

This email series is derived from a series developed by DigitalMarketer based in Austin, TX. It is designed to be sent to existing prospects or customers (NOT cold leads) to elicit a REPLY that would then start a one-on-one conversation.

This series works well when providing a service where you have a prospect that never converted. Emailing them after a series of time and asking if they are still “stuck” often elicits a response.

Email 1 – OUTBOUND EMAIL: SEND TO PROSPECTS AND/OR CUSTOMERS

Subject Line: how can I help you?

Email:

Hey **[FIRSTNAME]**,

Quick question...

How can I help you make **[COMPANY NAME]** move faster?

[YOUR NAME]

WAIT FOR A RESPONSE FROM THE CONTACT

REPLY #1: SEND TO EVERYONE WHO REPLIES TO THE FIRST MAIL

The followup email should continue to build on the curiosity by hinting at a solution, but it still needs to remain brief to keep the conversation flowing. Two optional replies are included based on how your prospect responds to the first email.

OPTION 1: Use if prospect mentions some ideas of their own

I have some ideas, too.

I'd love to run some of them by you. When is a good time for us to meet/chat this week?

- [YOUR NAME]

OPTION 2: Use if prospect doesn't have any ideas of their own

The good news is, I have some ideas for you. When is a good time for us to meet/chat this week?

- [YOUR NAME]