

Cold Outreach Sequence Template

A multi-touch outbound sequence that doesn't read as spam.

Touch 1: Email (Day 1)

Introduce a specific, relevant reason for reaching out. Short. One clear ask.

Touch 2: LinkedIn/Social Engagement (Day 3)

Build familiarity without asking for anything.

Touch 3: Follow-Up Email (Day 5)

Add new value, don't just "bump" the first email.

Touch 4: Phone Call (Day 8)

A real conversation attempt. Leave a specific, short voicemail if no answer.

Touch 5: Final Email (Day 12)

A genuine, no-pressure close-out. Leave the door open.

Sequence Principles

- ☐ Every touch should stand alone; none should feel like a scolding for not replying
- ☐ Personalization in touch 1 matters more than volume
- ☐ Track response rates by touch number to see what's actually working