

How to use these templates

These templates are designed for the [10-day follow-up cadence](#) 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](#).