

Email Magic

Bonus #1

The Perfect Hello Again Series

So, it's been awhile since you last emailed your list, has it? What to do? If it's been a good 6+ months, you'll want to re-introduce yourself. You don't want to just appear out of nowhere all this time later and immediately start emailing every week.

So in this series, you are going to gracefully return to their inbox, without apologizing, and let them know what to expect from here on out.

Word of caution - you have been warned. **Do not send this unless you are serious about consistently sending emails.** There is no better way to lose trust than to tell your list you're going to show up and then you don't.

Don't worry, as long as you do what you say you're going to do, it's all good.

Why is it important to send this email? Well, if your subscribers forget you and then you all of a sudden start emailing them again, they're going to get confused and think you're spamming them.

They may not even remember who you are and if they're annoyed enough, they'll mark your email as spam.

Email 1

SUBJECT LINE: I remember you.

Hey there! It's been awhile, hasn't it?

Do you remember me? I'm [your name] from [shop name with clickable link].

At some point in time, you opted into my newsletter. As a small handmade shop, I have to wear so many hats, it's crazy! I've been a little preoccupied with things like making awesome new products like this:

[add photo of most recent product / best selling newest item]

But now that things have settled down, I intend to regularly send you emails like I originally said I would. You can expect to receive an email from me about [how often you plan to send].

As a thank you for being a newsletter subscriber, here's a little discount code unavailable to the public:

[discount code]

This code will give you [%] off your total order. It will expire [expiration date].

I'm so excited to reconnect with you! But if you want to unsubscribe, I totally understand. You can find the link to unsubscribe at the bottom of this email.

Until next time!

- [your name]

SEND THE DAY THE DISCOUNT CODE FROM EMAIL #1 EXPIRES

Email 2

SUBJECT LINE: I remember you

Just wanted to pop in and let you know your discount code expires today at [time of day].

In case you forgot your code:

[discount code]

In other news, I've been working on making some amazing new items for the shop! I can't wait to show you when they're done.

[behind the scenes photo of you making a product] (if you don't have anything new, just add an older photo of you or your hands working here. They'll never know)

Until next time!

- [your name]