Bookbub ] or [Amazon] to get updated on new releases.

Second, if by chance you open this email later and would like to subscribe again, [click here] to do that.

I hope we meet again soon,

[Your Signature]