



PROFESSIONAL & PREMIUM

The 21-Day Lead **Nurture** Blueprint

The full email and SMS sequence for warm prospects who aren't ready to buy today. All copy included — personalise the [brackets] and you're live.

How This Sequence Works

The sequence follows a proven three-phase structure. Each phase has a different job.

Phase	Days	Job	Tone
Phase 1: Awareness	Days 1–7	Remind them you exist. Show them you understand their world.	Warm, helpful, no selling
Phase 2: Value	Days 8–14	Demonstrate expertise. Give them something genuinely useful.	Educational, generous
Phase 3: Decision	Days 15–21	Create urgency and make it easy to say yes.	Direct, confident, low-pressure

Set it and forget it: Build this once in [Automations → New Workflow](#). Trigger: Tag Added = 'Nurture-Sequence'. From that point, any contact you tag enters the sequence automatically and receives all 8 touchpoints without you doing anything.

Phase 1: Awareness Days 1–7

Warm, helpful, no selling

DAY 1 EMAIL

Great to connect, {{contact.first_name}}

Hi {{contact.first_name}},

It was great to **[meet you / speak with you / hear from you]** recently. I wanted to follow up properly rather than just leave it at that.

[Business Name] helps **[TARGET CLIENTS]** to **[KEY OUTCOME]**. We've been doing this for **[X years]** and I'm proud of what our clients achieve.

Over the next few weeks I'd love to share a few things that might be genuinely useful for your business — no sales pitch, just things worth knowing.

In the meantime, if there's anything I can help you with, just reply to this email.

Best, [Your Name]

P.S. If you'd rather just book a call to talk things through, here's my calendar: [booking link]

DAY 3 SMS

Nurture Check-in

"Hi {{contact.first_name}}, [Your Name] from [Business] here. Just wanted to make sure you got my email earlier this week! Did it land in your inbox okay? [booking link] if you'd like to chat."

This is a light-touch SMS to confirm email contact was made. Keep it conversational.

DAY 7 EMAIL

Something that might help you this week, {{contact.first_name}}

Hi {{contact.first_name}},

Quick one this week — I came across [ARTICLE / INSIGHT / STATISTIC] recently and thought of you.

[Summarise the insight in 2–3 sentences. It should be relevant to their industry or situation. Examples: a change in regulations that affects them, a trend in their sector, a common mistake businesses like theirs make.]

Just thought it was worth sharing.

More from me next week. Have a good one.

[Your Name]

Phase 2: Value
Days 8–14

Educational, generous

DAY 10 **EMAIL**

How [Similar Business] [Achieved X Result]

Hi {{contact.first_name}},

I wanted to share a quick story about one of our clients.

[CLIENT TYPE, e.g. 'A local plumbing business'] came to us **[TIME PERIOD]** ago. They were **[DESCRIBE THE PROBLEM — e.g. 'spending 3 hours a day chasing leads that never converted, and missing calls when they were on the tools']**.

After working with us for **[TIMEFRAME]**, they **[DESCRIBE THE RESULT — e.g. 'now respond to every new lead automatically within 30 seconds, have cut their no-show rate by 60%, and have saved around 4 hours a week']**.

I'm sharing this because I think you might be in a similar position — and I'd love to see if we can achieve something similar for you.

Would it be worth a quick 20-minute call? [booking link]
No pressure either way.

[Your Name]

DAY 14 **EMAIL**

The Question I Get Asked Most Often

Hi {{contact.first_name}},

The question I hear most from **[TARGET CLIENT TYPE]** is: **[MOST COMMON QUESTION FROM YOUR CLIENTS]**.

Here's my honest answer:

[Answer the question in 4–6 sentences. Be specific. Give a real insight. This is your chance to demonstrate expertise without pitching anything.]

I hope that's useful. If it raises more questions — or if you'd like to talk through your specific situation — just reply to this email and I'll come straight back to you.

[Your Name]

Phase 3: Decision

Days 15–21

Direct, confident, low-pressure

DAY 17 EMAIL

I've Been Thinking About Your Situation, {{contact.first_name}}

Hi {{contact.first_name}},

I've been thinking about what you mentioned when we **[spoke / connected]** — specifically **[REFERENCE A SPECIFIC DETAIL IF YOU HAVE IT, e.g. 'the challenge of keeping up with follow-ups when you're on jobs all day']**.

I wanted to come back to you with something concrete.

[OFFER A SPECIFIC INSIGHT, SUGGESTION, OR SOLUTION tailored to what they mentioned. This is the most personalised email in the sequence. If you don't have specific detail, describe the most common challenge for their type of business and address it.]

Would it be useful to spend 20 minutes going through this together? I can show you exactly how we'd tackle it. [booking link]

[Your Name]

DAY 19 SMS

The Warm Close

"Hi {{contact.first_name}} — [Your Name] from [Business]. I've sent you a few emails over the past few weeks — I hope they've been useful! If you'd like to explore what we might do together, I'd love a conversation: [booking link]. No pressure at all. Either way, glad to have connected."

This SMS lands the day after the Day 17 email. It's a gentle reminder that you're available. Many conversions happen here.

DAY 21 EMAIL**Last Message from Me for a While, {{contact.first_name}}**

Hi {{contact.first_name}},

This is the last email I'll send for a while — I don't want to fill up your inbox!

If the timing hasn't been right, I completely understand. These things have to make sense for your business.

But if you've been thinking about **[THE PROBLEM YOU SOLVE]** and you'd like to explore whether we might be a fit — now is a great time to have that conversation.

Here's my calendar if you'd like to book a quick call: [booking link]

Whatever you decide, thank you for the connection. I wish you and your business well.

[Your Name]

P.S. I'll still be here if you ever need us in the future. Just hit reply — I read every email.

How to Deploy This in dAIsy

1. Go to Automations → Add Workflow → Start from Scratch
2. Trigger: Tag Added → choose or create tag: Nurture-Sequence
3. Build each step as a Wait then Send Email/SMS action pair
4. Test the workflow by tagging a test contact and receiving all 8 messages yourself
5. To enrol contacts: select the contacts you want to nurture → bulk add tag: Nurture-Sequence