



SASSY

"ARE YOU KIDDING ME RN?"

EMAIL 1

SUBJECT: Hey, [Name], you're not gonna believe this.

Preheader text: *tap tap* Is this thing on?

Hi, [Name]!

The little gremlins that run my newsletter software have singled out the folks that aren't opening my emails, and – lucky you! – they've put you on the list.

Now, I know that can't possibly be right, because you love me, so please just smash the big ol' button below to let me know that you are in fact hanging on my every word. I'll kick the gremlins and tell them to leave you alone.

[BIG OL' BUTTON]

I look forward to chatting with you on the other side of this drama!

[Your Signature]



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EMAIL 2

SUBJECT: Okay, [Name], maybe you really AREN'T reading my emails.

Preheader text: Hold off on that restraining order.

I promise I'm not stalking you, but I've got yet another report here from the goblins at my mailing list service, and they say you're still not reading my emails, and that you did not in fact smash the "keep me around" button in the last one.

Crazy! I thought we were forever, but I guess all good things come to an end.

If you're seeing this and want to stay, you gotta hit Reply and let me know – otherwise, it's "so long, [Name]" in two weeks.

Neither of us wants that, right?

Chat me up! I want you to stick around.

[Your Signature]



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EMAIL 3

SUBJECT: I guess this is goodbye, [Name].

Preheader text: *bingeing T-Swift's "Red" album*

Saddest news in a while – you've been unsubscribed. This thing we had, it's over now. 🙄

If this has all been a terrible mistake, you can always subscribe again at [link]. Or if you've realized you really only want to know when I have a new book, you can always follow me on [Bookbub] or [Amazon].

Until we meet again!

[Your Signature]