



Writing For A Warm List That's Gone Quiet

Your people didn't ghost you—they just haven't heard what they needed. Learn how to reignite your list with resonance.

Connection Content

Step 1: What is your reconnection invitation?

Before selling anything, the goal this month is **reconnection**. You are inviting your audience back into conversation.

This could be:

- Inviting people to **reply to your email**
- Asking a **question** about what they're navigating
- Offering a **virtual coffee chat**
- Asking people to **share what they need right now**
- Inviting them to **say hello if they've been quietly reading**

Your goal is simple: **open the door for conversation again.**

Examples:

- “Hit reply and tell me what you're working on lately.”
- “Reply and let me know what's been on your mind.”
- “If you'd like to reconnect, grab a virtual coffee chat here.”

My Reconnection Invitation:

Step 2: The Psychology of Re-Engagement Emails

Each email follows this trust-building sequence: Awareness → Humanity → Resonance → Invitation

You're not trying to "wake up" your list.

You're reminding people that there's still a real human behind these emails who cares about their journey.

Phase	Purpose	What to Emphasize
1	Awareness	Acknowledge the quiet Curiosity, observation, shared experience.
2	Humanity	Share a real moment or reflection Vulnerability, authenticity
3	Resonance	Offer a an insight from your work A helpful belief or perspective
4	Invitation	Invite conversation Reply, check-in, connection

This approach helps people feel seen again, safe to respond, and reconnect to your work.

STEP 3: Your 4-Email Topics for the Month

*Each email draws from **real moments in your work and life** and helps your audience reconnect with why they follow you.*

Week	Topic
1	A moment recently that reminded you why you care about this work
2	Something you've been noticing about the people you support lately
3	A common challenge people face before they seek support
4	Why you love hearing from the people in your community

These topics work for any business because they center around service, insight, and human experience.

STEP 3A: Email Template (Use This Each Week)

Your story goes in the middle. Everything else can stay the same structure — keeping your writing simple and natural.

Story-Driven Reconnection Email Template

Subject Line: [Short curiosity-driven title based on your story]

Examples: A quick check-in, Something I've been thinking about, A moment that reminded me why I do this, I'd love to hear from you

Hi {First Name},

[Start with a moment — a story, observation, or reflection related to your work or the people you help.]

[Bring the reader into the scene with something real and relatable.]

That moment reminded me why I care so deeply about the work I do.

It also reminded me how meaningful this community is.

Here's something I've been thinking about lately:

[Share your insight or belief based on your work.]

So many people are navigating these kinds of moments quietly.

And sometimes the most powerful thing is simply knowing someone else understands what you're going through.

Which is why I wanted to check in with you today.

If this message resonates, I'd love to hear from you.

Talk soon,

[Your Name]

Step 4 CTA — What do you want people to do next?

Your CTA this month should focus on **conversation and connection**.

>>> Reply-Based Invitations

P.S. If this resonated with you, hit reply and tell me what you've been navigating lately.

P.S. I'd love to hear what's been on your mind recently — just reply.

P.S. If you've been quietly reading these emails for a while, I'd love to hear from you.

>>> Coffee Chat Invitations

P.S. If you'd like to reconnect and catch up, you can grab a virtual coffee chat here: [link]

P.S. I opened a few coffee chat spots this month — feel free to grab one here: [link]

P.S. If you want to talk through what you're navigating right now, you're welcome to book a short chat here: [link]

Sample Email

Theme: A Moment That Reminded Me Why I Do This Work

Subject Line: A quick check-in

Hi {First Name},

The other day I had a conversation with someone who told me they had been quietly following my work for quite a while.

I was surprised to hear that they read every single email I send!

(They had never replied back to me.)

And it reminded me of something important: Just because someone is quiet doesn't mean they aren't paying attention.

People are busy. They're navigating their own seasons of growth, challenge, and change.

And sometimes they're simply quiet, so they can recalibrate and reconnect with themselves.

Moments like that remind me why I continue doing this work...

When the right message reaches someone at the right moment, it can create a shift they didn't even realize they needed.

So today, I simply wanted to check in.

If you've been quietly reading along, I'd genuinely love to hear from you.

Talk soon,
Shannon

P.S. Hit reply and tell me what you've been navigating lately — I read every response.