



**Predictable**  
Revenue

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# SEQUENCES

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# Sequences

## ■ Building blocks or Lego pieces

*A good way to think about sequences is that they're made up of building blocks, or lego pieces. They don't all necessarily need to be used in a single monolithic structure, but a great mix will likely give you higher rates of success reaching your prospects.*

### Basic Blocks (whether via Email, LinkedIn, Phone):

- "Classic" (1. Bridge, 2. Value, 3. CTA)
- One-Liners
- Extra Context/Content
- "See other channel"
- Bump
- Breakup

### Worth mentioning:

- Social interaction (post and tag or like/comment on their post)
- Call w/ or w/o voicemail
- Direct call
- Research/Mapping call
- Direct Mail

## ■ Best Practices when creating sequences:

**Building sequences is an investment.** Slowing down now to create them, will help you to speed up later, stay organized, and efficient.

**Like exercise systems, there isn't "one" single best sequence or a magic system you can just "copy and paste" for simple success.** You will have to find your own unique sequence that works for you through trial and error. The important thing is to start with a template from that team that you know worked well, try it, measure it, and adjust.

**Use 8-16+ various steps, or "lego blocks" over 15-20 days to start with.** You don't need all the steps pre-written. Just as effective is setting up the first two steps, then to "add as you go" until the sequence is built out.

“**The Classic**”: a basic messaging structure across many channels is the **Bridge | Value/Context | CTA**.

- **Bridge**: Why and how you’re reaching out to them. A natural approach to start a conversation, rather than diving right into a “pitch”.
- **Value/Context**: Add relevance and value and context for why you’re reaching out.
- **CTA**: aka. Call To Action. What are you asking for at the end of the email? Make sure you ask one thing, not multiple.

#### Ways to use CTAs:

- Ask for an appointment
- Ask for a referral
- Ask them a conversation starting question
- Ask them to see other channel
  - > Ex: In email “I tried reaching out via LinkedIn...”, or in call “I’m going to send you an email, if you could look out for that please...”

**Use multiple channels: phone, email, social, Whatsapp/text, etc.**

## ■ Message Crafting Techniques:

- **Interview customers** or prospects for gritty jargon and insiders language/ terms!
- **Read your email out loud**. It should sound as if it’s a cafe conversation.
- **Use lots of small visual bites**
  - with line breaks for white space
  - to make it visually more friendly.

\*Note: don’t break your sentences apart as above. This is an example to show you how much of a difference “white space” makes in message readability, rather than writing in big paragraphs.

- **Write so it’s easy to understand**, short, sweet, intriguing. ([Remember, “Kill a Word”](#))
- **“WIFM”** - What’s in it for me? Does a message read with value to the reader?
- **Send it to your phone** to test mobile-friendliness (and shortness of the message).
- **When you receive** a neutral or positive response and there’s a phone number in their signature, CALL THEM: “I received your email, and thought it’d be easier if I just called you... Pause...”
- **Understand** the current climate and perform genuine outreach.
  - If you are performing outreach during a pandemic, world event, etc. be cognizant of this. Tailor your conversations to what your prospects are going through and experiencing.



## ■ “Fun” Stats:

Personalize up to 20% of your emails to double your reply rate. However, if you over-personalize, you start losing out on higher response rates, while spending too much time on personalization

Teams that use single-channel touch like only-call or only-email get 77-91% lower response rates than teams who use multi-touch approaches.

80% of the top cadences (out of a sample of 3.4 million) started with a call followed by an email. Almost all of these double-taps occurred on Day 1

Keep your emails short. When you go over 100 words in the email body, you start having a reply rate loss of 23-25%.

Middle and elementary school - level language and readability get you 35-63% increase in reply rates, while high school and post secondary readability gets 25-44% loss in reply

Using bullet points in emails reduces reply rates by an avg of 37%, and using dashes reduces them by avg of 11%. Overall, if you're using bullets, your email is likely too long.

## ■ Sample Outbound Sequence (typical B2B target):

Smaller business, different geographies (Asia, Europe, LATAM) may mean you need to reshift the balance of how much messaging per channel: phone, texting, Whatsapp, Instagram, etc.

### **Day 1**

*Cold call with voicemail*

*Email 1 - personalized*

### **Day 2**

*Add on LinkedIn + follow their profile*

*Cold call, no voicemail*

### **Day 4**

*Find something they've shared on LinkedIn (or other social media) and engage with it*

### **Day 7**

*Email 2 - "bumper"*

### **Day 9**

*Cold call, with voicemail*

*Send them a message on LinkedIn if they've accepted your connection OR find a relevant post / article on LinkedIn and engage with them*

### **Day 12**

*Cold call, voicemail*

*Social media touch*

### **Day 15**

*Email 3 - rewrite Email 1 (same idea, just worded slightly differently)*

### **Day 18**

*Cold call*

*Social media touch*

### **Day 21**

*Email 4 - "the breakup"*

## ■ Sample Automated Outbound Sequence (typical SMB target):

In certain circumstances, it pays off to fully automate a sequence. If the target market is of a substantial size or if only certain contact details are made available, consider automating the bulk of your steps.

### **Day 1**

*Email 1 - Automated Personalized Intro*

### **Day 2**

*Add on LinkedIn + follow their profile*

*Cold call, no voicemail*

### **Day 4**

*Email 2 - "bumper"*

### **Day 7**

*Cold call, with voicemail*

*Send them a message on LinkedIn if they've accepted your connection OR find a relevant post / article on LinkedIn and engage with them*

### **Day 9**

*Social media touch*

### **Day 12**

*Email 3 - rewrite Email 1 (same idea, just worded slightly differently)*

### **Day 15**

*Cold call, no voicemail*

*Social media touch*

### **Day 18**

*Email 4 - "the breakup"*

## ■ Sample Inbound Sequence:

### **Day 1**

*Phone call*

### **Day 2**

*Phone call*

*Send LinkedIn request*

*Manual Email*

### **Day 4**

*Phone Call*

*Manual Email*

### **Day 8**

*Phone Call*

*Automated Email*

- Here are a few examples of how some of the “building blocks” could look in practice.

**Sample Bumper:**

Hi {{first\_name}},

Not sure you caught my last email. Am I on the right track reaching out to you, or might there be someone better suited for a discussion surrounding [ie. data science and analytics]?

**Sample “Break-up”:** [subject sample: Bad timing?]

Hi {{first\_name}},

I thought we could have been a good fit to partner, but it may not be the right time. I’ll check back in with you in a couple of months.

If you or any of your colleagues would be interested in a conversation, please let me know.

All of the best in the meantime,

**Sample Voicemail & Other Channel:**

Hi {{first\_name}}, this is \_\_\_\_\_ calling from [company]. I’m going to send you an email tomorrow - if you could please look out for that in your inbox, and get back to me there. Thanks, I really appreciate it!

**Sample “classic” - Bridge / Value / CTA:**

Hi \_\_\_\_\_,

I’m reaching out because [we are an X type of company helping companies like yours deliver Y results/ service, achieving Z in a time frame].

I’m looking to connect with the person who oversees your [Insert keywords here]. Could you please direct me with them?

Really appreciate the help!

**Sample one-liner:**

Hi\_\_\_\_, did you get my previous message?



# ■ Sample Email Messaging

<b>Context/Targeting</b> 5000+employees Industry agnostic Tech: Yammer+Workplace	Manager and Directors IT+ Operations
<b>Subject Lines</b>	{{first_name}}, quick question {{company_name  your company}} + [Company]
<b>Signature</b>	
<b>Initial Version 1</b>	Hi {{first_name}},  I'm looking to connect with the person who manages your employee collaboration tool.  Are you the best person to talk to about this?  Best,
<b>Initial Version 2</b>	Hi {{first_name}},  I'm looking to connect with the person who oversees your workforce collaboration tools.  Can you point me to the right person?  Cheers,
<b>Followup 1</b>	Hi {{first_name}}, thought more context might be helpful.  [Company] analytics helps companies like Chevron, Discovery, and Petco to easily measure and understand what content, initiatives, and individuals are driving engagement on Yammer, Teams, and Workplace by Facebook.  You can slice and dice your data to gain in-depth insight and generate reports in minutes!  Would you or your colleagues find this useful?  Best,  P.S. [Company] for free during the peak of the COVID-19 outbreak.
<b>F2</b>	Hi {{first_name}}, any thoughts on my last email?  Best, Emily.  P.S. [Company] for free during the peak of the COVID-19 outbreak.  <b><u>P.S. Discover analytics for Yammer and Workplace!</u></b>

**F3 - too busy, I understand.**

Hi {{first\_name}},

I've yet to hear back so I can only assume you're swamped. No worries.

I'll look to connect in the future.

If there is someone else I should reach out to, please let me know.

Cheers,

## ■ Human Resources: Referral

**5000+employees**

Industry agnostic  
Tech: Yammer

HR directors plus titles

**Initial V1**

active disengagement?

Hi {{first\_name}},

I'm looking to connect with the person responsible for your internal communications.

We leverage technology to help companies like Chevron, Domino's, and Save the Children gain in-depth insight on the workplace initiatives, individuals, and channels that drive employee engagement, productivity, and collaboration.

Could you please point me to the right person?

Cheers,

**Initial V2**

{{first\_name}}, quick question

Hi {{first\_name}},

With 67% of the US workforce being reportedly disengaged in the workplace, understanding employee drive and participation has become more crucial than ever.

We leverage technology to help organizations like Chevron and Domino's optimize their communications and employee engagement strategies, allowing them to create relevant internal content, foster employee collaboration, and further best practices.

Could you please introduce me to the person responsible for your workplace communication and engagement strategy?

Best,

**F1**

Any thoughts on who that person might be, {{first\_name}}?  
Hoping you can point me to the right person.

Best,  
Emily.

P.S. [Company] for free during the peak of the COVID-19 outbreak.

<p><b>F2A</b></p>	<p>Hi {{first_name}}, thought more context might be helpful.</p> <p>[Company] is a social network analytics tool that allows you to easily measure and understand what content or individuals are driving engagement on Yammer or Workplace by Facebook. You can slice and dice your data to gain in-depth insight and generate reports in minutes!</p> <p>Would you or your colleagues find this useful?</p> <p>Best, Emily.</p> <p>P.S. [Company] for free during the peak of the COVID-19 outbreak.</p>
<p><b>F2B</b></p>	<p>Hi {{first_name}}, thought an example could be useful.</p> <p>[Company] helped the WWF to monitor relevant staff engagements and discussions during their Annual Conference. Easily, they were able to identify top engaged staff, posts, hashtags and all reactions/feedback from staff.</p> <p>Our aggregated analytics helped them to easily generate a data-driven report that was used as a performance benchmark for past and future initiatives.</p> <p>Can I get 15 minutes with you to understand how your current workplace communications program and ask a few questions?</p> <p>Cheers,</p> <p>P.S. [Company] for free during the peak of the COVID-19 outbreak.</p>
<p><b>F3</b></p> <p>too busy, I understand</p>	<p>Hi {{first_name}},</p> <p>We haven't had the chance to connect yet, and I understand my timing may be bad. It's also possible this isn't your area of focus.</p> <p>Are you the right person to speak with regarding getting the most out of your workforce collaboration tool?</p> <p>Best, Emily.</p>
<p><b>CTA</b></p>	<p>Hi {{first_name}},</p> <p>[Company] helps organizations optimize their internal content and employee engagement strategies while reducing the amount of work required to manage, monitor and understand your Yammer multi-groups community.</p> <p>I'd like to discuss how we can help {{company_name}} uncover best practices, understand staff engagement and corporate sentiment.</p> <p>How is your availability ___ or ___ to get introduced to each other and learn more about your internal communications goals?</p>
<p><b>CTA V2</b></p>	<p>Are you trying to foster a culture of community and increase employee engagement by using Yammer but finding it difficult to understand what drives employee participation?</p> <p>Our analytics tool helps organizations understand how your employees engage on Yammer while providing in-depth insights into their sentiments.</p> <p>I'd like to discuss how we can help {{company_name}} uncover best practices, understand staff engagement and corporate sentiment.</p> <p>How is your availability ___ or ___ to get introduced to each other and learn more about your internal communications goals?</p>

# ■ Sample LinkedIn Messaging

**It's important to build relevance when sending an invitation message. Relay that you are a knowledgeable professional working in a space that's relevant to your prospect's daily tasks.**

**In the initial message, you only need to sell the prospect on accepting your invitation request, not on your company / product.**

**The invitation message is a great opportunity to provide context into your area of expertise relevant to their "jobs to be done".**

## **Pick one target persona, and answer these questions...**

### **Pain**

- What are some major problems they are likely to be facing?
- How do those problems impact their business?
- What are they currently doing to solve these problems, and what's prevented them from finding an easier solution?

### **Solutions**

- What are your prospects goals associated with their problems?
- What are the tangible benefits to their business once they solve these problems?
- What does the perfect solution to these problems look like, and where does your solution fit in?

## **Key things to keep in mind..**

**Build relevance when sending an invitation message. Relay that you are a knowledgeable professional working in a space that's relevant to your prospect's daily tasks**

**In the initial message, you only need to sell the prospect on accepting your invitation request, not on your solution.**

**The invitation message is a great opportunity to provide context into your area of expertise relevant to their "jobs to be done"**

## **Example messaging**

### **Initial Message:**

Hi {receiver.first\_name},

Wanted to connect as we share common ground in **advanced analytics and data science**.

Would you be open to connecting and discussing how **AI and ML** are affecting the **financial industry**?

### **Alternative CTA:**

I work with **financial services companies to help them embrace AI and ML**.

Would you be open to discussing potential use cases for {receiver.company\_name}?

## Follow Up Message:

**The follow up message offers you the opportunity to send a CTA to take the conversation offline**

**In the first follow up message set the tone for the discussion you wish to have, but maintain a “knowledge-share” or “value-add” approach**

Hi {receiver.first\_name}, thanks for connecting!

Do you have any time in the next few days to share some ideas?

It would be great to discuss \*Set the tone for the call\*.

## Break Up Message

**In the break up message, you can share industry relevant content, or a case study**

**Your CTA in the break up message is an opportunity to ask for a referral to another contact**

{receiver.first\_name},

I thought you may find this article on \*Industry Value Add\* interesting

OR

I wanted to share this article on how we helped Company X achieve Y.

Would you or any of your colleagues be interested in learning more?

## Real-life examples

Hi (First Name),

Thank you for accepting my connection. Are you familiar with \_\_\_\_? If not, I'm looking to introduce the platform to teams within (company) that utilize data for business decisions and outcomes.

Given your leadership in (job title), I thought you might be open to continued education around model building and big data.

Let's find 20 minutes next week to discuss how \_\_\_\_'s collaborative data science platform can help your team scale analytics projects and make the most of your data.

Talk soon,  
(name)

Hi (First Name),

Thank you for accepting my connection - It's really a pleasure.  
I work for the (Vertical) Account Team at \_\_\_\_, a collaborative analytics platform.

I'm eager to learn more about how the largest (vertical) organizations are utilizing machine learning and data to revolutionize the industry. Any chance you'd be willing to chat before the holidays and I can pick your brain about how you're implementing advanced analytics in your role?

Best,  
(name)

# ■ Workshop Template

Ideal Customer: \_\_

## Initial

Hi {receiver.first\_name},

Wanted to connect as we share common ground in advanced analytics and data science.

Would you be open to connecting and discussing how AI and ML are affecting the financial industry?

Alternative CTA:

I work with financial services companies to help them embrace AI and ML.

Would you be open to discussing potential use cases for {receiver.company\_name}?

## F1

Hi {receiver.first\_name}, thanks for connecting!

Do you have any time in the next few days to share some ideas?

It would be great to discuss \*Set the tone for the call\*.

## F2

{receiver.first\_name},

I thought you may find this article on \*Industry Value Add\* interesting

OR

I wanted to share this article on how we helped Company X achieve Y.

Would you or any of your colleagues be interested in learning more?



# ■ More Examples

## Ideal Customer #1

<b>Initial</b>	<p>Hi (first name),</p> <p>I'm reaching out because I work in the data science space, and it appears we share some common ground.</p> <p>Would you be open to connecting and discussing methods to help scale data projects and model reusability?</p> <p>V2: Hi (name) Wanted to connect because I speak with data scientists across a variety of different industries.</p> <p>Would you be open to discussing methods we have seen help put more models into production?</p>
<b>F1</b>	<p>Hi {receiver.first_name}, thanks for connecting!</p> <p>Some of the data scientists I've worked with face challenges in time to production and data prep. Does this resonate with you as well?</p> <p>Do you have time in the next few days to share some ideas?</p>
<b>F2</b>	<p>{receiver.first_name},</p> <p>I thought you may find this article on (?) interesting.</p> <p>Would you or any of your colleagues be interested in a discussion?</p>

## ■ Ideal Customer #2

### Initial

Hi {{first\_name}},

I noticed we have a common interest in advanced analytics in digital transformation contexts.

It would be great to have a discussion about your data initiatives and explore how \_\_\_\_\_ could be of value to you and your organisation.

Are you available for a call sometime this week?

Kind regards,

### F1

Hi (first name)

I've read this article regarding XXX and I'd be interested to hear your point of view and share insights I gathered from previous conversations

When are you available to have a quick conversation ?

Kind regards,

### F2

Hello (first name),

I thought you may find this article on \*Industry Value Add\* interesting

Are you free to discuss how this could be applicable to {{company}}, otherwise could you direct me to someone else who could benefit from this?

Regards,

## ■ Ideal Customer #3

<b>Initial</b>	<p>Hi {receiver.first_name},</p> <p>I work with predictive analytics teams in the manufacturing sector.</p> <p>Would you be open to discussing methods to get more predictive models into production?</p>
<b>F1</b>	<p>Hi {receiver.first_name}, thanks for connecting!</p> <p>Do you have any time in the next few days to share some ideas?</p> <p>It would be great to discuss methods for speeding up the refactoring process.</p>
<b>F2</b>	<p>{receiver.first_name},</p> <p>I thought you may find this article on auto refactoring interesting.</p> <p>Would you or any of your colleagues be interested in a discussion?</p>

## ■ Other sample LinkedIn Messages:



**Peter Nieuwenburg** • 12:02 PM

Hey Samuel,

I tried connecting via email last week, but I figured this may be a better platform to start a conversation.

I'd love to learn a little bit more about [REDACTED] and specifically what you're doing for outbound.

Let's connect.

Peter



**Peter Nieuwenburg** • 11:03 AM

Hi Samuel,

It's great to connect!

I think it'd be valuable to hop on a quick intro call and see if there's a fit here. Companies typically turn to Predictable Revenue when they feel that their sales team could be spending more time talking to the right prospects.

How's your availability next week?

Peter