

JAMES SCHRAMKO

3 Email Sequences That Can Generate You More Leads

- 1. Thinking-of-you email sequence:** This sequence targets previous or current clients. The idea is to re-engage these clients by sharing new insights, results from recent projects, or case studies relevant to their business. The aim is to show that you're still considering their needs and can offer fresh value.
- 2. Leads-that-never-converted email sequence:** This sequence is for contacts who showed interest in your services or products in the past but didn't convert into clients for various reasons (e.g., timing, budget constraints). The emails should revisit these leads with updates or changes that might now align better with their needs, leveraging any past interactions or discussions noted in your CRM.
- 3. Cold outreach for market expansion:** This sequence involves reaching out to potential new leads who haven't interacted with your business before. The focus is on offering an easy-to-say-yes-to product or service that serves as a foot-in-the-door, making it less about a hard sell and more about initiating a relationship. These offers should be low risk, high value, and relevant to the recipient's current business activities or needs.

For crafting these emails:

- * Personalize the message to show genuine interest and relevance.
- * Provide clear value and benefits early in the email.
- * Make a straightforward ask or offer that's easy for the recipient to act on.

Implementing these strategies requires understanding your audience, being genuine in your communication, and offering real value. This will help you create effective email campaigns tailored to different segments of your audience, thereby generating more leads for your business.

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