

# Re-engagement, Transition and Welcome Email Campaign

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## Re-engagement and Transition Email #1

**Subject. Line:** We get it, [Prospect First Name]. You need to see other people...

### Our Parting Gift to You in Your Quest to Be Your Best!

[Prospect First Name],

We're sorry to see you go as a valued [product] client, but we get it.

Your health goals change, and while those goals may no longer involve [product], we absolutely want you to succeed in your Quest to Be Your Best!

That's why we're contacting you with something special.

We've partnered with an amazing and fun organization called [company name] that's serious about delivering the very best health information from the leading edge of nutrition and wellness management, and most importantly...

...super serious about helping people like you reach your health goals...at no cost!

We wanted to keep you in the loop to decide for yourself whether they fit into your Quest to Be Your Best.

Interested, [Prospect First Name]?

No? Then simply reply to this email with a "No" or click [unsubscribe](#).

**[Yes! Add me to the exclusive \[company name\] communications list... let's see how serious they are about helping me reach my goals.](#)**

To your continued success,

**Your [product] Team**

**PS:** Yes or no, [Prospect First Name], we wish you continued success on your journey, and in support of that, here's a Health Management infographic called **10 Not So Common Tips for Weight Loss Success**.

[Get Your Full Infographic](#)

## Re-engagement and Transition Email #2

**Subject. Line:** Checking in, [Prospect First Name]... did you claim your gift?

- Alt. Subj. Line: Breaking health news that directly impacts you...

### Reach Your Health Goals Easier Using THIS No Cost Resource

Hey again, [Prospect First Name], from your [product] team.

Yesterday in support of your wellness goals, we gave you a super resource-packed infographic called **10 Not So Common Tips for Weight Loss Success**.

In case you missed it, here it is again:

[Get Your Full Infographic](#)

And in case you missed the spectacular news that directly benefits you...

We've partnered with an amazing organization called [company name].

How are they so amazing?

Very simply, [company name] is a group of hard-working people who enthusiastically get up each morning devoted to just one thing...

...delivering the latest and best health information to people like you.

Here's the marvellous part...with no strings attached!

You just sit back and let them do all the work of collecting and delivering the latest info from the leading edge of health and nutrition.

It's your vast resource, invaluable to your Health Management Quest.

>> [Click here for instant access to your massive health and wellness resources](#)

Not interested? Simply reply to this email with a "No" or click [unsubscribe](#).

**Your [product] Team**

**PS:** [Prospect First Name], how would you like a simple 30-second way (literally) to better focus your health goals? Tune in to tomorrow's email.

## Re-engagement and Transition Email #3

**Subject Line:** 30 seconds to better health (literally)...

- Alt. Subj. Line: 30 seconds (literally) to better health for you...

## Better Health Through Clarity Literally Takes 30 Seconds

Hi [Prospect First Name],

My name is XXXXX at [company name].

We've partnered up with the amazing folks over at [product] to make it easier for you to reach your Health Management goals.

My role is simple. I'm here to make sure we're covering the right topics that matter most to YOU.

To help make sure we're laser-focused on your needs, please take a quick second to choose (below) the area of your health that most concerns you today:

1. [Heart Health](#)
2. [High Cholesterol](#)
3. [Being Overweight](#)
4. [Looking Older](#)
5. [General Health](#)
6. [None - Leave Me Alone!](#)

Can you do it now while it's still fresh in your mind?

It literally takes 30 seconds.

Awesome. Thanks.

By choosing the area of health improvement that represents your main goal today, you help us better shape content that meets your specific needs.

Rest assured. Your information will be held in the strictest confidence. Your information will ONLY be used to help tailor future health articles.

Thanks again. Talk soon.

XXXXX

## Re-engagement and Transition Email #4

**Subject Line:** We're preparing you some amazing gifts...

- Alt. Subj. Line: 1 click reduces inbox clutter (really)...

### Make Your Health Journey Easier While Reducing Inbox Clutter

Hey [Prospect First Name],

We're creating some amazing gifts for you.

Plus, I'd like to help you reduce inbox clutter with one easy click.

It's **XXXXX** again, and today, I want to introduce you to our fantastic Advisory Board here at [company name].

As a panel of nutritionists, fitness coaches and doctors (including yours truly), our Advisory Board is standing by with practical advice and coaching...for you!

...and if you're like me, you know what a marvel the right information can be to meeting your health goals without a lot of trial, error and wasted time.

We're also creating some amazing articles and other resources that will make your health journey faster, easier and more enjoyable.

Now I want to make sure you don't miss out on these gifts, but I also don't want to clutter your inbox with a lot of stuff you don't need.

Choose an answer (below) to tell us which of our Advisory Board experts would serve you best in the future?

- [Chief Medical Advisor >> XXXXX](#)
- [Senior Nutritionist >> XXXXX](#)
- [Head Exercise & Fitness Coach >> XXXXX](#)
- [None - Leave Me Alone](#)

Thanks in advance. Talk soon.

**XXXXX**

## Re-engagement and Transition Email #5

**Subject Line:** Our thank you gift to you...

- Alt. Subj. Line: Your reward for joining us includes bacon...

### Your Gift for Joining Us! (We're Pretty Stoked About That)

So thrilled to have you active with us, **[Prospect First Name]**!

Thank you for letting us be part of your Quest to Be Your Best!

We've got so many exciting things coming your way, plus tons of awesome things for you to check out right now:

Here's a sample of Health Management Articles for you...

- [Go Nuts to Kill High Cholesterol! \(Really!\)](#)
- [10 Easy Tips for a Healthier Heart](#)
- [7 Easy Tricks to Lower Blood Pressure](#)

Visit our **[company website]** for more articles and even **delicious recipes** like one of my personal favorite: [Cajun-Shrimp Bacon-Potato Kebabs](#).

And here's a "mystery gift" to further thank you for letting us join your wellness journey:

**Get Instant Access to Your MYSTERY GIFT**

Talk soon.

**XXXXX**

**PS:** To make sure you don't miss any of the Health Management resources headed your way, please add us to your Safe Senders List. Thanks.

**PPS:** Not Interested? [Unsubscribe Now](#)

## Welcome Email #1

**Subject Line:** Avoid this “healthy” sweetener... [Prospect First Name]

### Welcome to [Company Name]

Hey again, [Prospect First Name]

A lot of people walk around wanting to improve their health, slim down and get fit (or whatever their goals are) but don't actually take that first step.

But here you are actually DOING it!

Thank you for allowing [company name] to join you on your journey.

In the coming days, here's what to expect:

- Compelling stories that will lift your spirits
- A newsletter called [newsletter name] that's chock full of Health Management Guidance.
- Practical tips that will amaze you and even bust a few myths that may shock you...

...like a certain sweetener that's supposedly better than white sugar for health and weight loss.

Don't get caught by this myth:

>> [This “Healthy” Sweetener Is No Healthier Than White Sugar](#)

Stay awesome. Talk soon.

**XXXXX**

**PS:** What's another common “healthy” snack that's really bad for health and weight? I'll tell you in my next email, and the answer may surprise you.

## Welcome Email #2

**Subject Line:** This “healthy” snack is actually fattening...

[Prospect First Name],

Did you have a chance to read yesterday’s email from me about a certain [so-called “healthy” sweetener?](#)

I hope so because it addresses a big issue when it comes to managing the best outcome for your health goals.

There are a lot of myths floating around out there about “good” and “bad” sweeteners (and foods in general) and getting caught up in the wrong myth can completely work against your goals.

Obviously, this isn’t something I want for you, which is why I sent the email.

Managing your best outcome on your health journey can be filled with a lot of false paths and misinformation, and we only have one job at [company name].

In your Quest to Be Your Best, you trusted us to help you reach your health goals, and our job is to do everything we can to help you get where you want to go.

So let’s keep that journey going and steer you past a common pitfall into which others too often fall:

>> [Beware This “Healthy” Snack...](#)

It seems like the perfect snack to manage a slim waistline but as **XXXXX** explains...

>> [This snack is one of the WORST for health and weight!](#)

Talk soon.

**XXXXX**

**PS:** Just how committed are we to helping you reach your goals? We’ll show you big time in the next email. (Trust me. You don’t want to miss it.) :)

### Welcome Email #3

**Subject Line:** Your journey just got 10% easier (as promised)...

Hi again, [Prospect First Name]

When you joined the [company name] email list, we promised you one thing: In your Quest to Be Your Best, we promised to help make your journey as easy as possible—and today we're making good on that promise!

**Yes! 10% OFF Your First Purchase of ANY OF OUR PRODUCTS! - but hurry, the clock has already started ticking!**

Just use the coupon code [INSERT COUPON CODE] at checkout for **10% OFF** any of our all-natural nutritional products, but hurry. The clock has started.

I don't know how long this special offer will last, but if you've just found this email or fished it out of Spam, the clock is already running.

Again, the code to use at checkout for **10% OFF Your First Purchase of ANY of Our All-Natural Products** is [INSERT COUPON CODE].

Use this to save big on anything you like, including an exciting new product:

>> [XXXXX - a mood and focus-boosting 100% vegetarian supplement that crushes your food cravings](#)

Let's crush those health goals now!

[Click here to see all \[company name\] all-natural health products](#)

To your results,

**XXXXX**

**PS:** Don't forget to use your exclusive coupon code: [INSERT COUPON CODE]