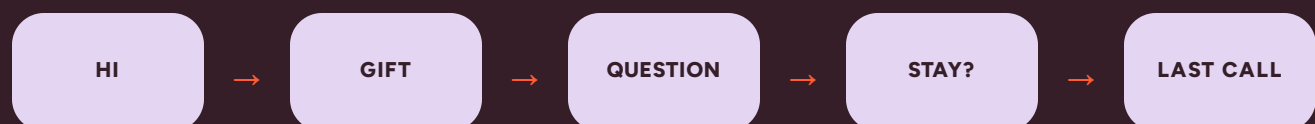


The Wake-Them-Up *Sequence*

Five emails for the subscribers who stopped opening.
Win some back, wave goodbye to the rest and keep your emails out of spam.

5 EMAILS · 11 DAYS



START HERE

Your list isn't dead. *It's napping.*

Every list has them. People who signed up and then went quiet. They're still on your list, and you're still paying for them (literally, on most platforms).

Worse, when lots of people ignore your emails, email providers start to think you're not worth delivering. That can push your emails toward spam for everyone, including the people who love you.

Wake up the ones who care. Let the rest go.

Send it to: anyone who hasn't opened or clicked in the last 90 days. Most platforms let you build that group with a filter or segment, often called "cold" or "inactive" subscribers.

How it ends: anyone who clicks or replies gets tagged as active and goes back to your regular emails. Anyone who doesn't, you remove after Email 5.

A heads up about opens: some email apps mark emails as opened even when nobody read them, so open numbers aren't perfect. Clicks and replies are the real proof someone's awake. That's why Emails 3 to 5 ask for one.

THE WHOLE SEQUENCE

Five emails at a glance

Spread over about 11 days. Anyone who wakes up gets pulled out.

Email	Send	Stage	Its job	Link goes to
01	Day 1	WAKE-UP	Just saying hi	Nothing needed
02	Day 3	WAKE-UP	A little gift	The gift
03	Day 5	WAKE-UP	One quick question	Reply (or click to answer)
04	Day 8	WAKE-UP	Should I stop emailing you?	Stay-on-the-list button
05	Day 11	WAKE-UP	Last call	Stay-on-the-list button

EMAIL 01 OF 05

WAKE-UP

DAY 1 · START

Just saying hi

Its job: Say hello like a human, remind them who you are and promise something good in the next email.

PICK A SUBJECT LINE

- ☒ Are we still friends?
- ☒ Did I lose you?
- ☒ It's been a while, [first name]

PREVIEW TEXT

No guilt trip. Just a hello.

THE EMAIL

Hi [first name],

It's been a while since we've hung out in your inbox, and I wanted to say hi.

[What's new with you, in a line or two. Light and human.]

Lately I've been writing about [what your recent emails cover].

No guilt trip here. Inboxes get busy. If you want to stay, you don't have to do anything. Keep an eye out for my next email, there's [a gift / something good] in it.

[Your name]

LINKS GO TO

Nothing needed.

Make it *yours*

Sound happy to see them, not hurt that they've been ignoring you. Nobody opens an email from someone who's sulking.

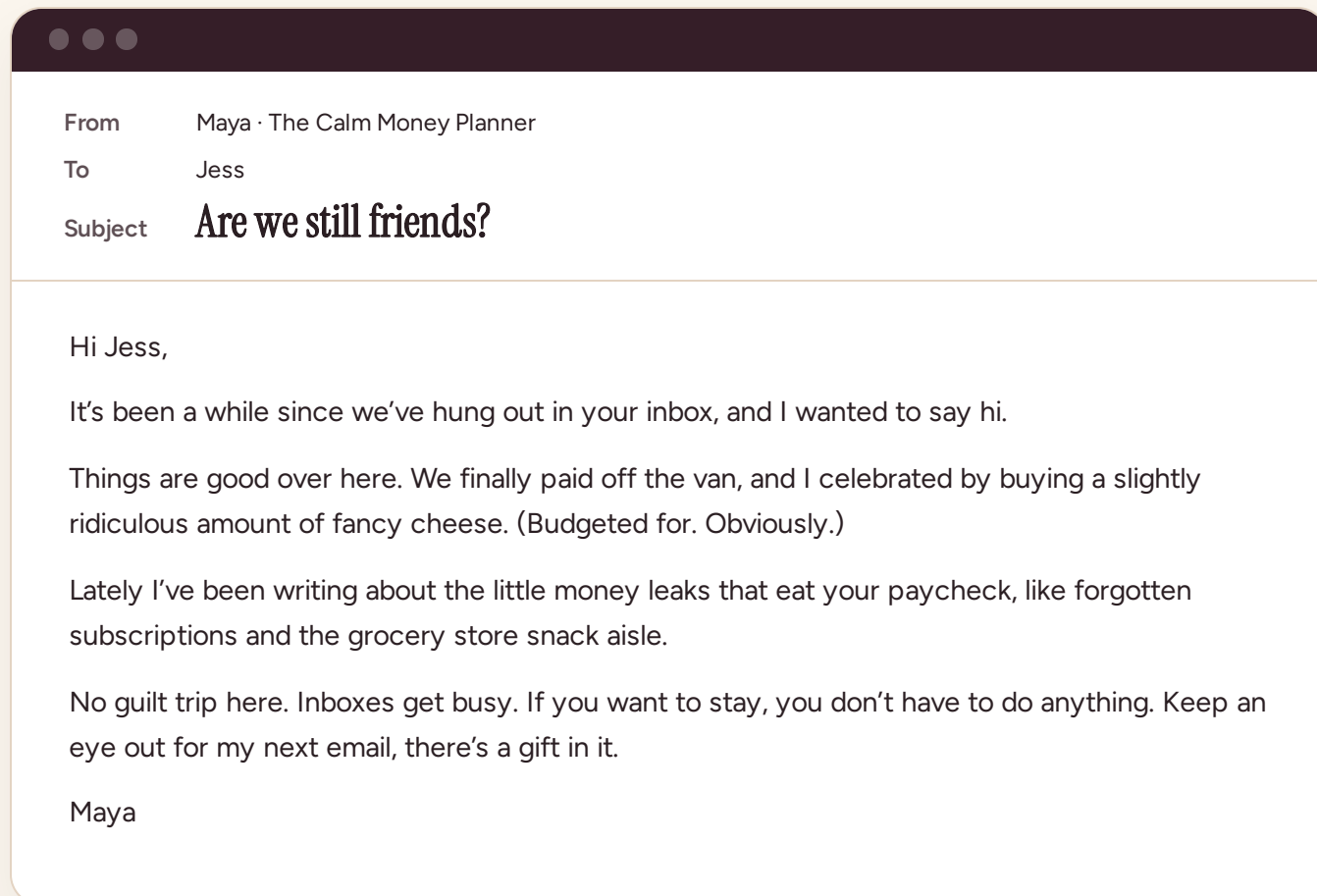
Tease the next email. It gives them a reason to open one more.

Plain and short works best here. Skip the images and fancy formatting.

EMAIL 01 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 02 OF 05

WAKE-UP

DAY 3 · TWO DAYS LATER

A little gift

Its job: Give them something genuinely useful for free, so they remember why they signed up in the first place.

PICK A SUBJECT LINE

- ☒ I made you something
- ☒ A little welcome-back gift
- ☒ My best stuff, all in one place

PREVIEW TEXT

No catch. Promise.

THE EMAIL

Hi **[first name]**,

As promised, a little something for you.

[The gift: a freebie, checklist, template or discount code. Pick one thing.] [Grab it here →](#)

[Why it's useful right now, in one or two lines.]

And if you'd rather catch up on my best stuff, here's what people loved most lately:

- **[Best post or email #1]**
- **[Best post or email #2]**

That's it. No catch.

[Your name]

LINKS GO TO

The gift. Plus up to two of your most-loved posts or emails.

Make it *yours*

Make the gift quick to use.

A one-page checklist beats a 40-page ebook they'll never open.

Use your greatest hits.

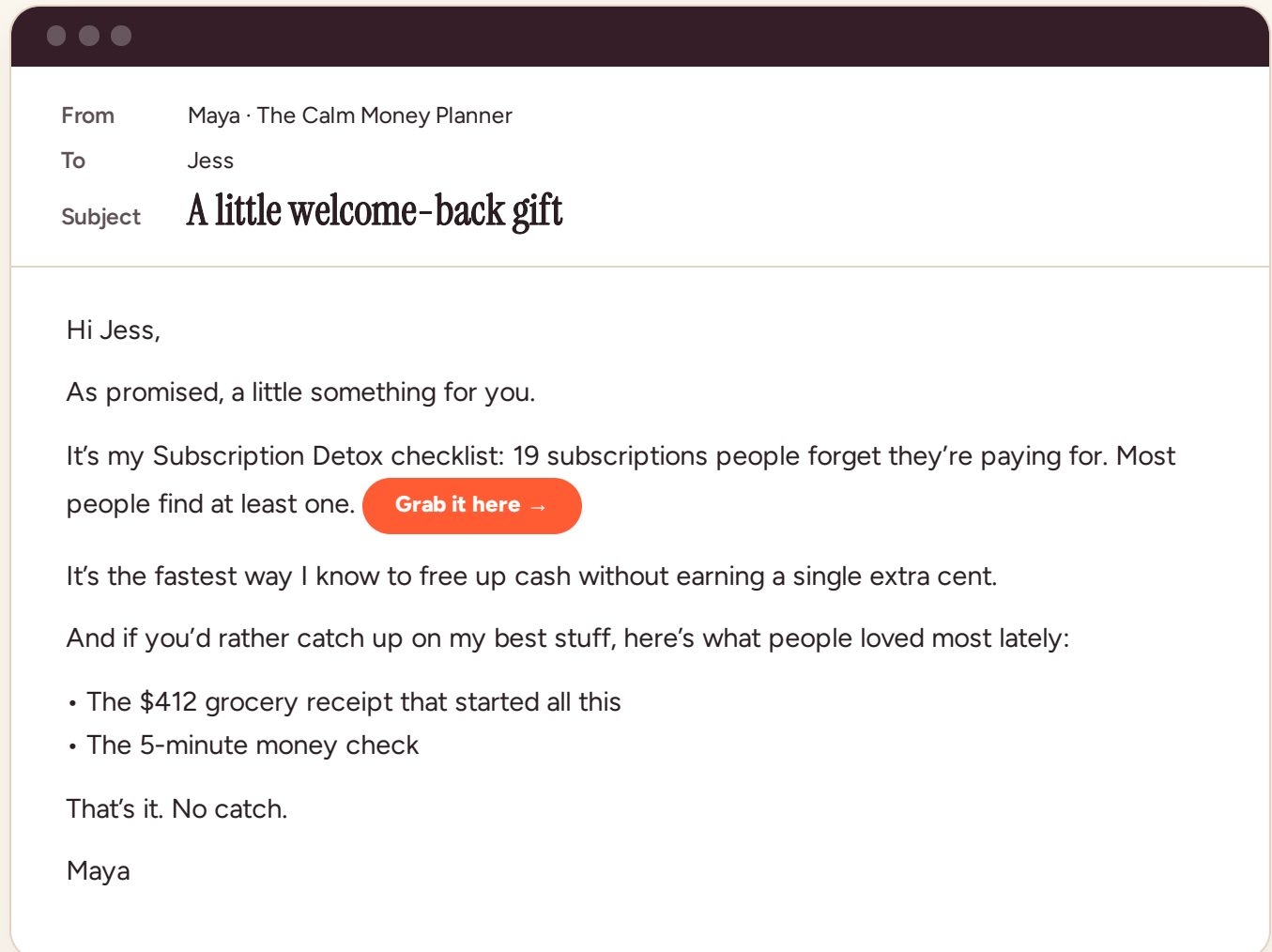
Check which emails or posts got the most clicks and replies. Those are the ones.

Clicks count. Anyone who clicks here has woken up. Tag them and move them back to your regular emails.

EMAIL 02 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 03 OF 05

WAKE-UP

DAY 5 · TWO DAYS LATER

One quick question

Its job: Ask what they want from you, so they can raise their hand in one click or one reply.

PICK A SUBJECT LINE

- ☒ Quick question (one click)
- ☒ What do you want more of?
- ☒ Help me out?

PREVIEW TEXT

One click and you're done.

THE EMAIL

Hi **[first name]**,

Quick question, and you can answer with one click (or one reply):

What do you want more of from me?

- **[Option A]** → reply with A
- **[Option B]** → reply with B
- **[Option C]** → reply with C

(Answering also tells me you want to stay on the list. Two birds, one email.)

[Your name]

LINKS GO TO

Optional: one link per answer, each one tagging them with their choice.

Make it *yours*

Turn the options into links if your platform can tag on click. Each answer tags them, so you know what they want and who's awake.

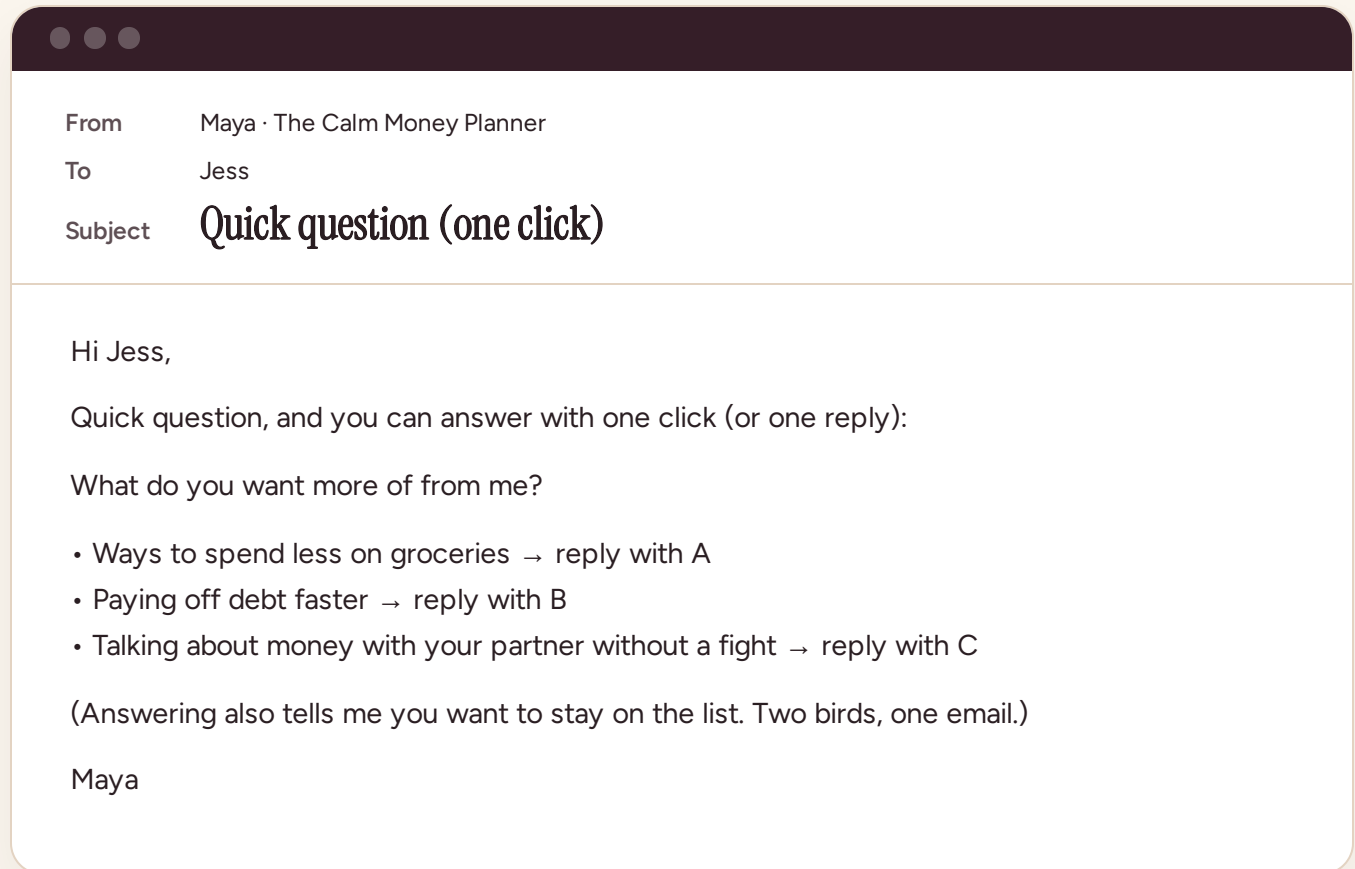
Steal the answers for content. Whatever wins is your next few emails.

Keep the options specific. "Saving on groceries" gets more clicks than "money tips."

EMAIL 03 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 04 OF 05

WAKE-UP

DAY 8 · THREE DAYS LATER

Should I stop emailing you?

Its job: Ask straight out if they still want your emails, with one easy button to stay.

PICK A SUBJECT LINE

☒ Should I stop emailing you?

☒ Honest question

☒ Do you still want these?

PREVIEW TEXT

Totally fine either way.

THE EMAIL

Hi **[first name]**,

I've noticed you haven't opened my emails in a while, and that's okay. Seriously.

But I don't want to clutter your inbox with stuff you don't want.

If you'd like to keep getting my emails about **[your topics]**, click below and you're all set:

Yes, keep me on the list →

If I don't hear from you, I'll take you off the list in a few days. No hard feelings at all.

[Your name]

LINKS GO TO

A Keep me on the list button that tags them as active.

Make it *yours*

Honesty wakes people up.

This subject line often gets more opens than anything else you've sent them.

Make the button tag them

as active, then pull them out of the sequence.

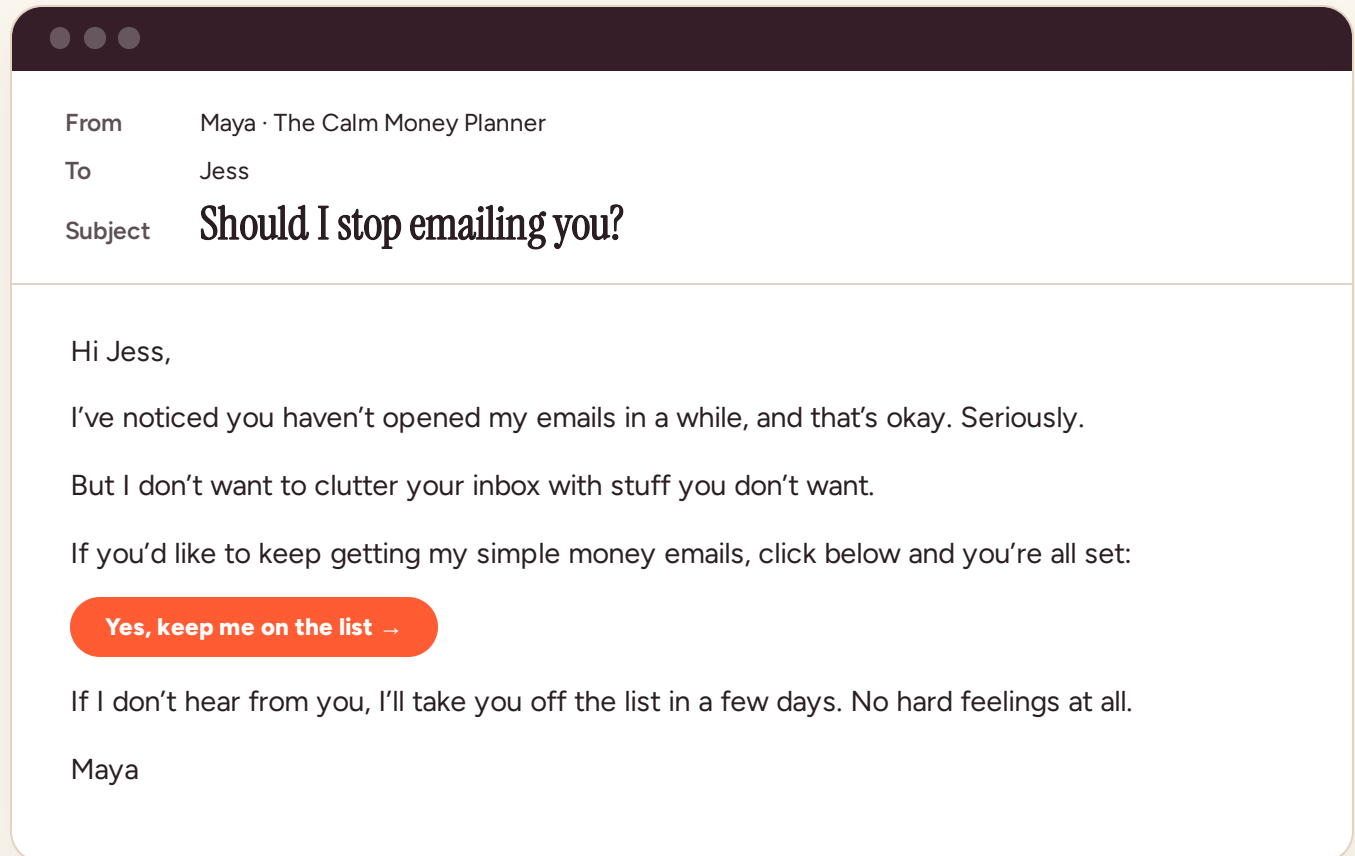
Mean it.

If they don't click, you really are going to remove them.

EMAIL 04 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



EMAIL 05 OF 05

WAKE-UP

DAY 11 · THREE DAYS LATER

Last call

Its job: One final chance to stay. If they don't click, you remove them, and your list gets healthier.

PICK A SUBJECT LINE

- ☒ Is this goodbye?
- ☒ Removing you tomorrow
- ☒ Last email (unless you click)

PREVIEW TEXT

One click and you're staying.

THE EMAIL

Hi **[first name]**,

This is the last email you'll get from me unless you click the button below.

Keep me on the list →

No click, no problem. I'll take you off tomorrow, and you can always rejoin at **[where they can sign up again]**.

Thanks for being here, **[first name]**. Truly.

[Your name]

LINKS GO TO

The same Keep me on the list button.

Make it *yours*

Then actually remove them.

A smaller list of people who open beats a big list of people who don't.

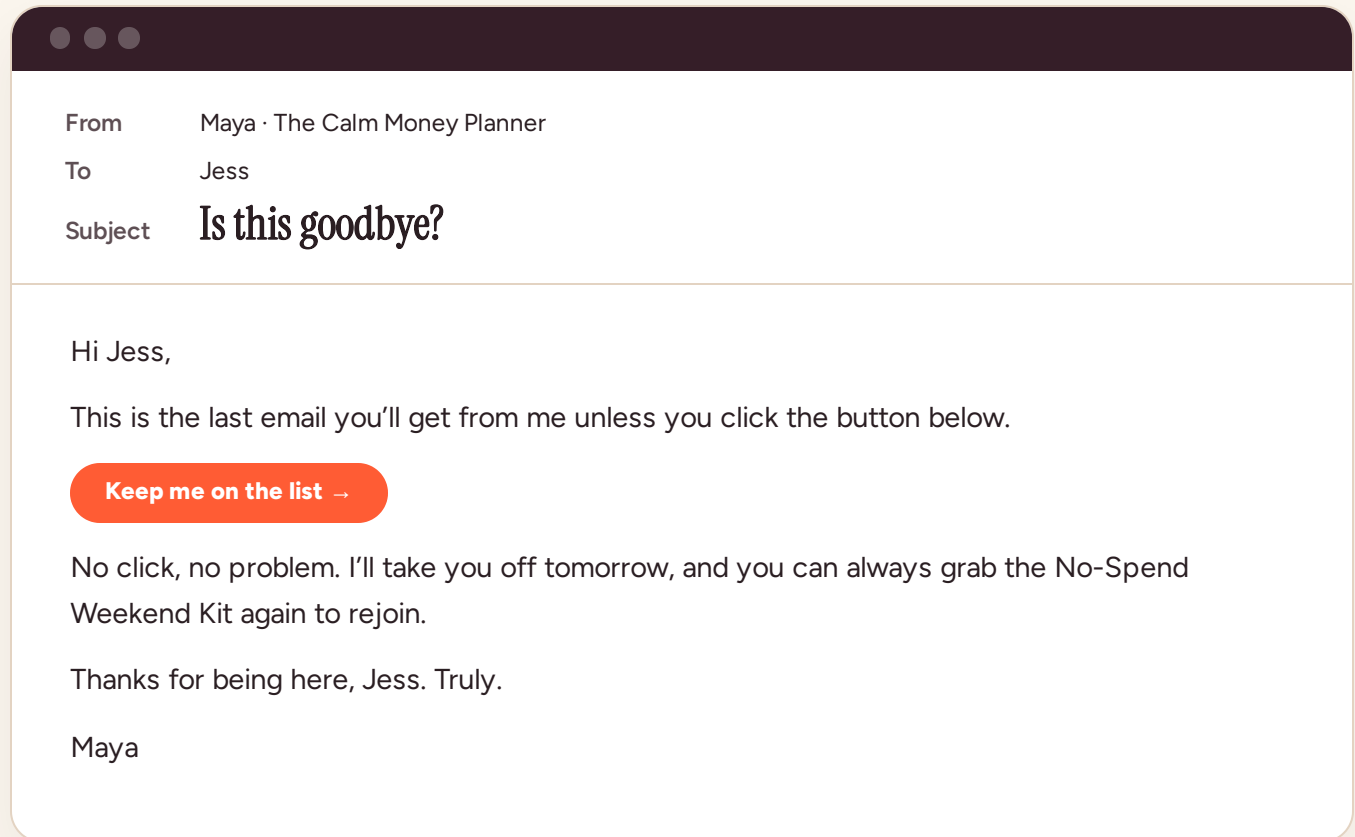
Why it matters: email providers notice when lots of people ignore you, and start sending you to spam. Cleaning your list protects your emails to everyone else.

Bonus: many platforms charge by list size, so this can lower your bill too.

EMAIL 05 · MAYA'S VERSION

Here's one *filled in*

Same template, real words. Notice how specific she gets.



BEFORE YOU HIT GO

Do this once and *sleep better.*

- ☐ Every [bracket] is gone. Search your emails for “[” to be sure.
- ☐ Your segment only includes people with no opens or clicks in 90 days
- ☐ Any click or reply tags them as active and pulls them out
- ☐ The Keep me on the list buttons in Emails 4 and 5 add the active tag
- ☐ You’ve set a reminder to remove non-clickers after Email 5
- ☐ You’ll run this again every three to six months

Don’t panic about the number. Losing a chunk of your list feels awful for about a day. Then your open rate jumps, your emails land in more inboxes and you realize those people weren’t reading anyway.

THAT'S THE SEQUENCE

A smaller list *that listens*.

Some people will wake up and fall back in love with your emails. The rest were never going to buy. Either way, you win.

Next up in the toolkit: the Evergreen Sales Sequence, which sells your offer on autopilot, every day of the year.

Wake them up or wave goodbye.

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