

# Re-Engagement Email Sequence

Here are the exact three emails I use to get people to start opening my emails again at Shared Legacy Farms. Please don't copy these word for word. But feel free to use them as a guide to writing your own. Listen to [episode 115 of the My Digital Farmer Podcast](#) for instructions on how to set this up in your email provider. [I recommend ConvertKit](#) as a terrific email provider; it's the one I use.

## EMAIL #1: Is this good-bye?

```
{% if subscriber.first_name != blank %}
```

```
Hey, {{ subscriber.first_name }}!
```

```
{% else %}
```

```
Hey there!
```

```
{% endif %}
```

It's Farmer Corinna... Is everything okay?

I wanted to check in real quick because I noticed you haven't been as engaged with my emails lately.



If you want to keep hearing from me, then click here: [DON'T DELETE ME!](#)

If not, no hard feelings. I'll give you two more chances after this email... if I don't hear anything from you, I'll take you off my list.

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Take care,

Corinna

SharedLegacyFarms.com

Email 2: Your email will be deleted soon unless you open this... (from Farmer Kurt)  
Sent 3 days later

```
{% if subscriber.first_name != blank %}  
Hello {{ subscriber.first_name }},  
{% else %}  
Hello,  
{% endif %}
```

You haven't opened our emails lately.



And since I hate to keep bugging you with emails you don't want to read, I'm taking the time to "clean up my email list" and remove names who don't want to hear from me.

If you don't want to be deleted, all you have to do is click on the link below...

**[DON'T DELETE ME!](#)**

If not, no hard feelings.

(To be clear: Just click on the link above to keep getting my emails!)

Your farmer,

Corinna

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**Email 3: Last chance: open this email or Farmer Kurt is cuttin' you loose!**

**Sent: 3 days later**

{% if subscriber.first\_name != blank %}

Hello {{ subscriber.first\_name }},

{% else %}

Hello,

{% endif %}

Final call... you're currently on my "inactive" email list.



I hate sending you stuff you don't want. So if you want to keep getting emails from us, I just need you to click the link below, and you'll automatically get moved back on to the "active user" list.

Then please open at least one email every 90 days to stay engaged :)

**[CLICK HERE TO KEEP GETTING EMAILS FROM ME](#)**

If this is good-bye, no hard feelings. We've been honored to be your farmers and share our knowledge with you!

Your farmers,

Kurt & Corinna

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