



We're a world class prospecting and marketing solution.

Companies big and small partner with Wealth Leads to beat their sales targets.



We have one job: Growing your business faster



High quality prospecting and data acquisition



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booking



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☐	A Prospect Name ▼	A City ▼	St... ▼	Prospect Title ▼	# Estimated Age ▼	LinkedIn P
1	Richard Sandor	Chicago	IL	CEO	82	Subsc
2	Nate Leathers	San Marcos	CA	CEO	40	Subsc
3	Giora Engel	Palo Alto	CA	Co-Founder CEO	40	Subsc
4	Ziv Sivan	New York	NY	Co-Founder CTO	50	Subsc
5	Bryan Ware	McLean	VA	CEO	60	Subsc
6	Ankur Bulsara	Las Vegas	NV	CTO Co-Founder	48	Subsc
7	Walter Driver	Los Angeles	CA	CEO Co-Founder	50	Subsc
8	Javier Ferreira	Los Angeles	CA	CEO	50	Subsc
9	Scott Shapiro	Buffalo Grove	IL	Owner	50	Subsc
10	John Tice	Pensacola	FL	President	80	Subsc
11	Noah Nicholson	Asbury	NJ	President	56	Subsc
12	Michael Marquez	San Francisco	CA	Managing Director	45	Subsc
13	Fred Davis	New York	NY	Managing Director	45	Subsc
14	Quincy Smith	San Francisco	CA	Managing Director	60	Subsc
15	Scott MacKillop	Denver	CO	CEO	73	Subsc
16	Tucker Haas	San Francisco	CA	CEO Co-Founder	28	Subsc
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We've Found The Secret Formulas | 5 Outreach Templates That Sell

Get ready to level up your outreach game because we've cracked the code! At Wealth Leads, we've put in some serious hours into understanding what the top performing sales outreach sequences are.

Lucky for you, we believe in sharing the secrets that make success inevitable. In this PDF, we unveil the holy grail of outreach with "The Secret Formula | 5 Outreach Templates That Sell." Say goodbye to guesswork and hello to a playbook that's bound to turn heads and open wallets.

Let's dive into the art of selling like never before. Ready to transform your outreach? Let's go 🚀



5 Sequences To Reach Your Goals

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The Agoge Sequence: A Blueprint for 2X Response Rates

The Agoge Sequence is a multi-channel outreach strategy designed to increase response rates and drive more conversations with potential customers, particularly through emails, calls, and social touches. It's popular among Sales Development Representatives (SDRs) for its effectiveness and structured approach.



Here's a breakdown of the key elements:

1

15 touch points across 27 days

The sequence spans 4 weeks, strategically spreading out various communication channels to stay top-of-mind without being a nuisance.

2

Multi-channel

It combines emails, calls, and social media mentions to create a well-rounded approach and cater to different communication preferences.

3

Personalization

The initial emails and messages emphasize research and personalization to grab the prospect's attention and establish relevance.

Benefits:

- **Increased response rates:** Studies have shown the Agoge Sequence can significantly boost response rates compared to traditional follow-up methods.
- **Improved engagement:** Multi-channel approach keeps the prospect interested and invested in the conversation.
- **Streamlined process:** Pre-defined templates and cadences save time and ensure consistency in outreach.
- **Higher conversion rates:** More interaction leads to better qualification and higher chances of closing deals.
- **Highly personalized:** Manual emails and touches make for a highly personalized experience for the prospect.

The Agoge Sequence

Step 1	Day 1	Manual Email
Step 2	Day 1	Follow Target On LinkedIn
Step 3	Day 1	Phone Call
Step 4	Day 3	Email Reply
Step 5	Day 3	Phone Call
Step 6	Day 4	Phone Call
Step 7	Day 4	Email Reply

Note: This sequence is a lot but it works! It is time intensive hence why you should use this for large deals and focus it on your high priority targets.

Step 8	Day 7	LinkedIn InMail
Step 9	Day 10	Phone Call
Step 10	Day 14	New Email
Step 11	Day 15	Reply Email
Step 12	Day 17	Reply Email
Step 13	Day 19	Phone Call
Step 14	Day 21	Phone Call
Step 15	Day 27	Breakup Email

Bonus: What Does A Good Personal Email Look Like?

Personalized Subject Line

Subject: Robert - Workday user and fan!

Not Selling

Hi Robert,

We haven't met, but I'm Colin and I run partner success at Makai Web. Our team is also an active user of your software and thoroughly enjoys the experience over our past payroll and benefits platform.

Just Fun

I also can't get enough of your commercials like this one:
<https://www.youtube.com/watch?v=6JjB3CnUPvY>

Think About This

I wanted to reach out and share a little bit about Makai Web. My guess is, if you could find a way to decrease the cost of building your auxiliary websites by 40-50% while increasing service and performance you'd likely do it.

How Do You Provide Value

That's exactly what we do at Makai Web. While I'm sure you have developers and staff in place for this kind of thing, we could give your team all that valuable time back. We also have clients similar to your company that are finding success with our solution.

Personalized Close

If you're up for a chat about this, I'd be thrilled to find a time whenever is convenient for you.

Cheers!
Colin(P.S.... Thanks for making my payroll seriously awesome!)

The Sprint Sequence: Speed In Testing

The Sprint Sequence is perfect for rapid fire testing. It's important to note that this sequence will not give you the best conversion rates. It's helpful in quickly understanding what messaging works for future and larger outreach campaigns.



Here's a breakdown of the key elements:

1

9 touch points across 4 days

The sequence only spans 4 days making it substantially faster than most sequences for testing purposes.

2

Multi-channel

Like most sequences, it combines emails, calls, and social media mentions to create a well-rounded approach and cater to different communication preferences.

3

Personalization

Personalization is limited due to the automated nature of this campaign.

Benefits:

- **Short timeline:** This template creates the ability to get results in a very short time frame.
- **Small deal sizes:** Great template for smaller deal sizes. We do not recommend this template for larger deal sizes where the prospect pool is limited.
- **Easy to execute:** The automated nature of this template makes it easy to execute.

The Sprint Sequence

Step 1	Day 1	Automated Email
Step 2	Day 1	Follow Target On LinkedIn
Step 3	Day 1	Phone Call
Step 4	Day 2	Automated Email Reply
Step 5	Day 2	Phone Call
Step 6	Day 3	Automated Email Reply
Step 7	Day 3	LinkedIn InMail

Step 8	Day 4	Phone Call
Step 9	Day 4	Breakup Email

The WUPHF Sequence: The Ultimate Multi Channel

Yes we're talking about WUPHF from the American sitcom *The Office*. Like Ryan's concept of WUPHF of a platform that would send a single message across all of a user's social media accounts at once, including Facebook, Twitter, email, and even printing it on the nearest printer, this outreach template is bound to get in front of your audience.



Here's a breakdown of the key elements:

1

17 touch points across 27 days

The sequence spans over 4 weeks, strategically spreading out various communication channels to stay top-of-mind without being a nuisance.

2

Multi-channel

It combines emails, calls, snail mail and social media mentions to create a fully rounded approach and cater to different communication preferences. It also includes really unique touches like a personalized gift like a box of chocolates or a gift card to Starbucks.

3

Personalization

The initial emails and messages emphasize research and personalization to grab the prospect's attention and establish relevance.

Benefits:

- **Increased response rates:** Studies have shown this can significantly boost response rates compared to traditional follow-up methods.
- **Improved engagement:** Multi-channel approach keeps the prospect interested and invested in the conversation.
- **Streamlined process:** Pre-defined templates and cadences save time and ensure consistency in outreach.
- **Higher conversion rates:** More interaction leads to better qualification and higher chances of closing deals.
- **Great for large deals:** These campaigns can be more costly making it important to use this tool for larger prospects.

The WUPHF Sequence

Step 1	Day 1	Manual Email
Step 2	Day 1	Follow Target On LinkedIn
Step 3	Day 1	Phone Call
Step 4	Day 3	Email Reply
Step 5	Day 3	Phone Call
Step 6	Day 4	Phone Call
Step 7	Day 4	Email Reply

Step 8	Day 7	LinkedIn InMail
Step 9	Day 7	Handwritten Letter
Step 10	Day 10	Video Message
Step 11	Day 14	New Email
Step 12	Day 15	Reply Email
Step 13	Day 17	Reply Email
Step 14	Day 17	Send Gift
Step 15	Day 19	Phone Call
Step 16	Day 21	Phone Call
Step 17	Day 27	Breakup Email

Bonus: What Does A Good Cold Call Look Like?

Charlotte Lloyd has an amazing cold calling framework called “The 5Cs to generate \$1.5M in outbound sales”.

1. **Consent:** Ask if the prospect is willing to chat for a few minutes
2. **Challenge:** Address the prospect’s pain points
3. **Convey:** Present the value of your solution
4. **Counter:** Be prepared to discuss common objections
5. **Close:** Give your prospect a compelling reason to take the next step

The Lights, Camera, Action Sequence: Standout With Video

It's important to stand out in today's world of digital noise when it comes to outreach. Video is one of the ways to do just that! Leaving your prospects a personalized video message can be an absolute game changer. There are a number of tools that make this easy including Loom and Vidyard.



Here's a breakdown of the key elements:

1

11 touch points across 19 days

The sequence spans over 3 weeks, strategically spreading out various communication channels to stay top-of-mind without being a nuisance but is also faster than some other sequences.

2

Multi-channel

It combines emails, calls, social media, and most importantly, video to create a fully rounded approach and cater to different communication preferences.

3

Highly personal

The video elements make a huge difference in how personal your message is. This can make a huge difference with the right audience.

Benefits:

- **Increased response rates:** Studies have shown this can significantly boost response rates compared to traditional follow-up methods.
- **Improved engagement:** Multi-channel approach keeps the prospect interested and invested in the conversation.
- **Higher conversion rates:** With a high degree of personalization, this sequence leads to higher chances of closing deals.
- **Great for large deals:** These campaigns can be more time intensive making it important to utilize for larger deal sizes.

The Lights, Camera, Action Sequence

Step 1	Day 1	Personalized Video Message (less than 60 seconds)
Step 2	Day 1	Follow Target On LinkedIn
Step 3	Day 3	Email Reply
Step 4	Day 3	Phone Call
Step 5	Day 4	Email Reply
Step 6	Day 7	LinkedIn InMail
Step 7	Day 10	Video Message (doesn't need to be personalized)

Step 8	Day 14	New Email
Step 9	Day 15	Reply Email
Step 10	Day 17	Phone Call
Step 11	Day 19	Breakup Video Message

The Automation Sequence - Set It and Forget It

Is outreach not your primary growth strategy? Are you looking for the most efficient method for getting outreach done while still having a decent conversion rate? Then the Automation Sequence is for you. If you remove phone calls from the sequence, you can literally set it and forget it.



Here's a breakdown of the key elements:

1

5 touch points across 16 days

The sequence spans only 2 weeks making it substantially faster than most sequences for testing purposes.

2

Two channel approach

Unlike most of the high converting sequences, this sequence only leans on email and phone channels. Many even remove the phone calls to have a fully automated sequence with little to know involvement.

3

Personalization

Personalization is limited due to the automated nature of this campaign.

Benefits:

- **Short timeline:** This template creates the ability to get results in a very short time frame.
- **Small deal sizes:** Great template for smaller deal sizes. We do not recommend this template for larger deal sizes where the prospect pool is limited.
- **Easy to execute:** The automated nature of this template makes it easy to execute and can literally run on autopilot with little maintenance.

The Automation Sequence - Set It and Forget It

Step 1	Day 1	Automated Email
Step 2	Day 1	Phone Call
Step 3	Day 7	Automated Email Reply
Step 4	Day 7	Phone Call
Step 5	Day 14	Breakup Email

Bonus: What Is A Good Software For Automating Outreach

This is not a paid promotion. At Wealth Leads, we use Smartlead.ai.

The system is very intuitive to use and can automate much of the outreach process. It's also reasonably priced.

A reminder that this is not great for highly personalized outreach but great for lower priority prospects.



Smartlead.ai

Conclusion

These 5 templates are like the secret sauce for kickstarting your next sequence. But hey, don't just copy-paste, make 'em yours! Throw in your flair, ditch what doesn't vibe, and why not experiment with different channels? The possibilities are as endless as your ambition.





Free 1 Hour Strategy Session

Want examples of email scripts? Want help building an outreach strategy that's perfect for your business?

We're here to help! Our co-founder Ben is offering 1 hour strategy sessions for anyone that wants help with their businesses growth journey.

To schedule, email ben at ben@wealthleads.co

Let's beat those sales targets 🚀

Thank you.

www.wealthleads.co

