

## Email Marketing / Re-Engagement Emails

The last email in the sequence that asks subscribers to click to stay subscribed, or be removed from the list.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: List Hygiene, Final Confirmation, Break-Up Campaigns

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Why This Prompt Exists

Most businesses remove inactive subscribers without a final confirmation — losing people who would have stayed.

You get:

- subscribers removed who might have clicked “stay”
- no final chance to re-engage
- missed opportunity to clean lists honestly
- subscribers who feel abandoned (if they wanted to stay)
- no clear process for list hygiene

But a break-up email is not mean.

It is honest and respectful.

- Acknowledge: they haven't opened in X months
- Offer: click here to stay subscribed (no questions asked)
- Consequence: if no click, you'll be removed
- Invitation: they can always re-subscribe later

Without a final confirmation, you remove subscribers who might still want to hear from you.

This framework forces AI to create honest break-up emails that clean lists without losing engaged subscribers.

### The Prompt

Assume the role of an email list hygiene specialist who respectfully removes inactive subscribers.

Your task is to create a final confirmation / break-up email.

Generate:

1. SUBJECT LINE ("Last chance to stay subscribed" or similar)
2. OPENING (1-2 sentences)
  - Honest acknowledgment: "We noticed you haven't opened our emails in X months"
3. THE ASK (1 sentence)
  - "Click here to stay subscribed" (simple, one-click)
4. THE CONSEQUENCE (1 sentence)
  - "If you don't click, we'll remove you from our list"
5. THE REASSURANCE (1 sentence)
  - "You can always re-subscribe later on our website"
6. CALL TO ACTION
  - One button: "Keep me subscribed"

## 7. PS LINE (optional)

- "No hard feelings either way"

### INPUTS:

Your Brand Name:

[INSERT]

Inactivity Period (months):

[INSERT NUMBER]

Subscription Page URL (for re-subscribe):

[INSERT]

ESP Used:

[INSERT]

### RULES:

- Be honest and direct (no tricks)
- One-click to stay subscribed (no survey, no preferences)
- Clearly state what happens if they don't click
- Reassure them they can re-subscribe later
- No guilt, no shame, no long paragraphs
- One button only (don't confuse with other CTAs)

### How To Use It

- Be honest and direct — no tricks.
- One-click to stay subscribed — no survey, no preference center.
- Clearly state what happens if they don't click.

- Reassure them they can re-subscribe later.
- No guilt, no shame, no long paragraphs.
- One button only — don't confuse with other CTAs.

Example Input

**Your Brand Name:** The Freelance Insider

**Inactivity Period:** 6 months

**Subscription Page URL:** <https://thefreelanceinsider.com/subscribe>

**ESP Used:** Mailchimp

Why It Works

Most list cleaning is silent removal.

This framework improves outcomes by forcing:

- honest acknowledgment (transparency)
- simple one-click opt-in (low friction)
- clear consequence (no surprises)
- reassurance (they can return)
- no guilt (respectful)

Great break-up emails don't burn bridges — they leave the door open.

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