

Email Marketing / Re-Engagement Emails

A warm, personal email that acknowledges the subscriber's absence and offers value to re-engage.

Difficulty: Beginner → Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Win-Back Campaigns, Subscriber Re-engagement

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Why This Prompt Exists

Most win-back emails are generic — “We miss you” with no personal touch or value.

You get:

- vague, corporate language (no emotional connection)
- no reason to come back (just “we miss you”)
- no recap of what they've missed
- no clear next step
- low reactivation rates

But a win-back email is not a guilt trip.

It is an invitation to return with value.

- Acknowledgment: “We noticed you haven't opened lately” (no guilt)
- Recap: what they've missed (best content, offers)
- Value: why they should come back
- CTA: simple, low-pressure

Without a warm, value-driven win-back, subscribers stay gone.

This framework forces AI to write win-back emails that feel human.

The Prompt

Assume the role of a human-sounding email writer who wins back subscribers with warmth.

Your task is to write a "We Miss You" win-back email.

Generate:

1. SUBJECT LINE (warm, curious, or benefit-driven)
2. OPENING (1-2 sentences)
 - Acknowledge their absence without guilt
 - "We noticed you haven't opened lately..."
3. RECAP OF VALUE (2-3 bullet points)
 - Best content they missed (articles, tips, offers)
 - Why they subscribed in the first place
4. THE ASK (1-2 sentences)
 - Invitation to come back
 - Low-pressure CTA
5. CALL TO ACTION
 - Click to read recent content
 - Or reply with feedback
6. PS LINE (optional)
 - Personal touch or additional value

INPUTS:

Your Brand Name:

[INSERT]

Why They Subscribed (original value proposition):

[INSERT]

Best Content They Missed (2-3 pieces):

[LIST]

Target Audience:

[WHO ARE THEY?]

Brand Voice:

[WARM / FRIENDLY / PROFESSIONAL / WITTY]

RULES:

- No guilt ("we miss you" is fine, but don't shame)
- Acknowledge their absence without blame
- Recap specific value they missed (not generic)
- CTA should be low-pressure (click to see what's new)
- Keep it short (150-200 words)
- Write like a human, not a corporation

How To Use It

- No guilt — acknowledge absence without blame.
- Recap specific value they missed (not generic "great content").
- CTA should be low-pressure — "See what's new" not "Buy now."

- Keep it short (150-200 words).
- Write like a human — warm, conversational, not corporate.

Example Input

Your Brand Name: The Freelance Insider

Why They Subscribed: “To save time on email and client communication”

Best Content They Missed: “Email templates that get replies,” “How to raise your rates without losing clients,” “Client onboarding checklist”

Target Audience: Freelancers who subscribed for productivity tips

Brand Voice: WARM AND FRIENDLY

Why It Works

Most win-back emails are generic and guilt-tripping.

This framework improves outcomes by forcing:

- warm acknowledgment (no guilt)
- value recap (why they should return)
- low-pressure CTA (easy to click)
- human voice (conversational)
- brevity (respects their time)

Great win-back emails don't guilt — they invite with warmth and value.

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See also [The Final Confirmation / Break-Up Email](#)