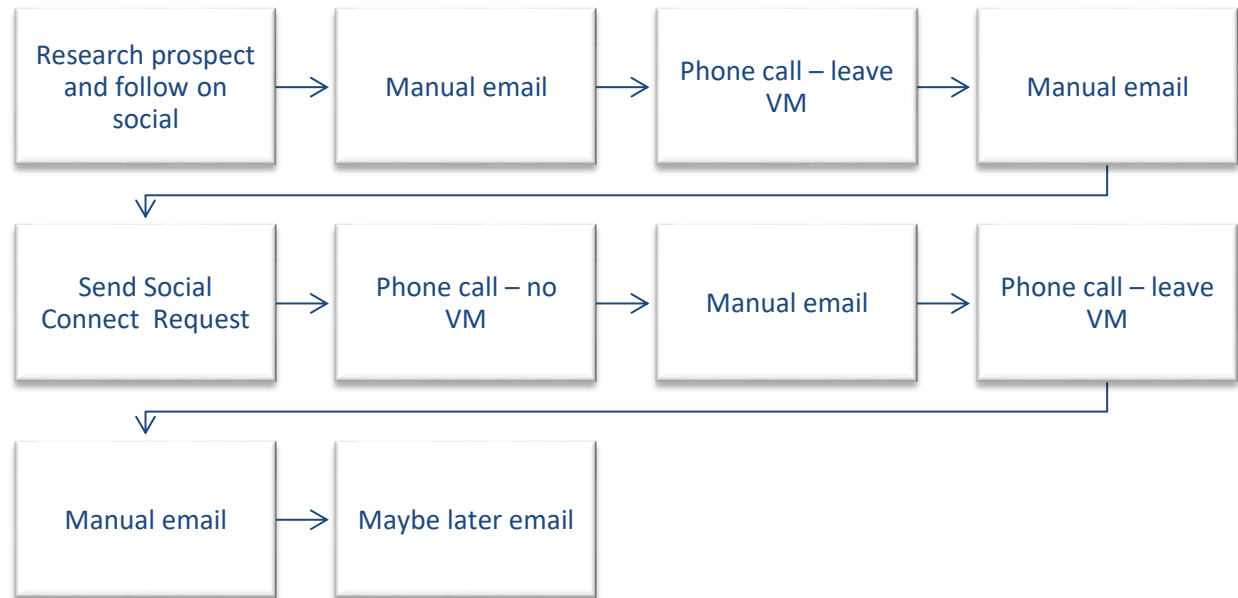


Real Estate Photographer's Outreach Cadence

Prospecting



Day 1: Research prospect and follow on social

Day 2: Email

Subject: Your [listings, projects, claims] can be better

Hi [First Name],

My name is [Your Name] with [Your Company Name].

We are [Business Type, Value Proposition]. I wanted to learn how you [Value Proposition] at [Company Name] and show you what we're working on.

Are you available for a quick call tomorrow afternoon?

Cheers,
[Your Name]

Day 3: Phone call, leave VM

Hi [First Name],

I'm [Your Name] from the [Your Company Name] Team. I just sent you an email as well, wanting to learn more about your [Value Proposition]. I'd really like to connect and



discuss your [Pain Points]. This isn't a sales pitch, I genuinely want to connect and tap into your expertise.

Feel free to respond to my email or give me a call on my mobile at [Your Number]
I'm looking forward to hopefully chatting soon!

[Your Name]

Day 4: Email

Does this offer make sense?

Hey [First Name],

I need your expertise. I've created an offer for my business, but I'm second guessing the benefits.

If I could offer [Deal Details], is that a benefit for pros like yourself? I've been following your progress on [Social Media Platform] and it looks like this is something that would fit.

But....feedback is king and you're an expert. So, what do you think?

[Your Name]

Day 5: Connect on Social

Day 6: Email

Subject: So glad we're social pals now!

Hey [First Name],

It was awesome catching up with you on [Social Media Platform] last week. I wanted to share a few resources that might help your business achieve [Outline Desired Results].

- [Link 1]: [Describe the Benefit]
- [Link 2]: [Describe the Benefit]
- [Link 3]: [Describe the Benefit]

If now isn't the best time to connect, I'd still love to keep in touch. You can fill out this form [Insert Link] to [get the latest product updates directly from me, sign up for newsletter, grab my favorite resource].

Looking forward to your response!

Thanks!



[Your Name]

Day 7: Phone call no VM

Day 9: Email

Subject: Here's a peek at my best work yet

Hey [First Name],

It seems like it's not a great time for us to connect, but I really think [Offer Features] could help your business [Explain Desired Results].

Here's a sample [Insert Link] to one of my favorite [projects, case studies].

Thanks,
[Your Name]

Day 10: Phone call with VM

Hi [First Name],
I'm [Your Name] from the [Your Company] Team. You're an expert in [Industry/Specialty]. Your [Post] on [Social Media Platform] was [provide honest feedback about how it was helpful].

It made me [think about XXX, gave me a new perspective, caused me to look in to].
Following up on the resources I sent to see if they were helpful. Could you hit reply and tell me what you think? Feedback is king, thanks in advance.

Chat soon!

Day 12: Email

Subject: Searching for smarter solutions?

Hi [First Name],

Standing out is critical within the [Industry] becoming more competitive.

Working with [Your Company] can help you win more business and establish a reputation for precision and innovation.

Ready to take the next step? Let's connect



[Link to Calendar]: [Schedule a call.](#)

Cheers to success,

[Your Name]

Day 15: Email

Subject: Just following up—no pressure

Hi [First Name],

I hope my follow-ups haven't been too much. Are you still keen on discussing how our [Offer] can address your [Pain Point], particularly in terms of [X] and [Y]? If you're no longer interested, just let me know, and I'll stop contacting you.

Best,

[Your Name]