**Email “Error Recovery” Template #1**

**SUBJECT:** RE: [ORIGINAL SUBJECT LINE]

Hi [FIRST NAME],

A little while ago I sent you a link to access my new [COLLATERAL / OFFER].

We had such a huge response that our [EMAIL SYSTEM / CART] had trouble keeping up! As a result, a handful of people reported having difficulty [DESIRED ACTION E.G. SIGNING UP].

We’ve upgraded things at our end to ensure everything is smooth sailing from here on in :)

…And just in case you experienced any issues, you can [DESIRED ACTION] by following this link:

**>> Click HERE To [CALL TO ACTION]**

Apologies for any inconvenience and thanks again for the overwhelming response!

[EMAIL SIGNATURE]

[PASTE ORIGINAL EMAIL CONTENT]

**Email “Error Recovery” Template #2**

**SUBJECT:** I messed up :(

Hi [FIRST NAME],

The email you just received from me was entitled "[ORIGINAL SUBJECT LINE]”.

Sorry for the confusion – [STATE THE ERROR E.G. “as some of you rightly pointed out, the date I mentioned was 359 days ago - doh!”].

[STATE THE CORRECTION E.G. “The **correct date** for the event is *this* Friday.”]

Many apologies. I promise not to send emails before my morning coffee again :)

The good news is that [CONVERT IT INTO A BENEFIT E.G. “you still have a little over 48 hours to get your ticket (but hurry, they’re selling fast!)”]

**>> [INSERT HYPERLINK/YOUR CALL TO ACTION]**

[EMAIL SIGNATURE]

**Email “Error Recovery” Template #3**

**SUBJECT:** whoops! take two.

[FIRST NAME], yesterday I made a mistake.

[WHAT YOU DID E.G. “I sent you a link to my brand new video”]…

…[WHAT WENT WRONG E.G. “But a lot of people told me that the super-fancy high-definition version loaded *really* slow.”]

That's all fixed now.

So whaddaya say [FIRST NAME], can I have a second chance?

**>> [INSERT HYPERLINK/CALL TO ACTION]** (Fixed)

[REITERATE WHY THEY SHOULD ACT AND THE BENEFITS DESCRIBING WHAT THEY’LL GET]

**>> [INSERT HYPERLINK/YOUR CALL TO ACTION]**

[EMAIL SIGNATURE]