

WRITE YOUR REACTIVATION MESSAGES—

WAKE UP YOUR LIST WITHOUT SOUNDING DESPERATE

SQUARE 1 GROUP

YOU DON'T NEED TO BEG. YOU NEED TO START A CONVERSATION THAT FEELS REAL, RELEVANT, AND VALUABLE.

REACTIVATION MESSAGES

- INSTRUCTIONS:
- Yesterday you built your revival offer — today we give it a voice.

Most people blast one “we’re back!” email and call it follow-up. That’s lazy. This worksheet walks you through writing a 5-message sequence that re-engages old leads through conversation, curiosity, and small asks.

Your sequence will use a mix of email + text (SMS or DM). Keep each message short — like something you’d actually send from your phone. By the end, you’ll have all 5 messages ready to drop into your CRM automation.

THE GUIDE:

<div>STEP 1:</div> <div>The “Curious Check-In”</div> <div>Goal: Restart the conversation. Tone: Friendly + low pressure. Template: “Hey [first name], we chatted a while back about [problem]. Curious — did you ever get that sorted out or is it still on your list?”</div> <div>Fill in the blank: My first message will say: _____</div> <div>✔ Send via SMS or email. It’s personal and easy to answer.</div>	<div>STEP 2:</div> <div>The “Update & Offer”</div> <div>Goal: Deliver your revival offer from Day 2. Template: “We’ve been helping a bunch of [avatar type] solve [problem]. Since we last spoke, we added [update or new benefit]. I’m offering a [revival offer] this week — want details?”</div> <div>Fill in the blank: My offer message will say: _____</div> <div>✔ End with a question. That’s your call-to-action.</div>	<div>STEP 3:</div> <div>The “Social Proof Ping”</div> <div>Goal: Build trust and curiosity. Template: “Just helped a client who was in your exact spot get [short result]. Crazy what a few tweaks can do. Want me to show you what we did?”</div> <div>Fill in the blank: My proof message will say: _____</div> <div>✔ Keep the story short and specific (1 sentence win only).</div>	<div>STEP 4:</div> <div>The “Value Drop”</div> <div>Goal: Deliver help without a pitch. Template: “Here’s something that’s been working really well for [people like them]: [tip or strategy]. Try it — and if you want help implementing, let me know.”</div> <div>Fill in the blank: My value drop will say: _____</div> <div>✔ Position yourself as the authority, not the annoyance.</div>	<div>STEP 5:</div> <div>The “Last Call”</div> <div>Goal: Create urgency without pressure. Template: “Hey [first name], closing out my [revival offer] today. If you’d like me to hold a spot or send details, shoot me a quick ‘yes.’ If not, no worries — I’ll circle back next round.”</div> <div>Fill in the blank: My final message will say: _____</div> <div>✔ Give them a polite out. That’s what makes the close feel respectful and authentic.</div>
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Optional Upgrades (Choose 1–2)

1. Add a subject line for each email:
Example: “Still looking to [desired outcome]?” or “Quick question about [last conversation]”
2. Add an image or loom video in Message 4 if you want extra pattern interrupt.
3. Add a short PS line in each email to re-state the CTA.

Sequence Timing (Recommended)

Day	Message	Channel
Day 1	Curious Check-In	Text or Email
Day 2	Update & Offer	Email
Day 3	Social Proof Ping	Text or Email
Day 5	Value Drop	Email
Day 7	Last Call	Text or Email

- ✔ Spacing keeps you top-of-mind without being annoying.

Why It’s Important:

Conversations create cashflow. Every message here is designed to re-open a dialogue — not force a sale. When you send messages that sound like a human and help like a coach, you’ll be shocked how many “dead” leads come back to life.

Need help installing your sequence into your automation software? Book a free strategy session:

square1grp.com/brainstormsession

You’ve written your reactivation sequence.

Tomorrow, we’ll load these into your CRM, set up the timing, and automate your entire revival system so you can wake leads up without lifting a finger.