

# Dead List Revival



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# The Email Graveyard

## Why Lists Go Cold and What to Do About It



Every single marketer - at one time or another - lets their list go cold.

You fail to email because life gets in the way, or you don't have a follow-up email sequence in place when you launch your squeeze page...

...you might have lost interest in your niche, gone chasing shiny objects that offer a faster, sexier result...

...or maybe you just wake up one day and realise you've not mailed your list for three months and it's colder than a witches tit.

Or you fire off an email and all you get back are complaints accusing you of spamming them because they've forgotten who you are.

Especially if you're in a niche where they're getting 50 or more emails from other marketers arriving in their inbox.

Sounds grim?

It gets worse.

What if you HAVEN'T neglected your list but still find that your open rate is depressing, your click-through rate is nearly zero, and unsubscribes feel like the only form of engagement.

You've killed them by either wandering off-message, sending far too many 'buy this' emails...

...or you just got plain old boring

Either way, if you're seeing any of the above you have the dreaded "dead list" problem.

**But here's the thing: your list isn't dead. It's just dormant.**

And like anything asleep, it can be woken up - with the right approach.

Quick recap of why lists go cold...

(And number 4 is a killer)

## **1. Neglect**

You stopped emailing regularly. Life, launches, distractions—whatever the reason, you went quiet.

*And silence, in email terms, kills trust!*

## 2. Overload or Burnout

Maybe you emailed too much, too hard, or sent too many promotions back-to-back.

That erodes goodwill faster than you'd believe.

## 3. Relevance Drift

You changed your focus. This happens a lot in the make money online niche as marketers change the latest and greatest new thing, and send excited emails about it to their list...who subscribed for a totally different reason

If what they signed up for doesn't match what you're sending now, you're going to lose them

## 4. "Value Debt"

This one's sneaky.

If your list *gave* you attention and you *didn't return it with value* - consistent value - they quietly backed away.

You owe them something worth reading.

BUT this is also where many marketers bugger up when they try to get their list back onside.

They'll send a "*sorry I haven't emailed*" guilt-trip message (which lands flat), or worse, they'll go in big and try to to push a big promo to a list that hasn't heard from them in months

Neither works.



And why would it?

Guilt isn't engaging. I'm totally turns me off any marketer who moans and whines about their own situation when it was their fault in the first place.

And cold lists don't convert under pressure, so that big promo you're excited about might just really ANNOY your subscribers when they haven't heard from you in months then you turn up holding out your cap for any commissions you can get.

Like sleepwalkers, you don't wake up a sleeping list by yelling at them.

Nope...

You start by rebuilding trust.

In this publication I'm going to show you (including actual emails) how to wake up your dead or dormant list the RIGHT way.

The way that works.

So re-entering calmly, no begging, no drama.

**Just show up with something interesting.**

Even better, deliver a fast win - give them something useful, no strings attached.

Make a soft offer - test responsiveness, not being too pushy for the sale.

Use a short, multi-email sequences sequence – don't rely on one email.

Think of it as a campaign if that helps.

When you've done that, establish a new rhythm - consistency *after* revival is what keeps it alive.

If they know they're getting a daily email, or a 'Saturday Special' or Mon, Weds and Fri emails then that consistence will REALLY work, trust me.

So in short, your isn't gone if you still have those email addresses in your autoresponder and permission to mail them.

So here's how to re-animate your list zombie...

# Why Most Revival Attempts Fail



Once you realise your list is cold, the first instinct is usually panic.

Because your income source, or at least a BIG part of it, is seriously compromised.

You'll want to fix it fast.

So you do what you've seen others do - or what feels natural.

That's when you see those awful emails arrive:

*"Hey, I know I've been MIA..."*

Apologise for disappearing

Offering a big discount or bonus hoping to reignite interest

But here's the catch:

**Most revival attempts fail because they're either too self-focused, too rushed, or too aggressive.**

It's marketer arrogance again, and we've all been guilty of that.

But if you're trying to warm up a cold list it just doesn't bloody work.

Here's why:

### **The “*Sorry I’ve Been Away*” Mistake**

This email is often written with the best intentions: honesty and humility.

But it tends to flop.

Why?

**It puts the focus on YOU instead of the reader**

It starts with an apology instead of value

It reminds them that you've been absent (which they may not have even noticed LOL)

So here's a a better approach?

Don't apologise.

Start with something interesting, useful, or curiosity-driven.

I use '*Here's why I've not emailed for a while*' subject very successfully.

There's no apology AND it's curiosity-driven

## **The Hard Sell Mistake**

If you haven't emailed your list in weeks or months, dropping straight into a promotion is like proposing on a first date.

They don't even remember who the hell you are yet.

And that means you haven't earned the right to sell yet.

That doesn't mean you can't pitch at all - but timing and tone are everything.

(That's coming up)

But diving straight in with a hard sell doesn't work, it just annoys and you'll see your unsubs increase when you send it.

## **The Over-Correction Mistake**

Some marketers realise they've neglected their list, so they go the other way and flood their lists' inbox:

Daily emails (if you didn't do daily before) or even multi-daily emails

Big launch announcements

"I'm back!" Declarations (make you sound like an 80's one-hit wonder)

Honestly, it's too much, too fast.

And it usually leads to even more unsubscribes.

Instead, the comeback should feel natural and paced.

Your goal *isn't* to prove you're still committed - it's to become welcome in their inbox again.

Think of a spouse or partner being given a second chance after cheating on their other half.

You don't go straight back in with the Saturday night gimp mask and leather handcuffs

You maybe have date night and bring some flowers first.

Similarly, don't go full on when you start to re-mail a cold list.

### **The ME Mistake: Making It About You**

Most failed revival emails are 'me-centred'

*"I've been busy"*

*"I had a lot going on"*

*"I wasn't sure what to say"*

### **Your subscribers don't care.**

It's not harsh - it's just the truth.

If you want to revive your list, the spotlight needs to go back on *them*.

*What are they struggling with?*

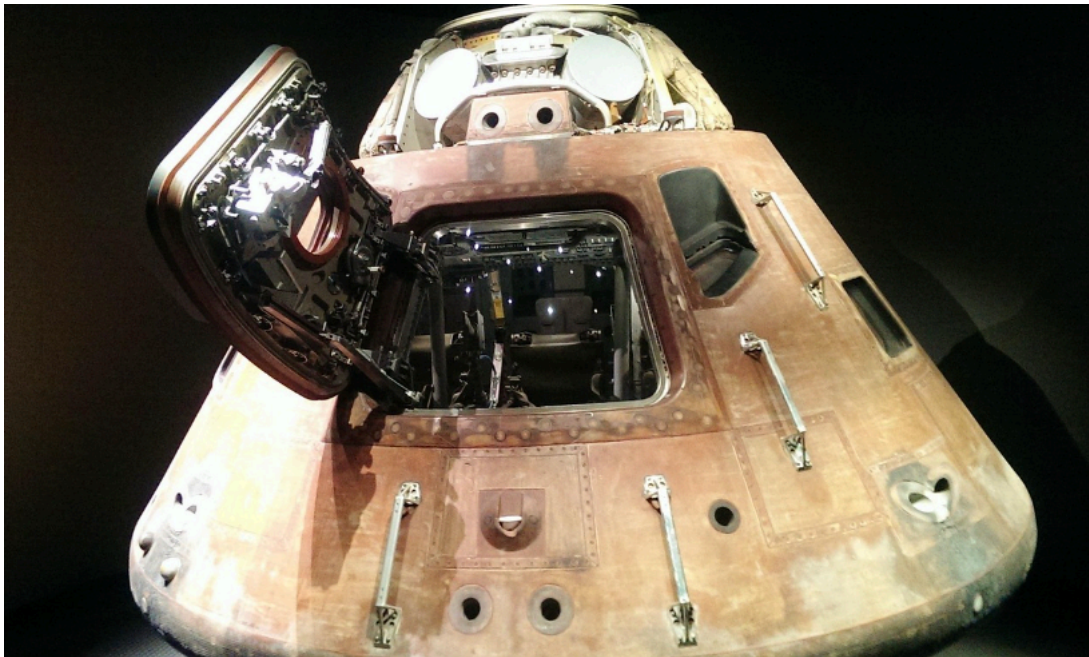
*What quick win can you offer?*

*What curiosity can you trigger?*

That's what pulls them back in - making it *about* them.

So here's how to do it:

# The Soft Re-Entry Email



If your list has gone cold, your first email back is crucial.

This is your second first impression - and it sets the tone for everything that follows.

Included with this publication is a full re-engagement series of emails, but it's also handy to understand how it works if you're in a weird niche or want to use your own emails.

So back to your 'soft re-entry' email...

Put simply, it just needs to feel welcome in their inbox.

It's not an apology.

It's not a life story.

It's not a hard sell.

Instead, it's a calm reintroduction - like quietly sliding back into a conversation without drawing too much attention.

The goal is to spark curiosity, *remind them you exist*, and get a click to concrete the engagement

Remember this isn't about conversions yet. This is about getting engagement.

**Example Subject Lines:**

*"This still works in 2025 (doubts? Look inside?)"*

*"Are you still interested in XXXX?"*

*"Tiny change, big result (and why I'm emailing again)"*

**Then give them something to chew on, something meaty:**

A short win, quick hack etc (a quick strategy or mindset shift)

A behind-the-scenes tip

A link to something free that solves a common problem

Basically you're planting a flag that says: *"You see, I send good stuff. You might want to open the next one too."*

Don't talk too much about yourself, don't over-explain your absence, and REALLY don't make a big over-the-top pitch.

At a pinch if you really have to, you could mention something you bought that they might like but make it SOFT.



## Dead List Revival

Remember you're sneaking back in quietly, this is NOT the Beatles reforming.

If they open and click - even just a little - you've lit the spark.

Let's move on...

# Deliver a Win Immediately



Once you've re-appeared in their inbox, the next step is simple:

**Prove you're worth paying (re) attention to.**

And the fastest way to do that is to give them a quick win.

Again, this isn't about selling *yet*.

It's about restoring the value exchange that made them join your list in the first place.

So what makes a good "Quick Win"?

It solves a specific, relatable problem

It doesn't require much explanation

It delivers a small result quickly (even just a mindset shift or "aha" moment)

So maybe something like:

A 3-step checklist

A one-page PDF with a tip they can try today

A video showing how to do something simple but useful

A curated list of tools, prompts, or templates

And here's why this works...

It shifts the tone from "I'm back" to "I'm helpful"

It builds trust faster than promises ever could

It gives you a reason to email again ("Did you try the thing I sent yesterday?")

And importantly: **it gives your subscribers a reason to start opening your emails again.**

The "win" doesn't need to be flashy.

In fact, the simpler and more actionable, the better.

You're just demonstrating the thing I keep waffling on about...

**When you show up in their inbox, it's worth it!**

That's the mindset you want to trigger.

And once you've done that, they're ready for the next step (below)

# Make a Smart Offer (And as early as possible)



Once you've reconnected and delivered a quick win, many people stop there, which is bloody crazy considering they now KNOW what a pain in the arse a cold list is...

They think they've brought it back to life and now all is well

But a revived list doesn't stay warm forever.

**You need to make a move while your audience is freshly re-engaged.**

Not a hard pitch.

Not a desperate grab.

Just a soft, strategic offer that matches the tone you've already set.

This is a balancing act because if you make an offer too early it can bomb because to your list it simply feels like you've got back in touch to make money from them

But on the other hand, waiting weeks to pitch again can undo all the trust you just rebuilt.

Remember:

*You've just reminded them you exist*

*You've just delivered value with no strings attached*

*You've earned the right to offer something helpful*

Now is the moment to give them a next step.

(If you're looking for a time scale I'd say around day 3 or 4)

So what time of offer?

Well certainly not a big launch or a high-ticket program.

It's not a "BUY NOW OR ELSE" type promo.

It should be something affordable, easy (and simple) say 'yes' to, be closely related to the value you just gave (the quick tip etc), and easy to deliver such as a PDF, a workshop or a love ticket course

So for example...

Let's say your quick win was a checklist for improving subject lines.

The follow-up offer could be:

A \$17 product: *"My entire subject line swipe file"*

Nothing fancy.

No stress - just more help for the people who want it.

It should flow too, depending on what your warm-up emails said.

So for example: *"If that last tip helped, you'll love this."*

In the body of the email you should also explain why this product expands on what you've already shared.

And don't be scared to dumb it down a little too - to make sure all your readers understand

**Show what it is, who it's for, and how to get it.**

Simple link, a button embedded in your email if you use them and a pretty clear and simple text call to action:

*"If you liked that checklist, I've got a full pack of email swipe files I've personally used to re-engage subscribers and drive sales. **You can grab it here for \$17 if you're curious.**"*

Not full on in any way, right?

The OTHER important thing (which is going to sound a bit weird but trust me this works) is NOT to change the tone of your emails.

So if you've been 'chatty' in your first couple of warm up emails don't suddenly get all 'serious' and business like when you come to sell something because it'll be really obvious.

Also don't over-explain the product, and don't be pushy.

Instead invite them to check it out.

You're not trying to convert your whole list here.

You're identifying the people who are most ready to go deeper.

That small segment - the ones who open, click, and buy - will be your new core. And they're going to shape what comes next.

# 5-Day Reactivation Sequence



Remember I'm giving you the 'how to' here so you become an expert on how to revive your cold lists and sell to it.

**There are also a set of 'cut and paste' reactivation and sales sequences that are included with this publication that you can use to do this quickly too, by just pasting the into your autoresponder with minimum editing**

Back to business...

Now that you know how to reconnect, deliver value, and make a soft offer, let's pull it all together into a 5-day reactivation sequence you can use right away.

Remember this isn't a funnel or a launch

It's just a simple, intentional flow that *helps your subscribers remember why they signed up in the first place, and gives them a reason to stick around.*



So the goal of this sequence is to:

>> Warm your cold subscribers back up

>> Rebuild trust gradually (but quickly)

>> Re-establish your presence in the inbox

>> Test the waters with a soft pitch

**And each email has a clear job.**

So here's how the sequence plays out:

### Day 1 - The Re-Entry Email

This is your soft comeback.

No drama, no apology, maybe even no explanation

Just show up with something useful or interesting.

The goal is simply to get opens and remind them that you exist!

Include a curiosity-driven subject line, a short insight, tip, or micro-story, a *soft* and easy call to action, such as a click or even a reply.

### Day 2 – The Quick Win

Time to deliver TO THEM a small but specific result.

Make their day better in under five minutes.

The goal here is to rebuild value and trust.

Include (examples) a downloadable cheat sheet, a checklist, a video, or a simple and actionable strategy

If you can frame it around a problem they really care about or a solution they need then even better.

If you're giving them something trackable like how many of them download the PDF you send or click to watch your YT vid or SubStack story then obviously do so, to judge engagement.

### Day 3 – The Soft Offer

By this time you should feel like you've earned the 'right' to make a suggestion.

So this is where you introduce a product or paid next step.

The goal is to make a sale without ruining the 'vibe' you've built over the last couple of days.

This can feel a bit weird or a bit pushy but for me, day three is when to go for the sale.

Remember use the same tone as the previous email, don't change it because you're going all 'salesy'

So use something like this.

"If you use X in your business, you should check out Product Y"

'I've just started using this myself and I'm really impressed'

A free offer (via your affiliate link) that upsells to paid offers is a great way to introduce selling. Frankly, nothing is easier at this stage than telling them about a free product. (Of course you can also offer your own products too)

### Day 4 – The Case Study / Story

I'm a HUGE fan of stories and case studies and they really work to re-engage people who skimmed or skipped the first few emails you sent.

So this is about regaining their interest, maybe re-establishing who you are as a marketer, or backing up the sales pitch you sent on the last email.

Tell a story or share a case study that is directly about the niche they're in and /or the product they bought from you or why they opted-in to your list.

So for example if they opted-in to get my blueprint about how I earn six figures but only work three hours a day because my whole approach is about freedom and being able to spend time with my loved ones...

...then I might share a case study about how I never missed any of my children's school events when they were growing up, or a story about how my wife and I just decided one morning to go spend a week in Rome because we can work from anywhere in the world etc.

The goal is basically to relight the fire that caused them to buy your product or opt-into your list in the first place

### Day 5 – The Reminder and Future Emails

On day five it's time to wrap it all up and give them a reason to keep opening your emails.

The goal here is to nudge any fence-sitters into action (buying, clicking opening) and establish future value. Why they should keep opening your emails

So include a quick recap you've shared in this short sequence

Last call to check out your product/offer (if relevant)

And most importantly. a sneak peek at what's coming next.

What you're going to be sharing, what journey you'll be tacking them on, what problem you'll be solving etc.

And remember with all of this five-day schedule:

You don't need long emails - focus on clarity and tone

Space the emails out daily or every other day, I'd really not recommend (for example) doing one email a week. Keep them coming while you warm them up.

Consider tagging your warmest subscribers (for future targeting).

My Getresponse account does this automatically and calls it 'engagement' and it can be handy.

This 5-day sequence doesn't just revive your list - it gives it a heartbeat again, and you'll start to resonate with your readers again

Once you've run it, you'll know exactly who's still with you... and who's ready for more.

# Once Your List Starts Waking Up



Once your list starts waking up, it's tempting to go all in with daily emails, multiple offers, full-blown funnel mode.

But that's often how lists end up cold in the first place, right?

Don't burn the buggers out!

So let's talk about what not to do.

Following are the mistakes that will kill your list again (and yes I'm speaking from experience)... and how to avoid falling back into those habits.

## **Mistake #1: Emailing Too Much, Too Soon**

You've re-engaged your audience, and that's exciting.

Even better you're making money, which is even *more* exciting.

But suddenly increasing your email volume can make people feel like they've been tricked back into opening your emails.

Set a sustainable rhythm.

Some marketers would say only email two or three times a week at this point.

I don't agree.

I've always been a one-a-day marketer, but I include enough interesting content in my emails that my subs keep opening them.

I have in the past tried mailing daily sales offers and I've burned out my list.

So 2-3 times a week if you're not content-rich, but daily if you can keep them interesting would be my recommendation.

## **Mistake #2: Over-Explaining or Over-Teaching**

Once the list is warm, many marketers default to 'info dumping', long tutorials, over-detailed breakdowns, or massive "value bombs."

**But overwhelm is not value.**

In fact if they open your emails over their morning coffee only to find a three page email explaining how sales copy sub-headlines work in great detail... you might be tempted to close the email bloody quickly.

Focus on clarity, not complexity.

*One clear idea per email.*

Let your content (and your subscribers) breathe.

### **Mistake #3: Reverting to Promo Mode Only**

As I mentioned above, it's easy to fall back into "launch list" mode - when your emails only arrive when you're selling something.

That trains your audience to ignore you (or unsubscribe) between promos. The obvious solution to this is to mix it up - send tips, stories, case studies, questions, polls, shortcuts and advice.

Consistency matters more than intensity, and so does varying your content.

### **Mistake #4: Ignoring the Replies**

This is more important than it sounds...

If people reply and you ignore them, they go cold again fast.

Many marketers are arrogant and feel it's somehow below them to reply to an email that asks questions or for help and only reply to paying customers.

This is a big mistake - replies are pure gold - they build relationship, fuel your content, and even lead to unexpected sales.

So check your inbox and *respond*.

Even a one-line reply goes a long way.

### **Mistake #5: Not Tagging or Segmenting**

After a reactivation sequence, your list isn't "one list" anymore.

Some people are warm.

Some clicked but didn't buy.

Some ghosted you again.

If you tag them you'll know who's who.

And honestly there's no real excuse for not doing this any more, or not segmenting your list.

Autoresponders such as Getresponse do some of this automatically, and the rest can be configured manually in a few clicks using rules and automation.

And if it's not built in to your platform, use a tool such as Zapier.

This lets you send smarter emails and avoid blasting everyone with the same thing.

Avoid the above five traps, and your revived list won't just stay alive - it'll thrive, because (again from experience) it's VERY easy to let it go cold again :)



# Keeping It Warm After Revival



You've revived your list.

People are opening.

Clicking.

Maybe even buying again.

Now the question is: how do you keep it alive, without burning IT or YOU out?

This chapter is all about sustainability.

Because there's no point reviving a list just to let it slide back into the inbox abyss.

The easiest way to do this is to set a routine, schedule or rhythm

The one I use is easy - if I mail a *quality* email every day I make sales every day.

So only a nobber is NOT going to mail, right?

You'd think...but there are still days when I get distracted or do something else or forget and don't send out.

Luckily these days are pretty few and far between and the knowledge that I need to mail is always at the forefront of my mind, especially when I'm at my desk...but I had to train myself to be like this.

Here's a way you can do it...

### **Step 1: Set a Simple Content Rhythm**

Write a small list - maybe 3 or 4 - of the TYPE of emails you intend to send.

So for example:

*Email 1: A Tip or Micro-Strategy*

Short, useful, actionable

*Email 2: A Story or Behind-the-Scenes Insight*

Builds connection and authority

*Email 3: Light Offer or Product Mention*

Reinforces your business without hard selling

Once that's working, you can add more—or automate the best ones into an evergreen sequence.

Personally my approach is to write a 'story' type email and then to put an offer in the P.S. of every email.

I'm well aware this doesn't work for some people though and they prefer to write different types of emails - a story, a case study and an offer only in the third one.

So the list gets an offer every third email.

But if you know what TYPE of email you're going to send it gets a lot easier, and just rotate them every few days (see below)

## **Step 2: Use “Buckets” Instead of Planning From Scratch**

If you dread coming up with something to say every week, don't. Use content buckets - topics you rotate through that align with your niche.

Examples:

*List building tips*

*Offers and positioning*

*Tools you use*

*Email copy breakdowns*

*Mini case studies*

*Subscriber Q&A*

Just one idea from each bucket per month gives you 4–6 emails, easy!

### **Step 3: Recycle What Works**

(This is one of my main email strategies)

Not every email needs to be new.

Once you've revived your list and sent a few emails that get great opens or clicks, or whatever result you're looking for - *save them*.

Add them to a welcome sequence.

Turn them into autoresponders.

Schedule them again 60 days later.

Most people won't remember - or they'll be glad for the reminder.

### **Step 4: Keep Selling—but Softly**

Don't wait for launches.

Mention your products, memberships, or offers in context:

*"I go deeper into this inside my Private Group..."*

*"This is exactly what I cover in Module 2 of my Traffic Workshop"*

*"You can grab the full swipe file here if you want to see all 17 examples."*

You're not hard pitching.

You're weaving your offers into the conversation.

Keeping your list warm isn't about effort. It's about rhythm.

# What If Your List Is Really Dead?



Sometimes, despite your best efforts - emails sent, value shared, offers made - your list just... doesn't respond.

No opens. No clicks. No sales.

Nada.

*So what then?*

Does that mean the list is truly dead?

Maybe... But not always.

Here's how to diagnose a deeply unresponsive list - and what to do if revival efforts fall flat.

## **Step 1: Check the Tech (Before You Panic)**

Before assuming your subscribers hate you, check your:

Deliverability (Are your emails landing in spam or promotions?)

Sender name and email address (Does it look familiar or suspicious?)

Open tracking (Is your system tracking opens accurately?)

Check you're not on some kind of blacklist if you're sending from your own domain.

Because you might have a *technical* issue that's making things look worse than they are.

## **Step 2: Segment for Reality**

Not everyone on your list is equally cold.

Break it down:

Subscribers who haven't opened in 60+ days

Subscribers who haven't clicked in 90+ days

Subscribers who've *never* opened anything

These are not the same people - and they may need different treatment to revive them and keep them revived.

### **Step 3: Run a Re-Permission Campaign**

This is the digital equivalent of saying:

*“Hey, do you still want to hear from me?”*

You probably know the type of email I mean, right?

Make it short, respectful, and clear:

Subject line: Still want my emails?

Body: If you still want updates, stick around for cool stuff, and behind-the-scenes strategies, and click here to stay on the list.

Otherwise, I'll quietly remove you.

Some marketers give deadlines and others go really heavy on the threat of being removed (which weirdly works quite well although it's not my personal approach)

You'll likely lose a chunk of your list.

But that's okay because you're rebuilding with people who want to be there.

### **Step 4: If All Else Fails - Start Again (Strategically)**

So if it IS dead...you can start a new list.

But don't delete the old one just yet.

Instead, create a new lead magnet or offer and drive new traffic to a new opt-in page

Let that segment or list grow on its own

Then, every now and again, email **both** lists with cross-promos to see if the old one stirs

You're not giving up.

You're simply shifting your energy where it can produce results.

Another great strategy is to use the Old List as a "Seed List"

Even a dead list can be useful:

Use it to test subject lines (without risking your main list)

Use it for retargeting with ads

Use it to segment out buyers for future case studies

If they're there, they still have value - you just don't need to rely on them for sales.

A dead list isn't the end of the story.

It's just a signal that it's time for a different approach.



# Checklist

## The 7-Day Revival Plan



So here's a quick-start plan (although if you want to be even quicker use the cut and paste email sequences that come with this publication)

You've got the tools. The frameworks. The strategy.

Now it's time to put it all into action.

This is an at-a-glance checklist for a 7-day plan to revive your list- without overthinking it or getting stuck in planning mode.

### **Day 1: Prep Your List**

Log into your email platform

Segment the cold subscribers (no opens in 60+ days)

Double-check your 'from' name, email address, and subject line preview text

Draft your re-entry email and schedule it for tomorrow

**Your goal:** Get back into their inbox in a non-hypey, non-apologetic way.

## **Day 2: Send the Re-Entry Email**

Use a curiosity-driven subject line. Share something simple or interesting

Include a soft call to action (a click or reply, no pressure) make it easy

**Your goal:** Spark engagement and signal tell them you're back, baby ;)

## **Day 3: Deliver a Quick Win**

Send something useful (PDF, tip, checklist, swipe file)

Keep it actionable and easy to consume

**Your goal:** Prove that opening your emails is *worth* it.

## **Day 4: Make a Soft Offer**

Introduce a low-ticket or high-value product

Keep tone casual: *"If this helped, you might like this too..."*

**Your goal:** Get a few buyers to raise their hand.

## **Day 5: Share a Story or Mini Case Study**

Tell a story that reinforces what you do or what your offer helps with

Tie it into the product or the problem you solve

**Your goal:** Build connection and social proof.

## **Day 6: Final Nudge + Future Hook**

Remind them what they've received this week, a recap

Re-drop your offer for those on the fence

Tease what's coming next (weekly tips, new content, etc.)

**Your goal:** Close the deal and plant the seed for regular future engagement.

## **Day 7: Reflect + Segment**

Check your stats: opens, clicks, sales, replies

Tag engaged subscribers

Tag buyers

Create a new segment of "warm" leads

**Your goal:** Know who to keep emailing, and how to keep the interest going.

Listen - this doesn't need to be perfect. **It just needs to be sent.**

Don't worry about the unsubscribes.

Don't stress over the click rate.

**Revival happens through consistency, honesty, and simplicity.**

Send the first email. Then the next. Then the next.

Go do it...

*Best*

## P.S. What Other Marketers Say About Dead Lists

You're not the only one who's faced the ghost town inbox. Here's what other seasoned email marketers say about reviving cold subscribers:

*"Don't treat disengaged subscribers like strangers - treat them like old friends you haven't seen in a while. Respect their time, show up with something valuable, and skip the guilt trip."* Val Geisler

*"The worst thing you can do with a cold list is panic and push a promo. People want to be re-engaged with relevance, not desperation."* Andre Chaperon

*"Sometimes the smartest move is not trying to re-engage everyone. Focus on the top 20% - the ones who actually want to hear from you."* Joanna Wiebe

*"One solid, curiosity-driven email can do more to wake up a list than a whole funnel. Keep it simple and human."* Ben Settle

These aren't just opinions - they're battle-tested truths.

And the truth is, even the best lists cool off.

What matters is how you handle the comeback.