



Re-engaging Past Leads and Contacts

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HOT Leads

Subject line: Something I've created to help <you/your business/life/career>

Hi <Name>

It's been great to connect with you on <LinkedIn/Facebook/Twitter/Instagram> lately, ...

I was delighted to be referred to you by <name of person> recently, ...

I enjoyed <talking with you/meeting you> at <name of event> in <place or month>, ...

It was a pleasure to see you again at the <event name> networking event, ...

... and I'm dropping you a quick line with something new that I think you'll find really helpful.

In my <executive/business/life coaching> practice, I keep seeing a big stumbling block: how to identify your top priority <leadership issues/business blind spots/blocks to success/issues holding you back> and their solutions. To overcome that, I've created a simple <insert quiz name> quiz. It only takes a few minutes.

As well as understanding where you need to focus your attention for the best results, you'll get tips tailored to your key <issues/blind spots/blocks>, so you can start making shifts instantly.

You can take the quiz here: <insert link using name of quiz>.

I hope you enjoy it and that it brings you a deeper insight into how to improve your <business/career/work-life balance>.

Best Regards

<Name>

<Company Name>

<Contact details>

Use one of the opening lines to open the first sentence, without ellipsis (...)

Bonus Tip:

If emailing, send this from your normal email program that you use everyday. Don't use email marketing software for this.

Re-engaging Past Leads and Contacts

WARM Leads

Subject line: Thought this might help <you/your business/career/life>

Hi <Name>

We've connected on <LinkedIn/Facebook/Twitter/Instagram> lately, ...

I was delighted to be introduced to you by <name of person> <via email/at (place)> recently, ...

It was a pleasure to meet you at <name of event> in <place or month>, ...

... and I'm getting in touch with something new you might like to try.

In my <executive/business/life coaching> practice, I've seen a growing need to quickly identify the most pressing <leadership issues/business blind spots/blocks to success/issues holding you back> and their solutions. With that in mind, I've created the <insert quiz name> quiz.

It only takes a few minutes, and you'll get tips tailored to your main <issues/blind spots/blocks>, so you can start making instant changes.

You can take the quiz here: <insert link using name of quiz>.

I hope you enjoy it and that it gives you an extra insight into your <business/career/work-life balance>.

Best Regards

<Name>

<Company Name>

<Contact details>

Use one of the opening lines to open the first sentence, without ellipsis (...)

Bonus Tip:

If sending as a LinkedIn message - make sure your LinkedIn profile is updated and mentions about you being a coach. You don't want them to only be able to read about your past jobs.

Post-quiz Email Nurture Sequence

COLD Leads

Subject line: Thought this might <interest you/help you with your business/career/life>

Hi <Name>

<Name of person> suggested that I get in touch with you, ...

We've connected on <LinkedIn/Facebook/Twitter/Instagram> recently, ...

We met briefly at <name of event> in <place or month>, ...

... and I have something new you might like to try.

In my <executive/business/life coaching> practice, I've seen a growing need for a quick way to <prioritize issues/identify blocks to success/discover what's holding you back> and develop fast solutions. With that in mind, I've created the <insert quiz name> quiz.

It only takes a few minutes, and you'll get tips tailored to your main <issues/blocks>, so you can start making changes instantly.

You can take the quiz here: <insert link using name of quiz>.

I hope you enjoy it and find it useful.

Best Regards

<Name>

<Company Name>

<Contact details>

Use one of the opening lines to open the first sentence, without ellipsis (...)

Bonus Tip:

Can't remember where you met them or how you know them? Use this template and modify the introduction as best as possible. Either mention something you find on LinkedIn about them, or more generally, that you are wanting to reach out to them today.