



HUMOROUS

"OBVIOUSLY THERE'S BEEN AN ERROR"

EMAIL 1

SUBJECT: [Name], what is this rumor I hear?

Preheader: Frankly, it's unbelievable.

Hey, [Name], you're not going to believe this, but ... my newsletter service tells me you haven't been opening my emails lately.

Crazy, right? Of course, I thought to myself, "No way. That's a mistake." I know you would never want to miss out on all the brilliant stuff I send. 🤖

So I thought I would touch base with you just to confirm that you are in fact hanging on my every word. I suppose there's a (very) slim chance you don't want to hear from me anymore, in which case ... okay, fine?

But if you're getting this email and thinking to yourself "NOOOOOO! I can't miss out on these amazing newsletters," click the big button below.

Go on. You know you want to.

[BIG OL' BUTTON]

I'll catch you on the flip side!

[Your Signature]



HUMOROUS

"OBVIOUSLY THERE'S BEEN AN ERROR"

EMAIL 2

SUBJECT: Never gonna give you up, [Name]!

Preheader text: We've known each other for so long...

In the words of music great Rick Astley: I just want to tell you how I'm feeling. Gotta make you ... understand.

I sent you an email [last week/month/whatever] about how you haven't been opening my emails. You didn't click the link to stick around, and honestly, my whole world is rocked. Rocked, I tell you!

But maybe it's just a mistake or a tech error. (Let's find a way to blame that Zuckerberg guy—now there's a tech error, am I right?) Whatever the reason, it's not too late for a course correction.

Just hit *Reply* and send me a quick message so I know that you still want to hear from me. I'll get it fixed right up behind the scenes.

Unless you really don't want to hear from me, in which case I'm gonna have to switch from Rick Astley to Taylor Swift. Is that better or worse? Maybe you can tell me, in your forthcoming reply!

Talk soon,
[Your Signature]



HUMOROUS

"OBVIOUSLY THERE'S BEEN AN ERROR"

EMAIL 3

SUBJECT: [Name], parting is such sweet sorrow.

Preheader text: See you in ... heck.

I guess this is goodbye! It looks like you haven't seen my recent emails about unsubscribing you from my mailing list, so I'm **forced** to assume you aren't interested any longer.

Or maybe you just need a break. (Not, like, a Ross/Rachel/girl from the copy shop break, but just a normal break.) And that's okay. I get it.

If you ever want to sign up again, just [\[click here\]](#)! We'll just move on and never mention it again (unlike Ross and Rachel).

Or if you only want to know when I have a new book, that's great, too! I'm not offended. (I'm totally offended.) You can follow me on [\[Amazon\]](#) or [\[Bookbub\]](#) to get notifications about new releases.

I've taken your email address off the list, and you won't get any further emails from me, but—in all sincerity—here's hoping we meet again!

[Your Signature]