

## **Boss Mom Re-Engagement Email Template**

**Purpose:** An email to send out to your email list when you haven't talked to them in a while or you have made a shift.

### **Structure:**

- Explanation + what to expect next
- This should be simple and clean so that they feel included and connected
- Beginning: Set-up – why did you go away & why are you back
- Middle: What they can expect going forward
- End: Thank them for sticking with you and that you can't wait to be back in their lives

### **Can Do:**

- Be honest and vulnerable if you were absent for a personal reason
- Add in your personality tone
- Make it shorter or longer (ne less than 400 words and no more than 600 words)
- Use bullet points to tell them what to expect going forward if you have more than one thing

### **Can't Do:**

- Make it a huge long story...you can open up in your permission emails going forward...you want to keep it pretty short and sweet from the story side
- Make it all about you. The story may start with you, but the lesson is about them.
- Don't include a signature with your picture and a bunch of links at the bottom, this emails should feel like they are from a friend

### **Highlighted:**

Yellow = change it to your tone (you can also leave it if you like it)

Blue = enter the content that is spelled out

## Boss Mom Re-Engagement Email Template

Subject: I have come back and what to expect (something that implied you were away)

Hey (name).

You may have noticed that I haven't been around in a while. Or perhaps you didn't notice at all and are wondering who I am and why I'm in your email box.

Originally, you came into my email community because you got my [name your opt-in, or the topic of your business], or you [if there is any other way they got on your list].

The main thing is I went away for a while. You didn't see me, and I'm sorry for that. I had [personal/professional reasons- I suggest you talk a little about the reason if possible] for being away, but I wanted to let you know that I'm back.

I'm back to help provide training, to help provide support, to help provide insight and tips and hacks into [whatever thing you do for your business]. I'm really excited to start to re-engage in this new adventure with you. And I hope that you will allow me to be a part of your journey moving forward.

Here's what you can expect.

I'm going to start connecting with you more often than I used to.

[This is where you outline the things that they should expect to get from you.]

- So you can expect to get updates on when podcast episodes come out. Click here if you want to be notified every time a podcast episode comes out through instant messenger. Otherwise, we'll let you know as new episodes come out in email.
- We'll also send you emails at different times to help get you feeling connected to the community, to yourself, and to what it is you're trying to do and create in this world. That may include stories, trainings, or other fun things.

## Boss Mom Re-Engagement Email Template

- And then sometimes, we'll tell you about fun promotions or opportunities or recommendations that we have that we feel make sense for you and what you're trying to do in this particular field.

You can leave the email community at any time. And if you decide right now that you don't want to get any more emails from me, just click [here](#).

But I hope that you'll decide to stay and hang out because there's so much that I want to share with you. And I'm so excited to be back in full force. I'll be talking with you soon.

And then your name.

Hey (name).

You may have noticed that I haven't been around in a while. Or perhaps you didn't notice at all and are wondering who I am and why I'm in your email box.

Originally, you came into my email community because you got my [name your opt-in, or the topic of your business], or you [if there is any other way they got on your list]. Maybe you found us through the Facebook group, through our Boss Mom podcast, or somewhere else.

The main thing is I went away for a while. You didn't see me, and I'm sorry for that. I had personal reasons or professional reasons or certain reasons, whatever you want to say, for being away, but I wanted to let you know that I'm back. I'm back to help provide training, to help provide support, to help provide insight and tips and hacks into (whatever thing you do for your business). I'm really excited to start to re-engage in this new adventure with you. And I hope that you will allow me to be a part of your journey moving forward.

Here's what you can expect. I'm going to start connecting with you more often than I used to. This is where you outline the things that they should expect to get from you. So you can expect to get updates on when podcast episodes come out. Click [here](#) if you want to be notified every time a podcast episode comes out through instant messenger. Otherwise, we'll let you know as new episodes come out in

## **Boss Mom Re-Engagement Email Template**

email. We'll also send you emails at different times to help get you feeling connected to the community, to yourself, and to what it is you're trying to do and create in this world.

That may include stories, trainings, or other fun things. And then sometimes, we'll tell you about fun promotions or opportunities or recommendations that we have that we feel make sense for you and what you're trying to do in this particular field. You can leave the email community at any time. And if you decide right now that you don't want to get any more emails from me, just [click here](#). But I hope that you'll decide to stay and hang out because there's so much that I want to share with you. And I'm so excited to be back in full force. I'll be talking with you soon.

And then your name.