**Opt-out follow-up**

*This e-mail template is to be used when following up an opt-out from your mailing list.*

E-mail subject:

Your opt-out from [company name]’s news list

E-mail body:

Hi [recipient’s forename]

I noticed that you’d opted out of receiving our news stories.

I hope you don’t mind me e-mailing you – I just wanted to say that I’m sorry you’re leaving our list.

I’m assuming that our news stories aren’t relevant to you, but if you have any other feedback, I’d welcome hearing it.

If we’ve been sending too many stories, you could also let us know and I can arrange to send you only the most important ones – otherwise we’ll of course respect your request to opt out.

I’m always here to chat at any time, either about our news or what’s going on in the industry. Also, please feel free to connect with [company name] or me personally on social media.

Kind regards

[Your name]

[Phone number]

[Social media URLs]