

How to use these templates

These templates are designed for the [six-month lead nurturing journey](#) to help you build trust and convert leads who weren't immediately ready for advice.

Each template has **[red text in brackets]** where you fill in the information unique to each situation. **Don't forget to update the red text colour before sending emails.**

You'll want to start this journey if you haven't been able to organise an initial consultation with a new lead after [10 days of consistent contact](#).

Email 1

Subject line: **[lead name]**, let's schedule a call

Hi **[lead name]**,

It's **[your name]** here from **[your company]**.

In your enquiry via Unbiased, you mentioned you're looking for help on **[lead's advice query]**.

I understand how hard it can be to find an answer to **[lead's advice query]**.

Thankfully, I've been there before.

A number of clients I've worked with have also needed help with **[lead's advice query]**, so I know I can be of help.

[Go into more detail about your experience in this specific area.]

Let's schedule a call to discuss everything in more detail.

Feel free to schedule a meeting at a time that suits you by clicking here **[hyperlink your appointment scheduling link if applicable]** or call me at **[your number]**.

Looking forward to talking to you.

Kind regards,

[Your name]

Emails 2-10

Emails 2-10 will follow the same format – some industry-specific news they would be interested in, and a reminder to schedule a meeting. Please edit the following template for each email in the nurture cadence.

Subject line: [lead name], the latest on [lead's advice query]

Hi [lead's name],

Are you still concerned about [lead's advice query]? / Is [lead's advice query] still on your radar? / Have you heard the latest about [lead's advice query]?

[Insert relevant and timely news, including how it could impact them, about the advice area your lead has submitted their enquiry for.]

[Insert how your experience with the advice area. Include any recent experience, especially if it relates to the news above.]

With this in mind, I just wanted to remind you that I am still available for a meeting to discuss your specific needs.

You can schedule a meeting at a time that suits you by clicking here [hyperlink your appointment scheduling link if applicable] or by calling me at [your number].

I'm on hand to help.

Looking forward to hearing from you.

Kind regards,

[Your name]

Final email

If your lead has still not engaged after 6 months of consistent contact, it's time to let them go.

Subject line: This is my last email to you.

Hi [lead's name],

I noticed you haven't interacted with an email from us in a while.

I will remove you from our mailing list for now.

If you'd like to opt in to receive regular industry updates, you can do so here [\[include your newsletter subscribe link, if applicable\]](#). However, we won't be reaching out to you again personally.

If you're still interested in receiving financial advice or would like to reach out in the future, please feel free to contact me at [\[provide your contact details\]](#).

Kind regards,

[\[Your name\]](#)