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SWIPE FILE

# List Activation Sequence Swipe File

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# LIST ACTIVATION SEQUENCE

This may not be appropriate for all of you, but for those with an email list they haven't been mailing or that that needs a clean-up, here is a re-engagement sequence example from one of my former clients ,Hibiscus Moon.

Once this is done, you can segment your list by those who have clicked on links within a defined period and delete those who haven't.

The reason for this is that a more active and engaged list will increase your deliverability and open rates.

Before you do this, you can always export a .csv file of your existing list so you can still re-engage with them on Facebook as a custom audience.

**EMAIL 1: Hey, <FIRSTNAME> what's been happening?**

Hi... It's been a while since you've opened or clicked on one of my emails, so I thought I'd check in on you and let you know what you've "missed" over the last 60 days.

Check it out:

My Life, My Spirit, My Career: How 10 Simple Morning Rituals Helped Me Succeed (link to Podcast or Blog)

Infinite Ways to do a Crystal Healing Session (link to Podcast Episode, Article or Blog)

New Crystal Grid (Link to another Freebie)

I know with travel, family and the daily grind of work, it's hard to stay on top of things, let alone engage in fun or soul-nourishing stuff you may have opted into, but you subscribed to my Glitter Updates because you wanted to learn how crystals can transform your life...

...so please forgive me if I give you the occasional tap on the shoulder just to make sure I haven't somehow slipped through the cracks. :)

Crystal Blessings,

Hibiscus

P.S. I know that managing our in-boxes, life balance, and stress is something we all struggle with, so as an added gift I thought I'd let you in on my favorite Stress Relief quickie strategies (ADD LINK TO FREEBIE)

of all time. Grab a rose quartz, hold it to your heart and watch/listen/chill out with this 3 min. mindfulness meditation I found on YouTube: [LINK]

It really works, and best of all it's totally free! I hope you find it helpful...

**EMAIL 2: is this your best email address?**

It's me again...

Sorry if I'm being a pest, but it's been over 60 days since you've opened or clicked on a link in one of my emails, and I'm starting to think that you've moved on. :(

Then again, according to ReturnPath, 30% of people change their email address annually, so there's a chance we just don't have your best email address on file.

So since you're reading this right now, why not take a moment to update your contact info to the best and most current address...

...you know, the one you actually check every day. ;)

[Click Here to access your Contact Info](#)

By keeping your contact info up to date, you'll continue to receive all my most current, sparkly & up-to-date crystal information straight to your inbox each and every week.

Reactivate your subscription NOW while it's fresh on your mind:

[Click Here to access your Contact Info](#)

Many Crystal Blessings,  
Hibiscus

P.S. By the way, here's a list of some of the things you've missed in the last 60 days.

Do me a quick favor...click on at least 1 of these links just to show me that you still want to receive crystal content like this:

My Life, My Spirit, My Career: How 10 Simple Morning Rituals Helped Me Succeed  
Infinite Ways to do a Crystal Healing Session  
New Crystal Grid

### EMAIL 3: what has you stuck?

There are lots of things in this world that can get us stuck...

So what has you stuck?

Tell me here:

[LINK]

...so I know that I'm delivering the right kind of content to you.

I promise. It'll take less than 5 seconds, and it will truly "HELP ME, HELP YOU!"

Here's that link again:

[LINK]

Thanks in advance + Many Crystal Blessings,

Hibiscus

### EMAIL 4: I want you back

There's just no easy way to say this, so I'm going to just come right out with it...

I miss your smiling face & I loved it when you clicked the links in my emails.

But that hasn't happened in a while (over 60 days, to be exact) and I want you back...

So here's what I'm willing to do...

If you click on the link below:

This one --> [LINK]

...I'll give you a glittered-up mystery gift worth \$14.97.

More importantly, by clicking on this link you'll be telling me that you're still with me & interested in receiving emails from me. :)

And just so you're aware, I have setup our email system to automatically remove you from our

list if I don't see any activity from your account in the next few days. I know that sounds a little harsh, but I just don't want to send my info out to people who aren't reading or getting value from it. The last thing I want to do is annoy you.

So again...CLICK THIS LINK:

[LINK]

Not only will you have a sparkly gift waiting for you on the other side, you'll also reactivate your subscription...meaning even more sparkly stuffs will be coming to you in the weeks & months to come.

See you on the other GLITTERY side,

Hibiscus Moon