



## Automated Outreach Email Sequence

### 0 Day Delay...

#### Email 1: Introduction

**Subject:** Time to connect

**Message:**

{{ subscriber.first\_name }},

Hope you are doing well. I'm reaching out as a follow up to connecting with you on LinkedIn. I oversee COMPANY NAME digital marketing division specializing in helping local law firms here in Central PA to generate qualified leads from Google, Facebook, etc. I've been consulting with clients for 13+ years and am very passionate about partnering with firms that are motivated to grow.

I had a chance to check out the {{ subscriber.company }} website and analyze it against other competitors in the Central PA market. In doing so I found a few opportunities for {{ subscriber.company }} that I believe will help generate an increased volume of qualified leads and keep cost-per-lead to a minimum.

Do you have 15 minutes tomorrow to discuss briefly by phone?

Thanks {{ subscriber.first\_name }}!

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### 1 day delay from Email 1...

## Email 2: Modified version of Email 1

**Subject:** Quick follow up about time to connect

**Message:**

{{ subscriber.first\_name }},

Hope you are doing well. I'm following up on the email I sent a few days ago about setting up a time to discuss the opportunities I found for {{ subscriber.company }} after doing a competitive analysis with firms in the Central PA market that offer similar practice areas.

Do you have 15 minutes to connect by phone tomorrow?

Thanks {{ subscriber.first\_name }}!

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## 2 day delay from Email 2...

## Email 3: Restate call-to-action from previous emails

**Subject:** Follow up on opportunity for {{ subscriber.company }}

**Message:**

{{ subscriber.first\_name }},

Just following up again to see you have 15 minutes to connect by phone tomorrow to review some of the opportunities I found for {{ subscriber.company }}?

Thanks {{ subscriber.first\_name }}!

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## 5 day delay from Email 3...

### Email 4: The “Break-up” email

**Subject:** Last time following up

**Message:**

{{ subscriber.first\_name }},

Hope all is well :) I haven't heard back from you about a time to review the opportunities I came up with for {{ subscriber.company }}. No worries. I know emails can get easily lost in the mix between cases and other work. Out of respect for your time, this will be my last time following up.

When you do have time, I'd love to share the results of the competitive analysis I did for {{ subscriber.company }} and some of the possible strategies that I believe will significantly lower your cost-per-lead.

Wishing you the best of luck! Hope to hear from you sometime in the near future.

Thanks {{ subscriber.first\_name }}!

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**5 Day Delay then send to Law Firm “Campaign” inside Drip (i.e. articles, helpful resources, etc.)**