

Email/Follow up cadence

Scenario: NO RESPONSE

Email #1 (Day 1)

Hi Jed,

I saw that you have been in the custom home building space for a while and are doing some awesome things with Riata Builders. Your European-style homes are stunning, and I enjoyed learning about your 18-year history as a luxury Austin builder.

I wanted to see if you'd be interested in connecting for a brief intro call as my expertise is helping homebuilders generate a predictable stream of qualified homebuyers through my proven digital marketing process tailored specifically for homebuilders (i.e. I've helped developers like Republic Property Group connect with their target buyers).

I'd love to learn a bit more about your business and its current state, as well as explore whether there's an opportunity to boost results.

Are you available next week for a 15-min intro call?

Best,
Ashley

Email #2 (7-8 days later) (Day 8 or 9)

Jed- wanted to check back in (I know how emails get buried during the week).

Would you have 15 mins next week to connect over phone?

Best regards,
-Ashley

Email #3 (10 days later) (Day 18 or 19)

Hi Jed- I hope you're doing well! I know we're about to enter the crazy season with the holidays coming up, but I would still love to connect and explore whether my expertise could help Riata Builders generate a more predictable stream of qualified homebuyers.

I've been able to help my clients keep homebuyer engagement up through the holiday season by sending thousands of targeted buyers to their websites and dramatically increasing interested prospects who are looking to build in 2019.

Let me know if you'd be interested in a conversation in the next coming weeks or if connecting in the New Year might be more appropriate.

Thanks in advance,
-Ashley

Email #4 (5 days later) (Day 23 or 24)

Hi Jed- following up on my last note; would it be better if I reached back out in the New Year?

Thanks,
-Ashley

Scenario: YES AFTER FIRST OR SECOND EMAIL THEN DROP OFF

Email #1

Hi Jed,

I saw that you have been in the custom homebuilding space for a while and are doing some awesome things with Riata Builders. Your European-style homes are stunning, and I enjoyed learning about your 18-year history as a luxury Austin builder.

I wanted to see if you'd be interested in connecting for a brief intro call as my expertise is helping homebuilders generate a predictable stream of qualified homebuyers through my proven digital marketing process tailored specifically for homebuilders (i.e. I've helped developers like Republic Property Group connect with their target buyers).

I'd love to learn a bit more about your business and its current state, as well as explore whether there's an opportunity to boost results.

Are you available next week for a 15-min intro call?

Best,
Ashley

Email #2 (7-8 days later)

Jed- wanted to check back in (I know how emails get buried during the week).

Would you have 15 mins next week to connect over phone?

Best regards,
-Ashley

Email #3 (sent immediately after yes)

Hi Jed - great to hear from you. Do one of these times overlap with your availability next week?

- Thursday 10/25 at 11am or 3:30pm
- Friday 10/26 after 3pm
- Monday 10/29 at 10am or 1:30pm
- Wednesday 10/31 at 10:30am

Looking forward to it,
Ashley

Email #4 (3ish days later)

Hi Jed,

Hope you had a great week! Wanted to touch base before the weekend rolled around.

Do any of these times next week work a bit better for a 15-min intro?

- Monday 10/15 after 3:30pm
- Tuesday 10/16 at 10:30am
- Wednesday 10/17 after 1pm

My availability for the week tends to get a bit limited after Monday, so I'd love to nail down a time before then to make sure we get a chance to connect sooner than later.

Looking forward to it,
Ashley

Email #5

Hi Jed- I hope you're doing well! I know we're about to enter the crazy season with the holidays coming up, but let me know if you'd still be interested in a conversation in the next coming weeks or if connecting in the New Year might be more appropriate.

Thanks in advance,
-Ashley

Scenario: CALL THE PERSON AND THEY EXPRESS INTEREST THEN DROP OFF

Follow- up email #1 (assuming didn't nail down a follow-up on the phone, or the follow-up had to be rescheduled)

Hi Rob,

Hope you had a great weekend. I'd love to continue the conversation and answer any questions that might have come up since our last discussion - do you have 15 minutes open during any of these times?

- Thursday 11/1 at 11am
- Friday 11/2 after 1pm
- Monday 11/5 at 10am or 4pm

All the best,
Ashley

Email #2 (+2 days)

Hi Rob- I hope you're doing well! I know we're about to enter the crazy season with the holidays coming up, but let me know if you'd still be interested in continuing the conversation in the next couple of weeks or if connecting in the New Year might be more appropriate.

Thanks in advance,
-Ashley

Email #3 (+2 days)

Hi Rob- following up on my last note; would it be better if I reached back out in the New Year?

Thanks,
-Ashley