

## Inactive user template

Regardless of how long they've been a user of your product for, when a user's inactive, it's never a good sign, and inactive users are one of many signals of churn. To help ensure inactive users don't leave you, here are some templates to lure them back in.

### Doesn't activate account

Hey [insert name],

You made a great decision choosing [insert product name] for your [insert goals] needs.

We would love to see you start reaping the rewards of that decision. First, make sure you activate your account - you can do that [here](#).

Once you're in, here are just a handful of features you can look forward to:

- Insert most relevant feature #1
- Insert most relevant feature #2
- Insert most relevant feature #3

Having trouble logging in? Please let us know, we want to help!  
Thanks,

[insert name]

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## Inactive for first 7-days

Hey [insert name],

You purchased [insert product name] seven days ago now and we can't wait for you to start seeing its benefits for yourself.

To get going, login to your account here.

If you need help finding your way around, you can find lots of useful info in our FAQs section. Alternatively, I'd be more than happy to help. 🙌

Thanks,

[insert name]

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## Inactive for first 30-days

Hey [first name],

They say absence makes the heart grow fonder - but we'd much rather have you here with us!

We haven't seen you for a while (30-days when we last checked - not that we're counting! 🙄) so perhaps it's time to shake the cobwebs and check out some of the things you're missing out on in your PMA membership plan:

- Key feature #1
- Key feature #2
- Key feature #3
- Key feature #4

The best bit? You already have access to these resources, and so much more.

All you've got to do is sign-in.

Thanks,

[insert name]

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