**How to use these templates**

These templates are designed for the [10-day follow-up cadence](https://knowledge.unbiased.co.uk/best-practice-cadence-for-lead-contact) to arrange that crucial first meeting with your new lead. For **Day 1**, use the **First contact scripts & templates**.

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.**

**Day 2**

**Phone call:** *If you get through, follow the first contact phone call script.*

**Voicemail:** *If you don’t get through, leave a new voicemail.*

Hi [lead name],

It’s [your name] from [your company]; apologies for missing you again.

I got your details from Unbiased after you submitted an enquiry for [lead’s advice query].

I’m hoping to schedule a call with you to discuss how I can be of help.

I'll call you again at [give them a date and time of when you’ll call back]. You can also reach me at [your number].

Speak soon.

**Day 3**

*No contact.*

**Day 4**

**Phone call:** *If you get through, follow the first contact phone call script.*

**Voicemail:** *If you don’t get through, leave a new voicemail.*

Hi [lead name],

It’s [your name] from [your company]; sorry I missed you again.

I received your enquiry via Unbiased regarding [lead’s advice query], and I’d love to arrange a time to chat about how I can support you.

I’ll try calling again on [give them a date and time of when you’ll call back], but feel free to reach me sooner on [your number].

Looking forward to speaking with you.

**Email:** *And send them a new email.*

**Subject line:** Your matched adviser, let’s schedule a call.

Hi [lead name],

I’m [your name] from [your company]; thanks for your recent enquiry through Unbiased.

You mentioned you were looking for help with [lead’s advice query]. We’ve supported many clients with similar needs, so I’d be happy to explore how we can assist you as well.

If you'd like to book a time that works for you, you can do so here: [hyperlink your appointment scheduling link]. Alternatively, feel free to call me at [your number].

I’ll also try reaching you again on [give them a date and time of when you’ll call back].

Looking forward to connecting.

Kind regards,  
[Your name]

**Day 5**

*No contact.*

**Day 6**

**Phone call:** *If you get through, follow the first contact phone call script.*

**Voicemail:** *If you don’t get through, leave a new voicemail.*

Hi [lead name],

It’s [your name] from [your company]; we seem to keep missing each other.

I got your details from Unbiased after your enquiry about [lead’s advice query], and I’d really like to see how I can help.

I’ll give you one more call on [date and time of when you’ll call back], but if it’s easier, feel free to call me directly on [your number].

I hope to speak soon.

**Text:** *And send a new text message.*

Hi [lead name], this is [your name] from [your company].

I’m just following up again about your enquiry through Unbiased.

Let’s arrange a call to see how I can help.

I’ve sent an email with all my details, but feel free to call me back on this number. I’ll try you again on [give them a date and time of when you’ll call back].

I hope to speak soon.

**Days 7-9**

*No contact.*

**Day 10**

**Phone call:** *If you get through, follow the first contact phone call script.*

**What to do after Day 10**

If you’re still unable to reach your lead after the last phone call on Day 10, it’s time to put them into your [longer-term nurture journey](https://knowledge.unbiased.co.uk/the-six-month-lead-nurturing-journey).