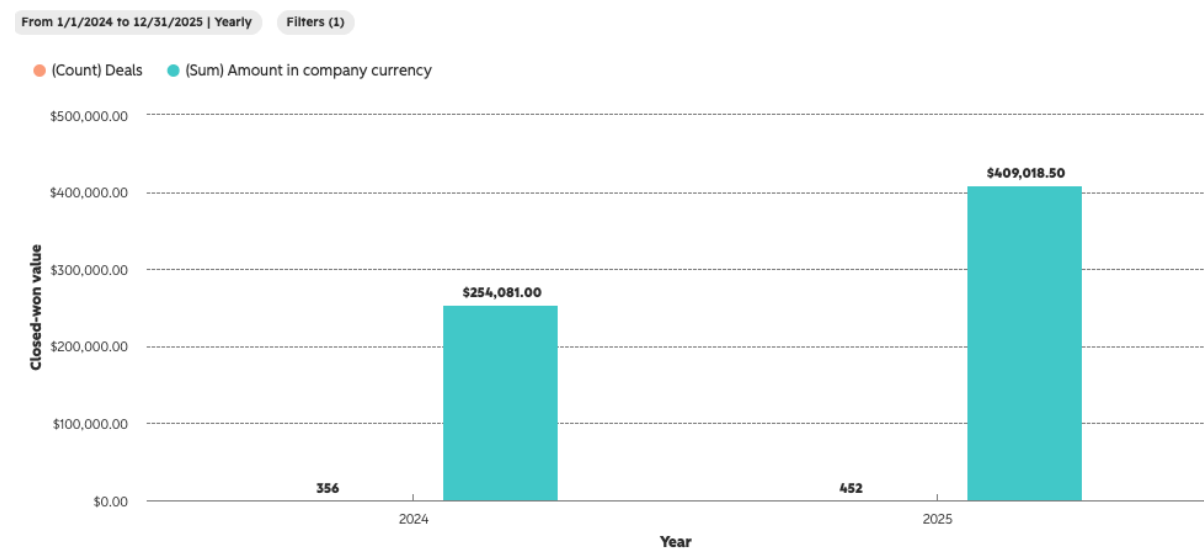


18 Step Outreach Sequence

Test size: 400 contacts

Response Rate: 93.37%

Year 1 to Year 2 Results:



Sequence

Day	Action	Talk Track
1	Call/VM	Hey [Name] I'm calling about [dog name]. Specifically, I'd like to see what we can do to help with training. Feel free to give me a callback or shoot me a text.
1	SMS	Hey [Name] this is [setter name] from [training company]. When would you have just a few minutes to chat about [dog name]?
2	Email	Hey [Name], I know you requested some information on getting some help training [dog name]. Which would be best for you? 1. Get a quick overview of our types of training 2. Talk to a training expert to get a recommendation 3. Learn a little but more about how we do things? I'm happy to help with any questions you have. Feel free to call me directly at [setter number] Have a great rest of your day! P.S. You can also shoot me a text anytime if you need assistance - [setter number] - [setter name]
3	SMS	Hey [name] just checking in to see when you would have some time to chat about [dog name]
4	Call/VM	Hey [name], calling about [dog name] again. Slots are filling up for [this month] - just checking to see if you were looking to get training for [dog name] this month or next. Just let me know.
5	SMS	Hey [name], [my name] again. When were you looking to get training for [dog name]?
6	Email	Hey [Name], are you still looking for help training [dog name]? Most of our clients are looking for help with: 1. Reactivity to people or animals 2. Loose leash walking 3. Or [insert topic mentioned in form fill] I'd be happy to share with you a little bit more about how we can help with these issues. Let me know when you might have a few minutes to chat.

		P.S. You can also shoot me a text or give me a call anytime if email isn't your thing [setter number]
8	Call/VM	Hey [Name], just checking in on [dog name]. It looks like you were most interested in [service requested]. I'd love to share with you more about the program when you have a chance. Feel free to shoot me a text when you have a sec.
9	SMS	Hey [Name], just checking in on [dog name] getting into our [service requested] program. When could I share more info about [service requested].
10	Email	Hey [Name], I was just talking with one of our clients, and they mentioned that we were really about to "work magic" for their dog Murphy and his issues with [issue mentioned in form]. I really think we could do the same for [dog name]. If you have a couple of minutes to chat, I'd love to tell you more about our [program name]. P.S. If Text/Calls or anytime I will be able to get back with you instantly [setter number]
11	Call/VM	Hey [Name], I wanted to know how [dog name] is doing with [problem from form]. I bet you have a dream about how you can live you best life with [dog name] I'd love to hear about it when you have a minute.
12	SMS	Hey [Name], how [dog name] doing? Just checking in to see if you still need training, or if your issues with [dog name] have cleared up.
13	Email	Hey [Name], [setter name] here checking in on how [dog name] is doing with [problem from form]. I bet you have a dream about how you can live your best life with [dog name]. A lot of owners really want to be able to: 1. Have guests over with no issues 2. Take their dogs to the park 3. Or even bring their dogs everywhere they go ...and we love making those things happen for our clients. Any chance you have some time today to talk about getting some training for [dog name]?
14	Call/VM	Hey [Name], how is [dog name] doing? Just checking in to see if you still need training, or if your issues with [dog name] have cleared up.

15	SMS	Hey [Name], with over [# of dogs you have trained] dogs trained I'm sure we can help [dog name] with [issue]. Are you still looking for help with training?
16	Email	Hey [Name], I hear from a lot of dog owners that they hold off on training because they think the process is complex. But the reality is that it couldn't be simpler. Here is how we do it. 1. Schedule a call with us 2. Choose a package 3. Love life with your dog If that sounds interesting, feel free to shoot me a text or a call anytime [setter number] PS - You can also respond to this email if that's easier for you.
17	Call/VM	Hey [Name], checking in again on [dog name]'s progress. I'm hoping we can help you live life to the fullest with [dog name].
18	Email	Between persistence and annoyance. I fear I may have crossed that line. Based on your silence, I'm assuming you are no longer interested in learning more about [service requested]. If I've misread you, please let me know! Best,