Hi [Former customer name],

It’s been [time] since we last spoke and you decided to end your service with us, but to be honest, we miss you.

I was wondering if you’d consider partnering back up with [company] so we could resume helping you meet your goals. Some recent changes we’ve made that we think you’d benefit from include:

* Feature 1
* Feature 2

In addition, we’re able to offer you a discount of [amount] if you sign back on by [date].

Let me know what your thoughts are – either way, I’d love to reconnect!

Best,

[your name]

