



NEUTRAL

"JUST THE FACTS, MA'AM"

EMAIL 1

SUBJECT: Are you there, [Name]?

Preheader text: I'm cleaning up my mailing list.

Hi there.

My mailing list software periodically flags subscribers who have stopped paying attention to my emails. Currently, it appears that you haven't interacted with any of my emails for a while.

I only want to send emails to people who want to receive them, so I'll be removing you from my mailing list unless you indicate you'd like to stay.

If you are in fact reading my emails and would like to continue to receive them, click the button below and I'll make sure you aren't unsubscribed.

[BIG OL' BUTTON]

Otherwise, I will remove you from the list in [two weeks/one month/whatever].

[Your Signature]



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EMAIL 2

SUBJECT: Last chance to stay on this list, [Name].

Preheader text: You're about to be unsubscribed.

Hello again. It appears that you didn't see my last email, warning you that I'm removing inactive subscribers. Regrettably, this means you'll be unsubscribed soon.

If this is an error, and you did open my last email and click to remain on the list, my apologies. Please reply to this email and let me know, and I'll make sure you aren't removed.

Thank you, and have a great day,

[Your Signature]



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"JUST THE FACTS, MA'AM"

EMAIL 3

SUBJECT: [Name], you've been removed from my mailing list.

Preheader: You can resubscribe any time.

Hello again. I just wanted to let you know that you won't receive any further emails from me. You've been unsubscribed as of today.

You can always resubscribe if you want to, by visiting my website at [URL].

Thank you, and have a great day,

[Your Signature]