

She Didn't Say No. She Went Quiet.

Five touches over ten days to re-earn the right to be in her inbox. No guilt. No gimmicks. Just value.

WHY THEY WENT QUIET

It wasn't you. It was the gap.

- She got busy and your last email didn't feel urgent enough to open.
- She opened once, didn't see herself in it, and stopped looking.
- Life happened. Kids, launches, a crisis. You fell off her radar.
- Your emails started feeling like a broadcast, not a conversation.
- She was interested but never got a clear next step, so she drifted.

The fix is not "send more." The fix is restart the trust loop, compressed.

THREE RULES BEFORE YOU START

01 Lead with recognition, not a pitch.

Your first touch acknowledges the silence and offers value. No "we miss you" guilt. No discount codes. Just: "I made something and you were the first person I thought of."

02 Give before you ask.

Touch 2 and 3 are pure value. A win she can use today. Proof that opening your emails is worth her time again. You're re-earning attention, not demanding it.

03 Let her self-select out.

Touch 5 is a permission ask. "Should I keep sending?" This isn't passive-aggressive. It cleans your list, respects her time, and the people who stay are warmer than before.

THE 5-TOUCH RE-ENGAGEMENT SEQUENCE

Ten Days. Five Touches. One Decision.

Send to anyone who hasn't opened or clicked in 60+ days.

Day 1 **EMAIL**

The Honest Check-In

SUBJECT *"I noticed you've been quiet"*

No guilt. No "we miss you." Just: "I've been working on something and you crossed my mind. Here's a [free resource/quick win] with zero strings. If it lands, you'll hear from me again this week. If not, no hard feelings."

WHY THIS WORKS Re-opens the door with value, not pressure. Mirrors Stage 1 (See Me) of the conversion sequence.

Day 3 **EMAIL**

The Quick Win

SUBJECT *"The 2-minute version"*

Teach one thing she can do today. Short. Tactical. No pitch. Something that makes her think "oh, that's actually useful" and reminds her why she signed up in the first place. End with: "Hit reply and tell me if you tried it."

WHY THIS WORKS Re-earns attention through usefulness. Mirrors Stage 2 (Trust Me). Reply triggers engagement tags in GHL.

Day 5 **SMS**

The Pocket Nudge

TEXT *"Did you catch that email?"*

One line. "I sent you something Tuesday that I think could save you [time/money/headaches] this week. Worth 2 minutes." That's it. Channel switch catches the ones who don't live in their inbox.

WHY THIS WORKS Different channel breaks the pattern. SMS open rates are 98%. She may have missed the emails entirely.

Day 7 **EMAIL**

The Story That Mirrors Her

SUBJECT *"She almost gave up too"*

Tell a client story. Someone who was in the same spot as her, did the thing, got the result. Keep it specific: name, situation, shift, outcome. End with: "If that sounds familiar, I have something for you. But only if you want it."

WHY THIS WORKS Proof + fit in one touch. Mirrors Stage 4 (Show Me). The conditional CTA ("only if you want it") respects her autonomy and increases clicks.

Day 10 **EMAIL**

The Permission Ask

SUBJECT *"Should I keep sending?"*

"I've sent you a few things this week. If they landed, great, there's more coming. If this isn't the right time, I respect that completely. Click here to stay. Or do nothing and I'll stop. Either way, no hard feelings. I'd rather talk to 50 people who want to hear from me than 500 who don't."

WHY THIS WORKS Self-selection cleans your list and warms your remaining audience. The ones who click "stay" are now re-engaged, re-tagged, and re-entered into your main nurture. The ones who don't were costing you deliverability.

After Touch 5:

Anyone who clicked "stay" re-enters your main 14-Point Conversion Sequence at Stage 1.
Anyone who didn't respond gets untagged. Clean list. Warm audience. Better deliverability.