

TEMPLATES FOR SUCCESS

The Resurrection Email Sequence
Template That Breathes New Life
Back Into Disengaged Contacts



3d Consulting Services

Magnify Your Mission : Multiply Your Reach

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Sometimes contacts go cold, because life happens and you aren't able to email for several weeks. In other cases, you may just have one segment of your list become unresponsive, possibly because you're not sending them anything that really engages them.

This re-engagement sequence can help you warm up your list again and get them re-clicking on your links. Check it out now...

Email 1:

Subject Line: **It's been a long time, [name] We miss you!**

- Get a free [niche product] – details inside...
- How are you doing with [niche goals/results]?
- [Getting some undesired result]? Get back on track...

Hi [Name],

We were just looking over our subscriber rolls, and we've noticed it's been awhile since you've opened or read any of our emails. But we're as dedicated as ever to helping you [achieve some niche goal]. And if you're still dedicated too, then you're going to love this very special free offer...

All you have to do is click here [link], and you'll get instant access to "[name of product]," a free [type of product] that [describe the main benefit of this product].

There are no strings attached, no hoops to jump through, no funny business.

Just click the link to instantly access the product:

[Direct download link.]

Go ahead and take a look right now – I think you'll like what you see!

[sign off]

P.S. We really want to see you succeed, and this [type of product] will definitely help you get great results. Best of all, it's 100% free... so get instant access now by clicking here [link to direct download].

Email 2:

Subject Line: This could be your last email...

- We hate to say goodbye, but...
- You've been unsubscribed...
- Have you lost interest in [getting some result]?
- This is your last chance...

Hi [Name],

It's time to clean house here at [name of your business], and we're starting with our subscriber lists.

Here's the problem...

Your name is on the chopping block.

That's right, we've noticed you haven't been as active as you used to be on this list. That's why you're in danger of being purged from this list, to make room for those who are interested in [niche topic or getting some result].

The good news is that you can still avoid elimination, and all you have to do is take a nanosecond to click this link:

[Link to show that person is still engaged/active.]

Clicking that link simply tells us you're still interested in [topic], so we'll make sure you stay on this list.

If you do NOT click the link within the next 72 hours, we'll assume you want to leave the list, and you'll be automatically unsubscribed. If that happens, you'll miss out on the following:

[Insert first thing they'll miss out on, such as discovering some niche secret in an upcoming issue.]

[Insert another benefit they'll miss out on, such as receiving freemiums.]

[Insert another thing they'll miss out on, such as subscriber only discounts.]

I know you'll kick yourself if you miss out on all these great benefits, right? So make sure you get to stay on the list. All you have to do is click on the following link to let us know you want to stay:

[link]

Do it now so you don't forget!

[sign off]

P.S. Remember, if you do nothing you're going to get cut from the list. But all you have to do to remain is click this link right now: [link]

Email 3:

Subject Line: Come back for another look...

- You qualify for a special discount...
- Save [\$ amount] on your next purchase – here's how...
- A special coupon code just for you...
- [Get some benefit] and a big discount too!

Hi [Name],

You are a valued customer, and that's why we'd like to extend to you a very special offer...

If you act now, you can get one of our most popular products, "[name of product]," for just [\$ specially discounted price]. All you have to do is click here:

[Link to special discount.]

You know a good offer when you see one, and you can tell this is a GREAT offer. This is one of our most popular products ever. People everywhere are raving about it. But until today, you couldn't buy it for anything less than [regular full price].

What has everyone so excited about the product?

Simple: [explain the benefits of this product, especially with regards to how it is different from the competitor products].

It's a great product at a great price.

And you know what? You're unlikely to see a great discount like this roll around again, which is why you'll want to take advantage of it right away. Hurry, this offer ends [in x amount of hours or days, or enter the specific date]. Don't let it slip away – click here to claim your discount:

[Link]

Here's to your [type of niche/results] success!

[sign off]

P.S. Sure, "[name of product]" is definitely worth the regular price – but why pay more when you don't have to? So take advantage of this this once-in-a-lifetime opportunity to get [the type of product] now at an almost unbelievably low price.

Click here to claim your discount: [link]

And do it now before this offer disappears!

Email 4:

Subject Line: **Is it something we said?**

- Are you mad at [me/us]?
- What can we do to make this right?
- Give us another shot...
- This is a bribe...

Hi [Name],

Do you ever get the feeling that you've upset someone? When that happens, you'd do anything to make it right.

Well you know what?

That's how we're feeling right now about you. We've noticed you haven't been opening our emails or clicking on any links. You haven't been purchased anything lately either. You used to do that. Back then we felt like we had a good partnership. We felt like we were really helping you.

But things have changed...

We feel like we've upset you for some reason. Was it something we said?

Was it something we did?

Tell you what, we're still committed to [helping you achieve some goal or good result]. And we want to get back in your good graces. That's why we're extending you a very special offer...

[Explain special offer, such as a limited-time discount, a bonus offer, or both. E.G., "Act now, and you can take 50% off any one of the products you see on this page..."]

Here's the link where you can claim this special offer: [link]

Okay, we admit it – we're trying to bribe you to come back. But hey, we miss you. And I'm betting you miss us too. So if you'd like to get started [getting some benefit or achieving some goal], then please take advantage of this special offer now.

Hope to see you again soon!

[sign off]

P.S. I almost forgot – if you want to take advantage of this special offer, you'll need to act fast. This offer ends [insert when offer ends], so it won't last long. Grab it now while you still can at [link].

Email 5:

Subject Line: You've been hand-picked for a special offer...

- An offer like this only comes around once in a blue moon...
- Take [number]% off – you deserve it...
- This deal is going to make your eyes pop...

Hi [Name],

You've been a good customer over the years, and we want to reward you. That's why we're given you a special coupon code that entitles you to [number]% off your next purchase on ANY of our products here: [link]

Here's the coupon code: [insert coupon code]

That's right, you can use this coupon code on any products and any size purchase. There is no minimum to buy. There are no restrictions on how many products you can purchase. There is no limit to the amount of money you can save.

You can save money on all your favourite products, including:

[List one of your most popular products, along with a one sentence benefit statement of what this product does for customers.]

[List another popular product.]

[List still another popular product.]

And many more – you can use this coupon to purchase any one of the [number] popular products at [link].

The only catch is that this coupon expires soon – [insert date/time when coupon expires]. So if you want to take advantage of this great deal, you're going to have to move fast.

So go to [link] now and use coupon code [insert coupon code] to claim your [number]% off discount – you'll be glad you did!

Enjoy your savings, and welcome back!

[sign off]

P.S. This offer isn't available to the public. You've been hand-selected for this special discount. But remember, this offer ends soon, so use the coupon today so you don't miss out!

About The Author:



Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that's most convenient for you.

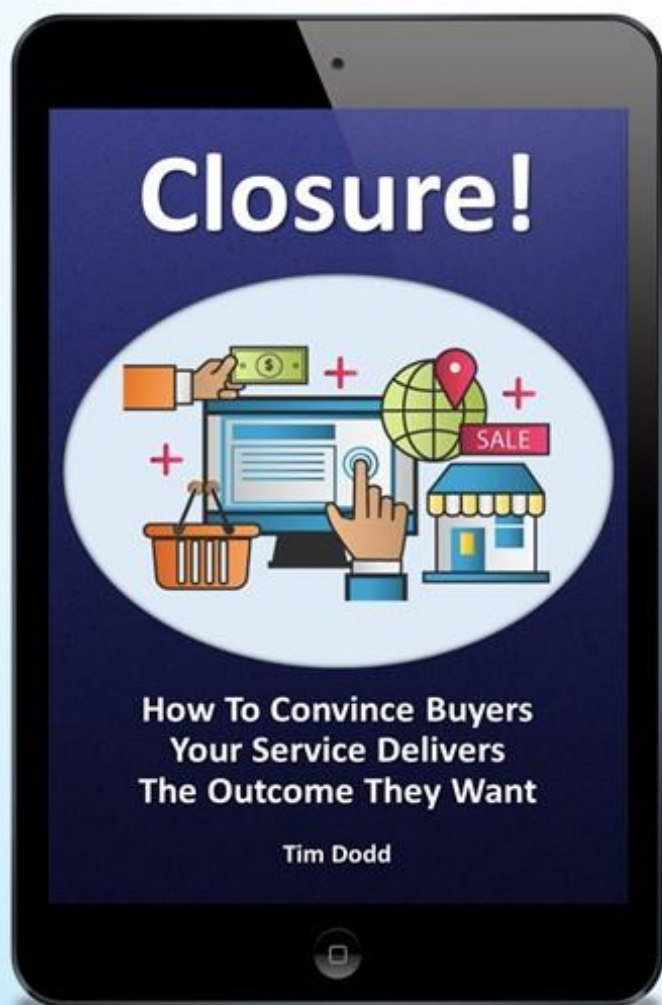
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

**These Days Traffic Generation Isn't A Problem.
Convincing Browsers To Buy Is The Challenge!
Yet, A Few Little Tweaks To Your Website Can
Soon Fix That When You Know What To Change...**



**Readers Who Implement These
Changes Truly Appreciate The
Difference It Makes To Their Sales!**

Every self-respecting business owner would like more paying customers. It doesn't matter what you sell, the end goal of being in business is to keep finding people who want and, more importantly, are in a position to buy the product or service you offer.

So if you have a website and want to learn how you can easily set yourself apart from other suppliers in your marketplace, take a proper look at this easy to follow guide right now. Then start by completing the first exercise and very soon you'll see it yield truly excellent returns on a tiny investment!

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