

Lead Generation Drip Email Sequence Template

Step 1 Initial Outreach

Subject Line

e.g. Quick question about [their company]

Email Body

Hi [Name], I came across [Company] and was impressed by [something specific]. I wanted to reach out to exp

Step 2 Follow Up

Subject Line

e.g. Wanted to follow up

Email Body

Hi [Name], Just checking in to see if you saw my previous message. Let me know if you have a few minutes thi

Step 3 Value Add

Subject Line

e.g. Thought you may like this resource

Email Body

Hi [Name], I thought you'd find this [resource/case study/tool] helpful: [link]. Let me know if you have any questio

Step 4 Last Attempt

Subject Line

e.g. Before I close your file

Email Body

Hi [Name], I wanted to reach out one last time regarding [value proposition]. If now isn't the right time, I complet

