

Scripts to Use for Email Outreach

The L.E.A.D. Blueprint

AT A GLANCE

1 Lay The Foundation

This includes developing your prospect profile, detailing their value identifiers, and defining your unique selling proposition.

2 Elevate

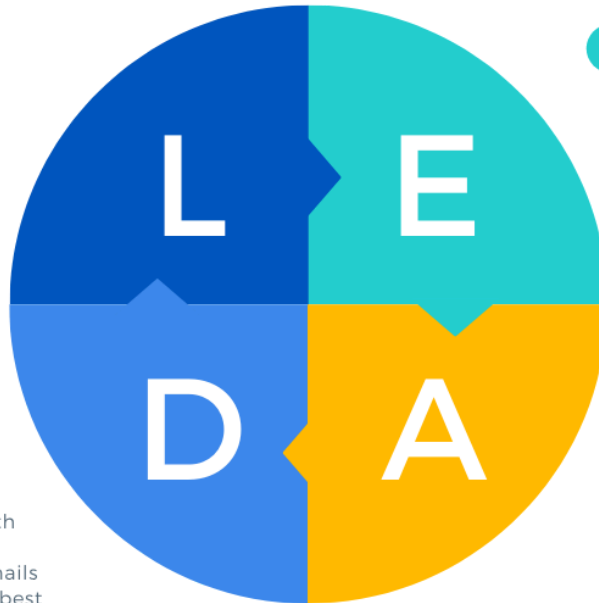
Position yourself online to appeal to your ideal prospects. This includes your social media profiles, the content you share, and how to best get your message through all the noise.

4 Develop Relationships

Fill your calendar with sales opportunities through personal emails sent directly to your best prospects.

3 Attract Prospects

Zero in on the best prospects and add them to your database of contacts.



WORKBOOK

Your Messaging Machine

Click File -> Make a Copy to create an editable version of this document.

Or if you are a Microsoft Word user, File -> Download as...

Our most common recommendation to send to NEW connections (or connections you haven't spoken with in awhile) are:

[Click File -> Make a Copy to create an editable version of this document.](#)

1. [The Expert Content Campaign](#)
2. [The Group Invite Sequence](#)
3. [Social Media Boomerang \(Perfect for LinkedIn Connections\)](#)
4. [Promoting an Ebook or Content to Generate Appointments](#)
5. [Referral Network Partnership \(great for B2C\)](#)
6. [Interview \(Great Icebreaker\)](#)
7. [Survey \('Which One Are You?'\) Campaign \(Icebreaker\)](#)

The Expert Content Campaign

Scripts:

Email 1

SUBJ: Curious about {company}'s experience

Hi {firstname},

I came across your info (on LinkedIn/online), and thought it was worth reaching out...

We've recently put together a report for business owners just like you...and I was hoping to get some quick feedback before we go live with it.

We surveyed 1300 business owners about their business struggles, their secrets for growth, and yes, how they get clients.

If you want to know how the fastest growing B2B businesses acquire their clients these days, read the free "Client Acquisition Report" now to learn their secrets by clicking here.

Your Messaging Machine

And drop me a line here if you have any questions or feedback on the information.

Wait 6-10 days and send to those who didn't reply...

Email 2

SUBJ: Wanted to make sure you saw this

Hey {firstname},

Following back up on my message a week back.

Wanted to share our recent report on **how the fastest growing B2B businesses have actually been finding and converting their leads into clients this year.**

I thought you'd be the perfect audience for feedback on this before we go live, {firstname}.

Here's the link to the report again: **<LINK>**

Let me know if you'd be open to chat for a few minutes about any of the information we've shared in there.

Talk soon,

Wait 7-10 days and send to those who didn't reply...

Email 3

Your Messaging Machine

SUBJ: Can we connect soon?

Hi {firstname},

We've been crossing paths here the past few weeks and I wanted to reach out.

Anyways, it got me thinking and I wanted to introduce myself as we've worked with a lot of [INSERT TARGET INDUSTRY i.e small business owners/software companies /construction firms/people like you] helping them [INSERT COMPELLING OUTCOME OR ACHIEVEMENT ie eliminate their HR costs by 35%/streamline oversee developer management/win new business by short circuiting the RFP process/implement custom daily routines to get more done.]

I'd love to line up a quick phone call to learn more about the work you're doing/what you are currently dealing with and seeing if we might be able to help you like we have [INSERT SIMILAR COMPANY YOU'VE HELPED].

How does next week look for you?

I'm generally available Tuesday and Thursday mornings. Let me know what times work for you and the best contact number, and we'll get something on the calendar.

Thanks!

Wait 3 days and send as reply to those who didn't reply...

NOTE - 'Send as reply' is ONLY an option in Sequential campaigns.

Email 4

SUBJ: Re: Can we connect soon?

Hey {firstname},

Just following up on the message I sent a few days back.

Do you have any openings this week or next for a quick 10-15 minute call?

Your Messaging Machine

I'm interested in hearing a bit more about what you do and just sharing a couple stories of the clients we've helped that are similar.

No pressure at all either way. Just figured there was no harm in following up. ;-)

Let me know and we'll get something on the calendar.

Best,

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.

Don't have any original content to share? Use the alternate version of the above template:

The Expert Curator Campaign

Email 1

SUBJ: Curious about {company}'s experience

Hi {firstname},

I came across your info (on LinkedIn/online), and thought it was worth reaching out...

Looking at your info, thought you might be interested in this great article from Digital Marketer that breaks down how the leaders in the Facebook advertising space improve their quality of leads for B2B clients.

It's a fairly quick read with lots of examples –
<LINK>

Anyways, thought you might find it helpful with your line of work.

Feel free to drop me a line here if you have any questions or feedback on the article.

Your Messaging Machine

Wait 6-10 days and send to those who didn't reply...

Email 2

SUBJ: Wanted to make sure you saw this

Hey {firstname},

Following back up on my message a week back.

Wanted to share that article again from Digital Marketer on the best ways for INDUSTRY/PROSPECT DESCRIPTOR ie software companies/small businesses/people like us to launch or improve our Facebook ad campaigns (outcome/achievement).

Here's the link to that article again: <LINK>

Hope you get as much out of it as I did, {firstname}. :-)

And let me know any reactions or feedback you have on it.

Talk soon,

Wait 7-10 days and send to those who didn't reply...

Email 3

SUBJ: Can we connect soon?

Hi {firstname},

Your Messaging Machine

We've been crossing paths here the past few weeks and I wanted to reach out.

Anyways, it got me thinking and I wanted to introduce myself as we've worked with a lot of [INSERT TARGET INDUSTRY i.e small business owners/software companies /construction firms/people like you] helping them [INSERT COMPELLING OUTCOME OR ACHIEVEMENT ie eliminate their HR costs by 35%/streamline oversee developer management/win new business by short circuiting the RFP process/implement custom daily routines to get more done.]

I'd love to line up a quick phone call to learn more about the work you're doing/what you are currently dealing with and seeing if we might be able to help you like we have [INSERT SIMILAR COMPANY YOU'VE HELPED].

How does next week look for you?

I'm generally available Tuesday and Thursday mornings. Let me know what times work for you and the best contact number, and we'll get something on the calendar.

Thanks!

Wait 3 days and send as reply to those who didn't reply...

NOTE - 'Send as reply' is ONLY an option in Sequential campaigns.

Email 4

SUBJ: Re: Can we connect soon?

Hey {firstname},

Just following up on the message I sent a few days back.

Do you have any openings this week or next for a quick 10-15 minute call?

Your Messaging Machine

I'm interested in hearing a bit more about what you do and just sharing a couple stories of the clients we've helped that are similar.

No pressure at all either way. Just figured there was no harm in following up. ;-)

Let me know and we'll get something on the calendar.

Best,

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.

The Group Invite Sequence

Scripts:

Email 1

SUBJ: Invite to INSERT GROUP NAME

Hey {firstname},

I came across your info **on LinkedIn**, and thought you'd be interested in joining an exclusive community I just started there called **GROUP NAME**.

The group is professionally curated and we only invite **the top business and executive consultants** to join. It's quickly becoming a top resource for the industry and I think your experience will add a lot of value.

In the near future we're also looking to do some feature profiles on our top members. Is that something you would be interested in?

I hope all is well and I look forward to seeing you in the group.

Here's the link to join: **LINK**

Your Messaging Machine

And feel free to connect with me on LinkedIn as well, here's a link to my profile: <<LINK>>

Have a great day,

Wait 6-10 days and send to those who didn't reply...

Email 2

SUBJ: Your thoughts?

Hey {firstname},

There's a great thread in the (XYZ) group about (ABC).

Check it out here: <LINK>

I'd love it if you could chime in there and add your thoughts too.

By the way, I'd love to jump on a call sometime if you're open to it. It would be great to learn more about what you do, and vice versa. How does next Tuesday look?

Thanks,

Wait 7-10 days and send to those who didn't reply...

Email 3

SUBJ: Would this make sense for you, {firstname}?

{firstname},

I'd love to line up a quick call to see if there are any ways we can help each other out. With our common experiences growing businesses, I think we'd have a very productive conversation.

Your Messaging Machine

What's your schedule look like this week?

Let me know and we can set up a time to chat.

Thanks and I'm looking forward to talking,

Wait 3 days and send as reply to those who didn't reply...

NOTE - 'Send as reply' is ONLY an option in Sequential campaigns.

Email 4

SUBJ: Re: Would this make sense for you, {firstname}?

{firstname},

Just following up on the message I sent a few weeks back.

Do you have any openings this week or next for a 15 minute call? I'm interested in exploring ways we can work together. Let me know and we'll get something on the calendar.

Best,

Don't manage a group or networking event? Use the alternate version of the above template:

The Group Curator Sequence

Email 1

SUBJ: Invite to INSERT GROUP NAME

Hey {firstname},

Your Messaging Machine

I'm part of new networking group on LinkedIn called Commercial Construction Professionals.

The group is full of some of the best curated content I've found online to date, and is full of other professionals in the industry sharing their experience, insight and extensive networks.

I thought with your experience, you might find the group to be as great a resource as I have.

Here's the link to join: <LINK>

And feel free to connect with me on LinkedIn as well, here's a link to my profile: <LINK>

Have a great day,

Wait 6-10 days and send to those who didn't reply...

Email 2

SUBJ: Your thoughts?

Hey {firstname},

There's a great thread in the (XYZ) group about (ABC).

Check it out here: <LINK>

I'd love it if you could chime in there and add your thoughts too.

By the way, I'd love to jump on a call sometime if you're open to it. It would be great to learn more about what you do, and vice versa. How does next Tuesday look?

Thanks,

Wait 7-10 days and send to those who didn't reply...

Your Messaging Machine

Email 3

SUBJ: Would this make sense for you, {firstname}?

{firstname},

I'd love to line up a quick call to see if there are any ways we can help each other out. With our common experiences **growing businesses**, I think we'd have a very productive conversation.

What's your schedule look like this week?

Let me know and we can set up a time to chat.

Thanks and I'm looking forward to talking,

Wait 3 days and send as reply to those who didn't reply...

NOTE - 'Send as reply' is ONLY an option in Sequential campaigns.

Email 4

SUBJ: Re: Would this make sense for you, {firstname}?

{firstname},

Just following up on the message I sent a few weeks back.

Do you have any openings this week or next for a 15 minute call? I'm interested in exploring ways we can work together. Let me know and we'll get something on the calendar.

Best,

Social Media Boomerang

Email 1

SUBJ: Great to connect, {firstname}

Hi {firstname},

We recently connected on LinkedIn, and I just wanted to reach out and say thanks! Looking forward to keeping up with what's new at {company}.

I try to do a good job of keeping in touch with my contacts so that we can find ways to help each other when possible.

From time to time I might check-in and share some things that my network is finding valuable.

Looking forward to keeping in touch and hopefully we can connect sometime soon.

Thanks,

Josh

Wait 6-10 days and send to those who didn't reply...

Email 2

SUBJ: Thought you might like this

Your Messaging Machine

Hey {firstname},

I hope everything is going well for you. I came across an article I thought you might really like. It focuses on **INSERT FOCUS OF ARTICLE**

Here's the link to check it out: **>>LINK<<**

There is a ton of great info in the post and I particularly found the **INSERT INTERESTING DETAIL FROM ARTICLE**

Enjoy the read!

Josh

Wait 7-10 days and send to those who didn't reply...

Email 3

SUBJ: Would this make sense for you, {firstname}?

{firstname},

I'd love to line up a quick call to see if there are any ways we can help each other out. With our common experiences in **INSERT COMMON INDUSTRY OR JOB FOCUS (ie industrial automation)**, I think we'd have a very productive conversation.

What's your schedule look like this week?

Let me know if you've got 10-15 minutes for a quick introduction.

Thanks and I'm looking forward to talking,

Josh

Wait 3 days and send as reply to those who didn't reply...

NOTE - 'Send as reply' is ONLY an option in Sequential campaigns.

Email 4

SUBJ: Re: Would this make sense for you, {firstname}?

Hey {firstname},

Just following up on the message I sent a few days back.

Do you have any openings this week or next for a quick 10-15 minute call?

I'm interested in hearing a bit more about what you do and just sharing a couple stories of the clients we've helped that are similar.

No pressure at all either way. Just figured there was no harm in following up. ;-)

Let me know and we'll get something on the calendar.

Best,

Josh

P.s. As I mentioned...I don't want to be a pest so if you don't want to hear from me again, just hit reply and let me know.

Promoting an Ebook or Content to Generate Appointments

SUBJ: Wanted to share this with you, {firstname}

Hey {firstname},

Sorry if it's been awhile since we last touched base -- I've been flying under the radar lately working on a new [book/report/resource/guide/playbook/etc. \[name of content\]](#).

It's a deep dive into the intricacies of [\[subject\]](#) and was designed and written as a valuable behind-the-scenes look at how the most successful [companies/departments/leaders](#) optimize their process.

The goal was to cut out a lot of the fluff out there online and just share some real-word advice from those that are getting the best results.

[Based on previous interactions here/Because we talked previously/Based on what you're working on with {company}](#), {firstname} I wanted to share this with you before we start promoting it to the public.

[Here's the link to check it out](#)

There's a lot in there I thought you might find helpful.

Don't be afraid to let me know exactly what you think, I want it to be most impactful for others just like you, {firstname}.

Your Messaging Machine

Wait 3 days

Message 2

SUBJ: Could we feature you?

{firstname}, hope you're well. I know how busy you are, so I'll keep this short and sweet. I'm following up on my last email regarding my new eBook/book/etc.

Here's the link again: LINK

Anyways, I'm working on some quotes from industry leaders/others with experience on INSERT YOUR AREA OF FOCUS and wanted to see if you might be interested?

Do you have time for a quick 10-minute call sometime this week?

Talk soon,

Wait 5 days

Message 3

Subj: Would love to hear your thoughts

Hi there, {firstname} — you were the first name at the top of my list when I wrote my new eBook, which is why I'm reaching out again.

I thought you'd be interested and I haven't heard back so just wanted to send this over one last time.

Here's the link again to NAME OF CONTENT: LINK

When you have a chance to read through it, let me know if you have any questions. If possible, I'd even be happy to quote you to feature your expertise and experience in the book/webinar/report/etc.

Let me know if you're open to a quick 10-minute call later this week to explore?

Thanks,

Referral Network Partnership (great for B2C)

Email 1

Subj: A referral for you?

Hi {firstname} - thanks for accepting my invite.

As I mentioned, I'm creating a referral network of businesses in the X market. I've been blown away by the quality of some of the businesses who are in so far.

We're going to have a lot of great leads to send each other's way.

Anyways, there's no cost of anything. I'm just doing this for my own marketing and would love to include you if you're open to it.

Is there a time we can connect next week just to introduce myself and learn a bit more about your business and the types of clients that are good for you?

Thanks

Wait 5-7 days

Email 2

Subj: Re: a referral for you

Hey {firstname},

Just following up on this.

How does your calendar look next Tuesday or Wednesday for a quick call?

Interview

Email 1

Subject: Could we feature {company} OR you in our next episode, {firstname}?

{firstname},

I currently produce an interview series and was wondering if you would be interested in participating. The series features visionary CEOs who want to do good in the world while they grow a thriving business.

Would you be interested in participating? With your background, I'm sure that we'd have plenty to talk about that others would love to hear.

The format is really simple. Just a casual conversation over Zoom to ask about your career, your predictions for where digital marketing is heading, successes/setbacks along the way, etc.

We're just launching the podcast so our listenership is still growing. But I'd like to have you on as an early guest, because I want to lead with quality guests early in the show instead of just bringing on the easiest-to-get people.

Let me know if you have any questions, or would like to participate!

Cheers,

Your Messaging Machine

Email 2

Wait 3-5 days...sent as reply in sequential campaign

Subject: Re: Could we feature {company} OR you in our next episode, {firstname}?

{firstname},

Just wanted to follow-up and gauge your interest in this. I don't want to be a pest.

But just thought our audience would love hearing about your expertise and background with {company}/AUDIENCE DESCRIPTOR (ie what's working best in your digital marketing mix).

Let me know if you'd be interested in a quick 10-15 minute call this week.

SIGNOFF

Email 3 -

Wait 7-10 days

Subj: One final try

Hey {firstname},

Figured I'd give it one last shot before giving up.

We would love to feature you and {company} in our blog series on INSERT TARGET AUDIENCE DESCRIPTOR.

Thought you'd be an interesting interview and that our audience would get a lot out of hearing more about your experience and expertise with INSERT AREA OF EMPHASIS.

Would be happy to do a quick 10-15 minute chat by phone to answer any questions?

Your Messaging Machine

Let me know if you'd be interested,

Signoff

ALTERNATE EXAMPLE IF DOING A BLOG (NOT A PODCAST)

Email 1 -

SUBJ: Could we feature {company}/you in our next post, {firstname}?

{firstname},

I currently produce an interview series and was wondering if you might be interested in participating. The series features **INSERT TARGET AUDIENCE DESCRIPTOR**, and is **DESCRIPTION OF AUDIENCE/HOW YOU'LL PROMOTE.**

Would you be interested in participating? With your background, I'm sure that we'd have plenty to talk about that other **SHORT AUDIENCE DESCRIPTION** would love to hear.

SHORT DESCRIPTION OF PROCESS (Focus on how easy this will be for prospect)

Your Messaging Machine

*(if you have it) Here's an example of a previous interview:

LINK

Let me know if you would like to participate and we can schedule a quick call!

SIGNOFF

Email 2 -

Wait 3-5 days...sent as reply in sequential campaign

Subject: Re: Could we feature {company}/you in our next post, {firstname}?

{firstname},

Just wanted to follow-up and gauge your interest in this. I don't want to be a pest.

But just thought our audience would love hearing about your expertise and background with {company}/AUDIENCE DESCRIPTOR (ie what's working best in your digital marketing mix).

Let me know if you'd be interested in a quick 10-15 minute call this week.

SIGNOFF

Email 3 -

Wait 7-10 days

Subj: One final try

Hey {firstname},

Figured I'd give it one last shot before giving up.

We would love to feature you and {company} in our blog series on INSERT TARGET AUDIENCE DESCRIPTOR.

Your Messaging Machine

Thought you'd be an interesting interview and that our audience would get a lot out of hearing more about your experience and expertise with **INSERT AREA OF EMPHASIS.**

Would be happy to do a quick 10-15 minute chat by phone to answer any questions?

Let me know if you'd be interested,

Signoff

Survey ('Which One Are You?') Campaign

Email 1 -

Subj: Which describes you? OR Your results OR Quick question

Hi **Caesar**,

I'll be quick...I'm working on a new report that will feature some inspiring **business owners** on the fundamental marketing strategies that have helped them reach their current level.

After coming across {company} online and based on your experience, I've got a real simple question for some of my initial research.

I'm interested in your thoughts on this one question...

Which of the following best describes your situation over the past 12 months?

- A. **PAIN 1 - ex It's been a struggle. Our typical strategies have been under-performing from our projections and we are looking everywhere to make up for it.**
- B. **Pain 2 - ex We've been fairly static. Looking to implement 1-2 more tactics over the coming months to kickstart more growth.**
- C. **Pain 3 - ex We are crushin' it! Never had more leads coming in the door!**

Your Messaging Machine

You can just hit reply with the letter of which best describes your current situation. Or if you have a more unique reply, feel free to hit reply to send me a custom response.

Cheers,

Email 2 -

Send 3-4 days later...

Subj: Re: subject line from above

Hey {firstname},

Just sending a quick follow-up from my note a few days back. Would love to include some feedback from you in the report we're working on.

As a starting point - which of the following best describes your situation over the past 12 months?

- A. PAIN 1 - ex It's been a struggle. Our typical strategies have been under-performing from our projections and we are looking everywhere to make up for it.
- B. Pain 2 - ex We've been fairly static. Looking to implement 1-2 more tactics over the coming months to kickstart more growth.
- C. Pain 3 - ex We are crushin' it! Never had more leads coming in the door!

Hope to hear from you soon! :-)

SIGN-OFF

Email 3 -

Wait 7-10 days...(this should reference a specific client and situation with a pain from the previous small survey...)

Your Messaging Machine

Subj: How COMPANY X (insert outcome or common pain) (ie How an IT Firms Keeps Over-filling their sales team's calendar with quality targets) (ie How AgencyX put an end to overpaying for processing fees) OR A quick idea to improve (topic)

Hey {firstname},

I haven't heard back on my previous message - no worries, I know how life gets in the way.

But I did want to share with you a recent **report/video/workshop/ebook** we put together on (TOPIC).

It shares the exact ways companies like **CLIENT NAME 1 and CLIENT NAME 2** have **(outcome/solution based on what you provide)**.

You can check out the **report** right here: <<LINK>>

Thanks,

P.s. If you'd like to chat more about exactly how **CLIENT NAME 1 (BIG ACHIEVEMENT)**, feel free to book some time here.

ALTERNATE EXAMPLE FOR MESSAGE 1

Subject: Which one?

Hey Jack,

After talking to other cold email agencies, it seems like there's 3 common issues when it comes to generating inbound leads.

A) Not enough traffic.

B) Not enough conversions.

C) Not enough time to create content.

Your Messaging Machine

Can you relate to any of these?

If so, just reply with an "A,B, or C" and I'll send over a few ideas that XAgency and YAgency are using to level-up their inbound game.

((name))

P.S. Full disclosure, my company does inbound marketing. But since we're not connected, I thought I'd reach out and share some of these ideas to "break the ice".

More Templates...

While the scripts above are our Top Recommendations when reaching out to cold prospects or new targets, you are welcome to review the other templates for other use cases on our site at the link below:

[Review all our scripts and templates here!](#)

Initial Messaging Sequence Recommendations

For your initial outreach to your new LinkedIn connections through email with Connect 365, we have a handful of recommended templates that will help you get noticed and responded to.

To use our templates directly within the application. Click Campaigns -> Create Campaign.
(<https://app.connect365.io/campaigns/new>)

Your Messaging Machine

And then click the 'Use Template' option.

Select a template for your campaign.

Expert Content Campaign

Expert Curator

Group Invite

Group Curator Campaign

Long-Term Nurture

Long-Term Nurture - Sequential

Direct Lead Gen Sequence

Social Media Boomerang Plan

Promoting a Webinar or Online Workshop

Promoting an Ebook or Content to Generate Appointments

Expert Content Campaign

Type: **SEQUENTIAL** No. of Messages: 4 Time Span: 20 Category: Lead-Gen Ideal For: sales

- 1 Curious about {company}'s experience
- 2 Wanted to make sure you saw this
- 3 Can we connect soon?
- 4 Re: Can we connect soon?

Click to Create Campaign with Chosen Template.

START THE CAMPAIGN CREATION

Go Back