

Prospecting email sequence

First

Hi [NAME],

I hope that you don't mind me reaching out to you directly. I wanted to discuss the logic of [PROSPECT'S COMPANY] working with [YOUR AGENCY] and after some LinkedIn searching you seemed like the right person to contact.

[YOUR AGENCY] is, in a nutshell we're [ADD AROUND 12 WORDS SUMMARISING WHAT YOU DO, EG: *a flexible content and copywriting resource for marketing, PR and comms teams*]. We make their lives easier by [ADD AROUND 30-50 WORDS SPELLING OUT THE BENEFITS YOU BRING AND PROBLEMS THAT YOU SOLVE, EG: *quickly custom matching writers to briefs (no more scrabbling around on LinkedIn looking for someone who might be able to help). Better still, we don't charge agency fees or insist on retainers – we're just here when you need us, perhaps during a particularly busy period or for a very niche project.*]

We have a lot of experience in [NAME THE PROSPECT'S SECTOR], hence me making contact.

I'd normally ask if you're free for a coffee in London, but obviously, given current circumstances, a call would be better (and would eliminate the risk of arrest). Do you have any availability?

Kind regards,

John

Second

Hi [NAME],

Not sure if you picked up my earlier note... Worth a chat?

John

Third

Hi [NAME],

Just a nudge in relation to my earlier note, I appreciate that you're really busy. Would you mind pointing me at the right person for a brief conversation about [ADD YOUR SPECIALISM, EG DESIGN] resource at [PROSPECT'S COMPANY].

I'd really appreciate the steer – I've been looking to drop a call in but struggling to find the right person to speak with.

Best regards,

John

Fourth

Hi [NAME],

I hope this finds you well. My last email I promise – on the off chance that you've not been abducted by aliens.

Sorry to chase on my earlier msg. I'm still looking for the best person at [PROSPECT'S COMPANY] for a quick chat about content and copywriting resource.

If there's a better person to speak with on your side, then any pointers would be much appreciated... otherwise would there be a convenient time for me to drop you a quick call?

Regards,

John