



Office/Website Inquiry Sequence

Email #1

After they complete the website form or supply information over the phone

SUBJECT LINE: Thank you for contacting [company name]

Hi First Name,

Thank you for contacting [company name].

While we review your inquiry, we would love to share a little more with you about who we are and how we help.

[insert your industry leader statement]

We look forward to serving you.

Closing,
Your Name

P.S. Here's what one of our recent clients had to say about working with us:

[insert testimonial]



Email #2

Send 2 days after inquiry received

SUBJECT LINE: Let's schedule a time to chat

Hi First Name,

After reviewing your inquiry, we thought it would make more sense for us to schedule a 15-minute meeting with you to learn more about you and what you're looking for help with.

During this session, we can explore your challenges and share our solutions to gauge whether or not we are the right fit to work together.

Here is a link to my calendar:

[insert TimeTrade, Calendly, ScheduleOnce or other calendar link to schedule a 15-minute session.]

I look forward to chatting with you shortly.

Closing,
Your Name



Email #3

Send 1 week later

SUBJECT LINE: Have you changed your mind, First Name

Hi First Name,

It's been a week since you submitted an inquiry into our office, but you haven't scheduled a 15-minute meeting with me. I'm wondering if you've changed your mind?

If not, please visit [insert calendar link] to schedule a session with me at your convenience.

I look forward to chatting shortly.

Closing,
Your Name



Email #4

Send 1 week later

SUBJECT LINE: Here's how we can help, First Name

Hi First Name,

As you determine if now is the right time to connect with us, I thought it might be helpful to share how we help our clients.

[insert information about your core competencies and the results you get for your clients ie. testimonials]

Can you see why we are anxious to get to know you? We can't wait to help you in a similar way.

Simply, schedule a 15-minute session to start [insert calendar link]

Closing,
Your Name



Email #5

Send 1 week later

SUBJECT LINE: Let us help you save time, money and your sanity

Hi First Name,

Over the last month, we've been trying to assist you in solving your current challenge, but we need your help. You see, we can't help you if you don't schedule a conversation with us.

Maybe you've decided that now is not the time and if so, let me share this with you: it will never be the perfect time to do anything. And, the longer you go without the help and support you need the more it costs you in terms of time, money and sanity.

Is keeping this problem to yourself worth all that?

I doubt it.

Let us help. It all starts with a conversation. Simply visit [insert calendar link] to schedule a session with me at your convenience.

I can't wait to help you save time, money and most importantly your sanity.

Cheers.

Closing,
Your Name