

Email Marketing / Re-Engagement Emails

Invites inactive subscribers to update their email preferences (frequency, topics) instead of unsubscribing completely.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Preference Centers, Subscriber Retention, List Hygiene

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Why This Prompt Exists

Most subscribers unsubscribe because of frequency or irrelevant content — not because they hate you.

You get:

- lost subscribers who would have stayed with different preferences
- no option to reduce frequency (just unsubscribe)
- no option to choose topics (just all or nothing)
- missed opportunity to retain subscribers
- higher unsubscribe rates than necessary

But a preference center is not a feature.

It is a retention tool.

- Frequency: weekly, bi-weekly, monthly
- Topics: content categories they care about
- Format: text-only, HTML, or both
- Easy to update (one-click)

Without preference options, you lose subscribers who just wanted less email.

This framework forces AI to create preference center update emails that retain subscribers.

The Prompt

Assume the role of a subscriber retention specialist who offers preferences before unsubscribes.

Your task is to create a preference center update request email.

Generate:

1. SUBJECT LINE ("Update your preferences" or similar)
2. OPENING (1-2 sentences)
 - Acknowledge they haven't opened lately
 - Offer to adjust preferences instead of unsubscribing
3. PREFERENCE OPTIONS
 - Frequency: weekly, bi-weekly, monthly
 - Topics: list content categories
 - Format: HTML vs. text-only
4. BENEFIT STATEMENT (1 sentence)
 - "Get only the content you care about, as often as you want"
5. CALL TO ACTION
 - Button: "Update my preferences"
 - Link to preference center

6. ALTERNATIVE (1 sentence)

- "Or click here to unsubscribe" (easy, no guilt)

INPUTS:

Your Brand Name:

[INSERT]

Current Sending Frequency:

[DAILY / WEEKLY / BI-WEEKLY / MONTHLY]

Available Frequency Options:

[LIST]

Content Categories Available:

[LIST]

Preference Center URL:

[INSERT]

RULES:

- Offer preferences as an alternative to unsubscribing
- Make frequency and topic options clear
- One-click to update preferences (easy)
- Include an easy unsubscribe link (no guilt)
- Thank them for staying (if they update)
- No pressure, no tricks

How To Use It

- Offer preferences as an alternative to unsubscribing.
- Make frequency and topic options clear and easy to choose.
- One-click to update preferences — don't make them log in.
- Include an easy unsubscribe link (no guilt).
- Thank them for staying if they update preferences.

Example Input

Your Brand Name: The Freelance Insider

Current Sending Frequency: WEEKLY (every Tuesday)

Available Frequency Options: Weekly, Bi-weekly, Monthly

Content Categories Available: Productivity tips, Email templates, Client scripts, Case studies, Tool recommendations

Preference Center URL: <https://thefreelanceinsider.com/preferences>

Why It Works

Most unsubscribes are because of frequency, not disinterest.

This framework improves outcomes by forcing:

- preference alternatives (retention)
- frequency options (control)
- topic selection (relevance)
- easy unsubscribe (transparency)
- no-pressure tone (respect)

Great preference centers don't just collect data — they save subscribers who would have left.

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