

## How to use these templates:

These templates are a great starting point, but can be shifted and optimized to fit your language and format. Apply them to YOUR customers.

If you use any of these templates to write an email I will review it for free. Simply send me over a draft via kristen@churnbuster.io and we'll get it across the finish line together. Happy retaining!

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### 1. Onboarding/Welcome email:

#### Physical subscriptions:

Hey [Name],

{Thank the customer for their order and reiterate the value they've opted in for.}

{Value prop 1: What does this new order mean the customer is about to get? Hit on the experience of your products coming.}

{Value prop 2: What does this order mean in terms of community? What have they joined? Bring out personality, personalization, and exclusivity if applicable.}

{Value prop 3: What the customer can expect out of the subscription.}

{Add as many value props you find appropriate. Now is not the time to sell yourself or your products, the customer has already signed on. It's about *selling the experience* to the customer. Make them welcomed, excited, and happy they began a subscription. Be sure to become more than a product in this email.}

**{Order details:** Clear and concise summary of the order. Pictures, prices, and visual components are great. Let the customer see quickly what is coming.}

**{Order total:** Always include the order total. There is no point in hiding this from the user. The price backs up the quality. Don't shy away from it.}

{Thank the customer for their business. Personalization is key. Talk to their emotional drivers of picking your subscription. If you don't know this, start customer interviews ASAP and figure out the emotional pull}.

[Sign off]

**Hot tip:** *Add in extra value at the end of this email by asking for another step. Add links to your social feeds, any extra membership perks, more info on your subscription, or anything else that brings the user BACK to your brand.*

## Digital subscriptions (free trial):

Hey [Name],

{Thank the customer for their order and reiterate the value they've opted in for.}

{Trial information: Explain the trial, what the user gets, when it ends, and any other pertinent info.}

{Value props: What does the user get from the trial in terms of value. List out the things they can do with this trial.}

{Reiterate the value or benefit they will get from your product. In their language (hint: customer interviews)}

{Next steps: List out what steps the user should take now. What's the one thing you want them to do next? I.e. Headspace focuses on getting the user to do 1 session.}

[Clear CTA for next step]

Sign off.

**\*Hot tip:** *Add in extra value at the end of this email by employing the community-building aspect. Add links to your social feeds, any extra membership perks, more info on your subscription, or anything else that brings the user BACK to your brand. During free trials, helpful content about your industry is great (don't sell your product, give the customers information about the benefits and value it can provide). Example: Headspace could link to an article about the benefits of meditation.*

## 2. Activation Email

Hi [name],

Thanks for choosing {your product or brand name} and joining the {community if applicable}/ and committing to {the main benefit your product provides}.

{Personal note about goals, success, or inspiration for your customer.}

Get to know {product/brand} and {what the user can do with the product}.

- Value Prop
- Value Prop
- Surprising Use Case
- 1 thing the customer could do TODAY

{Summarize value props, hit the emotional reason WHY your customer chose your product.}

{Link to any supplemental content that is not product-focused or salesly. Do you have a piece of content that will help them use the product in a better way? Send it here.}

{Closing statement, open lines of communication, let customers know how to reach you}

[Sign off]

**Hot Tip:** *This email is to encourage users to integrate your products with their daily lives. This email is set out to inform, educate, and help. The sale is down. What does your customer need to take the next step towards delight?*

## 3. Authentic Check-In Email

Hey [name],

It's been awesome to see you {doing something with your product-- personalize this based on activity}. You've {highlight a success with the product} and {reiterate the value that success gives the user. Remember emotional drivers. What's the desired outcome for them?}

I wanted to send a personal note to see if there's anything {confusing or sticky-- use descriptives that apply to your product style} about {your product}? Or if there's any way I can

help you move the needle further.

Just remember, we're one click away {link to a help center, support center} and we're here to help you make the most out of {product/brand}.

Or, if you have any ideas on what we could be doing better to help, just hit reply to this email and let us know!

{Closing statement, be highly personable, include a note about yourself, be extremely human here. Never try to upsell a customer during an authentic check-in.}

[Sign off]

**Hot Tip:** *You can play around a lot with this template. This should be the most fun email for you to write, because it hits on YOUR passion to create a product and help people. Genuinely offer a hand. See how things are going. Include personal tips and progress so your customers know you really do care.*

## 4. Dunning Emails

Hey [Name],

We're having trouble processing your recent payment {add any jargon or personalization applicable to your business. Keep it quick and short. See our Death to Stock example from the workshop}.

Would you mind updating your card information?

Click here to update your info: [insert full link so customers can trust the destination]

{Offer additional way to reach you for help. Phone number, email, or replies.}

[Sign Off]

**Hot Tip:** *Keep your branding front and center on these emails. Use a tone that's recognizable to your customers. I.e. if you send humorous marketing emails, make these humorous, too. For example, if you're a pet food subscription, your intro could say "Woof! Your payment failed (again). [Dog's name] is getting hungry..."*

- *Get straight to the point. Make this email quick, trustworthy, and only include 1 CTA: update that information.*
- *Make sure replies are routed to someone who can handle any issues, and be sure that link goes to a secure card update page that doesn't require a log-in.*
- *Typically it takes more than one dunning email to get the job done. We recommend a drip campaign of at least 5 emails spaced strategically over 25 days to maximize recovery.*

*Recovery funnels can get complicated quick. From email timing to creating card-update pages and analyzing your progress, it's not a one and done task. [You can check out more info on mastering these emails here.](#)*

## 5. Surveys Requests

Hey [Name],

Thanks for giving {your product or brand name} and whirl. I was hoping we'd {be able to provide the value or solution your customer needed}, but it seems we missed the mark.

No hard feelings! {insert a note similar to this that expresses acceptance of their decision}.

We want to make sure we can {provide the value your customer was looking for}, so we'd love to know why you chose to cancel.

Would you mind sharing why {product/brand} didn't {provide value}? {Reply to this email} or {Link to a survey}.

{Tell them how long the survey will be/what to expect. Add any incentives here.}

[Sign off]

**Hot Tip:** *This email is for gathering feedback only. Don't try to sell to a churned customer right now. You need to figure out why people are leaving so you can continually improve your retention efforts. Be genuinely curious and make it as easy as possible for your customers. Thank them profusely.*