

I. BR AI Champion Sequence (10 Steps)

Note:

1. Please keep all Email Steps as manual in the beginning for the reps to review the AI Smart Writer content.
2. Please add your organisations default signature to the end of the emails/linkedin.

Day 1 – Email (Manual)

Step Type: Email

Subject: <BR Smartwriter Content 1>

Body/Message: <BR Smartwriter Content 2>

Regards,
{Sender.First Name}

Day 1 – LinkedIn Connect

Step Type: LinkedIn Connect

Body/Message: <BR Smartwriter Content 3>

Day 3 – Phone Call

Step Type: Phone Call

Day 5 – Follow-Up Email [Manual]

Step Type: Re: <BR Smartwriter Content 1>

Body/Message: <BR Smartwriter Content 4>

Regards,
{Sender.First Name}

Day 7 – LinkedIn Engagement

Step Type: LinkedIn Engagement

Body/Message: Action: <BR Smartwriter Content 5>

Optional InMail: <BR Smartwriter Content 6>

Day 10 – Email #2 (New Thread) [Manual]

Step Type: Email

Subject: <BR Smartwriter Content 7>

Body/Message: <BR Smartwriter Content 8>

Regards,
{Sender.First Name}

Day 12 – Phone Call

Step Type: Phone Call

Day 15 – Creative Touch (Email or LinkedIn)

Step Type: Email / LinkedIn

Body/Message: <BR Smartwriter Content 9>

Regards,
{Sender.First Name}

Day 18 – Value Add Email [Manual]

Step Type: Email

Subject: <BR Smartwriter Content 10>

Body/Message: <BR Smartwriter Content 11>

Regards,
{Sender.First Name}

Day 21 – Final Outreach (Breakup Email) [Manual]

Step Type: Email

Subject: <BR Smartwriter Content 12>

Body/Message: <BR Smartwriter Content 13>

Regards,
{Sender.First Name}