

Email List Revival Examples

Chantal Togany is a personal branding coach and one of our clients. She hadn't emailed her list in over a year and was worried they had forgotten about her.

Email #1: Life Update

Subject Line: Hey [First Name], I'm still here!

Hi [First Name],

It's Chantal from Empowered By Style. I know, I know — it's been a while!

If you're reading this, it's because we worked together in the past. Maybe you attended one of my personal branding workshops, received a colour analysis or went on a shopping session with me. Or perhaps you know me from Tres Chic Image.

After a very big year for all of us, I'm excited to be coming back to work in a few short weeks, so I wanted to drop into your inbox and give you an update on all the exciting things I've been working on. Plus I have a very important question for you at the end of this email.

But first things first: here's a quick recap to bring you up to speed...

Since Empowered By Style was born in 2014, I've been presenting seminars, releasing educational materials and working one-on-one with hundreds of women, like yourself, to help them evolve their personal image and unleash new levels of confidence.

In 2018, I ran for Mrs International Australia, a pageant promoting successful women and their achievements... and I won!

Six months later, I found myself on the international stage. (*Think real-life Miss Congeniality!*) It was time to call upon everything I teach my clients

about using style, communication and confidence to captivate a room.

I was so proud to achieve my goal of coming in the top 15!

Since then, I've continued using my voice to support Act For Kids, a charity providing therapy and support to children and families experiencing, or at risk of, abuse and neglect.

As an Act For Kids Ambassador, I've helped the charity's fundraising efforts, including donating 5% of Empowered By Style's profits to this very important cause.

And while 2020 has been challenging, it has also had its gifts. The pandemic gave me the opportunity to create ways of working with my clients remotely, interstate and internationally, and find ways to shop together even when all the centres were closed.

I've also used the time at home to create new blog posts and workshop content. *(Coming soon, stay tuned!)*

Not to mention, I welcomed our beautiful second child, Ava Claire, into the world.

I have so many ideas to share with you.

Which leads me to my important question for you, [Name].

Tell me: what is your biggest problem or challenge when it comes to your personal style or branding?

I would love for you to reply to this email and let me know.

I can't wait to hear your response!

Chantal

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Email #2: Send Freebie

This is a follow-up email that acknowledges the previous email.

Subject Line: Thank you

Hi, [First Name]!

I loved all the responses I received from my last email.

So many women are reaching out to understand more about their personal style and branding, and I'm working on answering each and every one of them!

One of the most common questions I received was about how to create your own head-turning personal style. Well, keep reading because I have a free guide I want to share with you that will help you with that.

With everything that has happened this past year, it's easy to feel like everything is out of control and what you're wearing might not be that important right now.

In fact, what you're wearing can dictate so much about how you handle getting back into the swing of things.

Your wardrobe is one thing **you DO have control over**, [First Name].

So how do you want to look? How do you want to feel?

Your wardrobe helps enhance the image you present to the world as well as how empowered you feel walking back into work. Now is the perfect time to use your wardrobe to shape how you want your year to look!

I'm sharing all my best tips and strategies for dressing for you, your body shape, your colouring, your personal style, and your brand. As well, you'll get an inside look into **my personal style journey**.

[You can access my free guide "7 Keys to Creating a Head-Turning Style" right here.](#)

Our wardrobes go through seasons, and with those seasons we must

change along with them.

I know change can be intimidating, but with expert guidance and a little support (like the support found on my social media), we can excel in our new season!

Will you join me in this new season, [First Name]?

Chantal

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P.S. Look out for my next email because I'm going to be sending you another complimentary resource that will reveal the secrets of dressing for your own unique body shape and style.

Email #3: Send More Freebies

Continue to win back your readers and build a stronger relationship by providing more valuable content for free.

Subject Line: Which of these 5 body shapes are you?

Hi [first name],

Did you get a chance to read the free guide I sent you in my last email?

If not, be sure to check out "7 Keys to Creating a Head-Turning Style" as it shares some great tips on how to create your own unique style.

I've already received so many lovely emails from readers who enjoyed reading the guide that I've decided to share another resource in this email!

I recently published a brand new blog post called:

[How Learning To Dress Your Bodyshape Can Transform Your Personal Style](#)

Learning and loving your body shape is the key to elevating your personal style. There are five main body shapes used to describe the proportions of someone's shoulders, bust, waist, and hips.

In this post you'll discover:

- The 5 different body shapes and how to identify yours
- Specific style tips and suggestions for dressing each style
- How to mix and match different styles for your body shape
- Plus much more

Knowing your body shape and how to dress is a game-changer. Shopping for clothing to compliment your shape becomes easy once you understand what styles work with your shape.

Go here to check out the complimentary resource now.

[How Learning To Dress Your Bodyshape Can Transform Your Personal Style](#)

Chantal

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Email #4: Set Expectations

Subject line: What's next, [first name]?

Hi [first name],

I hope you've enjoyed the free resources I sent you over the past week. In case you missed anything, here are the links to those resources again:

[How Learning To Dress Your Bodyshape Can Transform Your Personal Style](#)

[7 Keys to Creating a Head-Turning Style](#)

So, what happens now, [first name]?

As one of my valued newsletter subscribers, I want to let you know what kind of emails you can expect from me moving forward.

My plan is to send you an email every Friday that shares the latest style and fashion tips that will help you create a confident and unique personal brand.

So keep your eyes peeled for my value-packed emails!

And if you're looking for more personalised coaching and advice, then check out my personal shopping and wardrobe audit services and coaching programs on my website xxxx.

Chantal

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