



2017	Warm	Existing	Lapsed
October	<p><b>Relational</b> Subject: Outline: -----</p> <p><b>Promotional</b> Subject: Outline: Offer:</p>	<p><b>Relational</b> Subject: Outline:</p>	<p><b>Awesome Promotion</b> Subject Outline: Amazing Offer:</p>
November	<p><b>Relational</b> Subject: Outline: -----</p> <p><b>Promotional</b> Subject: Outline: Offer:</p>	<p><b>Optional:</b> Resend Last Months Email to Non-Openers</p> <p><b>Relational</b> (with Offer) Subject: Outline: Offer:</p>	<p><b>Relational</b> Subject: Outline:</p>
December	<p><b>Relational</b> Subject: Outline: -----</p> <p><b>Promotional</b> Subject: Outline: Offer:</p>	<p><b>Optional:</b> Resend Last Months Email to Non-Openers</p> <p><b>Promotional</b> Subject: Outline: Offer:</p>	<p><b>Relational</b> (with Offer) Subject: Outline: Offer:</p>