



Strategic
Marketer



***Screencast
Followup***

PROSPECTS

PROSPECTING SEQUENCE

Email One

Subject Lines:

It was missing something...

Made a quick video for you!

WatchMe: I made you this

I had to share this with you

Hey, I was on your site and I noticed something that made me pause...

I figured it would just be easier to record this 60-second video for you.

<INSERT SCREENSHOT AND LINK TO VIDEO>

I would love to know your thoughts!

[First Name] [Last Name]

[Phone]

P.S. I will follow up by phone as well sometimes that is an easier way to connect. If you want to reach me sooner Just reply back to this email, or grab 10 minutes on my calendar if you want to chat. <Insert Calendar Link>

Email Two

Subject Lines:

Did you see my video?

What did you think?

Have you seen it?

Your thoughts...

I wanted to follow up with you and ask if you had a chance to watch the quick video I made about your site?

If this email seems completely out of the blue, or you have no idea what I'm talking about you can watch it here. <Insert link to video>

Let me know what you think?

I will try and reach out by phone as well, sometimes that is an easier way to connect.

Looking forward to connecting with you.

[First Name]

[Phone]

Email Three

Subject Lines:

I'm beginning to think you don't like me...

Did I come on strong or not strong enough?

I'm running out of ideas!
Well that's awkward...

Hey, I sent over a video I recorded while I was on your website... I was sure you would want to see it?

It's ok though I don't give up easy. Here it is if you're interested <Insert link to video>.

Now on the off-chance, I sent this to the wrong person, or you just have zero time or interest in connecting.. I can take a hint.

Can you let me know either way?

[First Name]

[Phone]

P.S. I will try and reach out by phone as well, I know that is sometimes that is just a better way to connect.