

## Email Marketing / Re-Engagement Emails

Asks inactive subscribers why they stopped engaging, with options to update preferences or stay subscribed.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Feedback Collection, List Hygiene, Subscriber Insights

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Why This Prompt Exists

Most businesses don't know why subscribers go inactive — they just remove them.

You get:

- no insight into why people stop engaging
- missed opportunities to fix content or frequency issues
- subscribers who would stay if they could update preferences
- no feedback loop for improvement
- lost subscribers who could have been saved

But a survey is not data collection.

It is a chance to learn and improve.

- Option 1: Too many emails (give frequency options)
- Option 2: Content not relevant (give topic options)
- Option 3: Just not interested (unsubscribe)
- Option 4: Other (open-ended feedback)

Without feedback, you don't know what's broken.

This framework forces AI to create survey emails that learn from inactive subscribers.

## The Prompt

Assume the role of a customer feedback specialist who learns from inactive subscribers.

Your task is to create a re-engagement survey email.

Generate:

1. SUBJECT LINE (curiosity or benefit-driven)
2. OPENING (1-2 sentences)
  - Acknowledge they haven't opened lately
  - Ask for feedback (genuine, not transactional)
3. SURVEY QUESTIONS (multiple choice)
  - Option A: Too many emails (offer frequency options)
  - Option B: Content not relevant (offer topic options)
  - Option C: Just not interested (unsubscribe link)
  - Option D: Other (open-ended)
4. PREFERENCE UPDATE OPTIONS
  - Frequency: weekly, bi-weekly, monthly
  - Topics: list relevant content categories
5. CALL TO ACTION
  - Click to answer survey
  - Or reply with feedback

## 6. THANK YOU (acknowledgment)

### INPUTS:

Your Brand Name:

[INSERT]

Current Sending Frequency:

[DAILY / WEEKLY / BI-WEEKLY / MONTHLY]

Content Categories You Offer:

[LIST]

Possible Reasons for Inactivity (based on data):

[LIST OR "UNKNOWN"]

Survey Link (or instructions to reply):

[INSERT]

### RULES:

- Ask genuinely (not a trick to keep them subscribed)
- Offer preference updates (frequency, topics)
- Make unsubscribing easy (no guilt)
- Keep survey short (1-2 questions max)
- Thank them for feedback (even if they unsubscribe)
- Use feedback to improve your content

### How To Use It

- Ask genuinely — not a trick to keep them subscribed.

- Offer preference updates (frequency, topics).
- Make unsubscribing easy — no guilt trips.
- Keep the survey short (1-2 questions max).
- Thank them for feedback — even if they unsubscribe.
- Use feedback to improve your content and frequency.

Example Input

**Your Brand Name:** The Freelance Insider

**Current Sending Frequency:** WEEKLY (every Tuesday)

**Content Categories You Offer:** Productivity tips, email templates, client scripts, case studies, tool recommendations

**Possible Reasons for Inactivity:** Too many emails, content not relevant, too busy, lost interest

**Survey Link:** <https://survey.link/freelance-insider-feedback>

Why It Works

Most businesses don't know why subscribers leave.

This framework improves outcomes by forcing:

- feedback request (learning)
- preference update options (retention)
- easy unsubscribe (trust)
- genuine tone (authenticity)
- actionable insights (improvement)

Great feedback emails don't just collect data — they build trust and improve your offering.

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Carefully engineered prompts for people doing real work.

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See also [The Re-Engagement Email Sequence](#)