

TURN A STAGNANT EMAIL LIST INTO \$25K IN 3 Weeks

Here's how one survey sparked sales, trust, and momentum.

STRUGGLING TO TURN EMAIL SUBSCRIBERS INTO PAYING CLIENTS?

Most small business owners sit on an untapped goldmine - their email list.

THE OPPORTUNITY

Even if your list is quiet, the right strategy can:

- Reignite your audience's interest.
- Build stronger relationships.
- Turn prospects into paying clients.



THE CHALLENGE

My client, a seasoned consultant, had:

- A small but loyal email list.
- Incredible offers and glowing testimonials.
- But no consistent sales.

THE RESULT

\$25K in new revenue with 1 strategic move - all in just 3 weeks.
We helped her reactivate her audience.

Here's how →



THE STRATEGY

We used a 3-step strategy to re-engage her list:

1. Start a conversation to gain valuable data.
2. Show we were listening.
3. Follow up with tailored offers that solve real problems.

STEP 1: CREATE A CONVERSATION-STARTING SURVEY

We designed a short, 5-question survey to:

- Identify her audience's top challenges.
- Highlight which services resonated most.
- Find out if they wanted help.



STEP 2: SEND A PERSONALIZED EMAIL CAMPAIGN

We sent 3 emails:

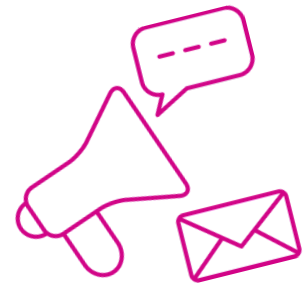
- Announcement Email: "I want to hear from you!"
- 2 Reminders: Gentle nudges to complete the survey.

These emails showed genuine care for their input, re-engaging her list.

STEP 3: FOLLOW UP WITH A TAILORED OUTREACH

Using survey responses, we:

- Addressed exact pain points.
- Offered personalized solutions.
- Created real 1:1 conversations.



This targeted approach transformed leads into clients.



THE FINAL RESULTS

This targeted outreach worked:

- 12% of emails turned into sales calls.
- 25% of sales calls converted.
- \$25,000 in revenue in 3 weeks.

WHY IT WORKED?

This strategy worked because:

- Relevance: Her offers solved real challenges.
- Re-engagement: Her audience felt valued.
- Trust: Personal follow-ups built stronger relationships.
- Conversations: 1:1 conversations validated client decisions.



READY TO TURN YOUR EMAIL LIST INTO A Revenue Generator?

Let's create a strategy tailored to your business in my 8-Week Email Marketing Makeover Intensive.

ELEVATE MY EMAIL STRATEGY



ABOUT M. SHANNON HERNANDEZ

M. Shannon Hernandez is a Messaging & Email Marketing Strategist and creator of the Profit-Driven Messaging Ecosystem™. A fierce advocate for message sovereignty in the age of automation, she helps leaders protect and preserve the clarity, depth, and authority of their voice — ensuring it remains distinctly human and truly their own.