



Outreach Reply Follow-Up Sequence

Sequence Structure: 8 Steps, 3 Automated, 15 Days

Step 1: Automated Email (Reply, not New Thread), Time Interval = 2 Days

Template:

Hi {{first_name}},

Just bumping this note up in case it got buried, and hoping you have a minute to respond. If you have any questions or want to schedule a quick call to discuss, just pick a time on my calendar. [\[\[INSERT CALENDAR LINK SNIPPET\]\]](#)

Cheers!

{{sender.first_name}}

Step 2: Phone Call, Time Interval = 1 Day

Step 3: LinkedIn Message/InMail, Time Interval = 1 Day

Step 4: Auto Email (Reply), Time Interval = 1 Day

Template:

Hi {{first_name}},

Sorry to keep hounding you, but I want to make sure we don't veer off course. I know you're probably slammed, but if you have a minute, please take a look at the note below and let me know your thoughts. Can we schedule some time tomorrow or [{{weekdays_from_now 2}}](#) to discuss?

Hope the persistence is appreciated, because I sure don't want to become a nuisance. If there's anything I can do to make this easier for you, don't hesitate to ask.

Thanks!

{{sender.first_name}}

Step 5: Phone Call, Time Interval = 1 Day

Step 6: Manual Email (New Thread), Time Interval = 2 Days

Template:

Subject Line: Ready to take the next step?

Body:

Hi {{first_name}},

Hope all's well in your world. On our last call, you suggested {{! INSERT AGREED UPON NEXT STEP }}. Is that still the best way to keep this evaluation moving forward? I also wanted to share this {{! INSERT RELEVANT CASE STUDY, CUSTOMER TESTIMONIAL, OR SUCCESS STORY}}. I'm looking forward to helping you achieve the same kind of success with Outreach!

Take a look at the note below when you have a minute, and let's get the next conversation scheduled. Hope the persistence is appreciated.

{{sender.first_name}}

Step 7: Auto Email (Reply), Time Interval = 3 Days

Template:

Hi {{first_name}},

I don't want to become a pest, but you haven't told me to buzz off, so I'm hoping you'll want to continue the conversation at some point. I'm going to give you some space, but you know where to find me when you're ready to pick this back up. If there's a better time for me to circle back, please let me know.

If you need anything in the meantime, you know where to find me!

Hope all is well, and we talk again soon.

Best,

{{sender.first_name}}

Step 8: Generic Task, Time Interval = 3 Days

Add to Nurture Sequence if valuable prospect likely to be in consideration phase or kill opportunity and send back to Marketing for drip if you don't think there's business to be had.