

Context: This welcome sequence is for a SaaS company that helps with cold outreaching on Facebook.

The Main point of this sequence is to get users to convert from the free plan to the paid plan.

SL: (NAME), Congratulations.

Split Test with

SL : (NAME), Welcome to COMPANY.

Hey(NAME)

We're glad to see you here.

We've worked hard on our client acquisition systems so that **entrepreneurs** like you can get more clients.

[Click here to start closing leads](#)

COMPANY.

P.S. What's the main struggle you're having with getting clients right now? We'll try our best be to help you fix it!

- **Send them a cheat sheet on finding leads, DMing leads, sales calls etc depending on what they said.**

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SL : Ready to fill your pipeline?

Split test with:

SL : (NAME), prospecting taking too long?

Hey (NAME),

Are you like Jamie?

He used to be excited to outreach,

The idea of a new client got him buzzing.

Until he realised how tedious outreaching can be.

It got to the point where he was debating going back to his 9 to 5.

Until he stumbled across COMPANY.

Once he started using COMPANY,

He had clients queuing up to work with him,

It got to the point where he had to say no,

Because he couldn't keep up with the workload.

Guess those tedious nights were worth it after all haha.

Wanna end up like Jamie?

[Click here to start getting leads on your pipeline.](#)

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SL: All it takes is one

Split test with

SL: (NAME) You're just one DM away...

Hey (NAME),

Prospecting through Facebook can be complicated and tedious.

Especially when you don't get any results.

But the reward of **just one** yes,

That's worth the stress.

One yes could be the difference between you working a job you hate,

Slaving away at a 9 to 5 🧑💻,
Until your back gives in and you're relying on government benefits 😓

Or it could mean **you're flying private** all around the world ,

Living life to its fullest potential ✈️,
Whilst still being young and full of energy.

We know how much it means to you.

Which is why we've worked hard to make COMPANY a client acquisition machine.

So hold tight.

Because this year is going to be your year,

The year you finally break free,

Free from a job,

Free from a boss,

Free from being locked down.

COMPANY.

P.S. If there are any problems you're having with Facebook then let us know and we'll try our best to add it into our service 🎯

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SL: Why didn't you finish your outreach?
Split test with
SL: Hurry (NAME), your leads are waiting!

Hey (NAME),

We noticed that you didn't message your leads.

You done all the hard work of finding them,

Now it's time for the fun part.

So why don't you start talking to them?

Be quick though,

Someone else is trying to take **your** clients!

[Click here to resume your outreach](#)

P.S. Don't forget, just **one DM** could lead to a client.

Notes

This isn't part of the welcome email sequence.

This is for users who didn't message all the leads in a campaign.

Basically the same as an abandoned cart email.