

EMAIL TEMPLATE: The Whoopsie Daisy

WHY & HOW TO USE IT

This is an email to keep in your back pocket for any time you flub up and need to fess up. Now, this isn't for anything BIG or personal. Think, sent the wrong link, not sent a nude selfie.

If I learned anything during my six years working in customer service for AirTran, it's this:

Always say "I'm sorry."

99% of the time, an apology is all the customer wants. Think about when you've been wronged by a company and are angry or frustrated. It's easy to feel like just another number to them. A simple "I'm sorry" is an easy way to acknowledge a mistake and make them feel heard.

That other 1%? That's a topic for another email 🙄

Here's how to apologize in email:

- Don't make it bigger than it is
- Don't make it smaller than it is
- Don't write the phrase, "inconvenience you may have experienced"
- Do write the phrases "I'm sorry" and "we apologize"
- Do re-read the email from the perspective of an irritated person

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EMAILS ON TAP

- Do be sincere

MICROCONVERSION:

Gain trust through transparency

SUBJECT LINE IDEAS:

Whoops!

Whoopsie daisy!

Ack! Here's the [fixed thing]

THE TEMPLATE:

Hi [First Name],

Did you catch that hiccup [insert where the hiccup happened, ex. *In our last email*]? [Describe what the mixup was and was intended, ex. *The link that should've whisked you away to the video on upgrading your workflow*] actually [describe what actually happened, ex. *led to a digital no-man's land*]. Yikes!

I'm waving the white flag and offering up a big 'ol "I'm sorry" for the mix-up.

The good news? It's fixed!

That path is now clear, and you can [describe the corrected action].

So go ahead, give it another whirl. And hey, since you're here, why not check out [encourage them to take action on something awesome you're doing]?

Appreciate your patience,

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[Sign off]

EXAMPLE:

This example is for a watercolor artist.

Hi again [First Name],

There was a bit of a 'happy sccident' in our last email. The link that was meant to be your portal to our vibrant workshop registration page led to a digital desert instead. Oops!

I apologize for that little detour!

The good news is that the correct link is now ready for your click. You can glide right over to the registration page and secure your spot in our next watercolor workshop, where we'll dive into a sea of color and creativity together.

Thank you for adding your colors to our palette,

Kathleen

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