



## OUTREACH CADENCE TEMPLATES

# Timing Your Follow-Up after Sending an Alyce Gift

Writing the perfect follow-up is as simple as ABP. Now, you'll need to learn how to perfect the timing of your follow up after sending an Alyce gift.

The following sequences are best practices for building a follow-up cadence after sending an Alyce gift. These are just a starting point for you and your team; we suggest

reviewing your sequence at least every 3-6 months to make adjustments for your industry, ICP, and audience. A quarterly or semi-annual review will give your team an opportunity to review the results, double down on copy or channels that work, or optimize areas of underperformance.

Step	Day	Activity Type	Activity Details
1	1	Phone Call	Leave Voicemail if No Answer
2	1	Email	Email referencing phone call and voicemail
3	2	Social Interaction	LinkedIn Profile View
4	3	Phone Call	Leave Voicemail if No Answer
5	4	Email	Email with Personal Video
6	5	Phone Call	Leave Voicemail if No Answer
7	7	Social Interaction	LinkedIn Connect with InMail Message
8	9	Alyce Gift	Send Physical Gift Invitation with Video (No Research)
9	15	Email	Email - Following up on gift
10	16	Phone Call	Leave Voicemail if No Answer
11	17	Email	Email with new Personal Video
12	18	Email	Reply to email in Step 9
13	19	Phone Call	Leave Voicemail if No Answer
14	20	Email	Break up Email

Step	Day	Activity Type	Activity Details
1	1	Alyce Gift	Send Digital Gift Invitation with Video
2	1	Email	LinkedIn Profile View
3	3	Social Interaction	Leave Voicemail if No Answer
4	4	Phone Call	Email with Personal Video
5	5	Email	Leave Voicemail if No Answer
6	5	Phone Call	LinkedIn Connect with InMail Message
7	7	Social Interaction	Reply to Personal Video in Step 4
8	10	Email	Leave Voicemail if No Answer
9	13	Phone Call	Email with new Personal Video
10	15	Email	Reply to email in Step 9
11	16	Email	Leave Voicemail if No Answer
12	17	Phone Call	Break up Email

Step	Day	Activity Type	Activity Details
1	1	Submit for Research	Submit your prospect for research with Alyce
2	1	Phone Call	Leave Voicemail if no Answer
3	1	Email	Email referencing phone call and voicemail
4	2	Social Interaction	LinkedIn Profile View
5	2	Send Alyce Gift	Send a personal gift from Alyce research with Video
6	2	Phone Call	Leave Voicemail if No Answer
7	4	Email	Email with Personal Video
8	5	Phone Call	Leave Voicemail if No Answer
9	7	Social Interaction	LinkedIn Connect with InMail Message
10	9	Email	Following up on gift
11	11	Phone Call	Leave Voicemail if No Answer
12	13	Email	Email with new Personal Video
13	15	Email	Reply to email in Step 9
14	17	Phone Call	Leave Voicemail if No Answer
15	20	Email	Break up Email

Step	Day	Activity Type	Activity Details
1	1	Alyce Gift	Send Physical Gift Invitation with Video Landing Page
2	6	Email	Send email letting prospects know a gift is en route
3	6	Social Interaction	LinkedIn Profile View
4	7	Phone Call	Leave Voicemail if No Answer
5	8	Email	Email with Personal Video
6	9	Phone Call	Leave Voicemail if No Answer
7	9	Social Interaction	LinkedIn Connect with InMail Message
8	11	Email	Reply to Personal Video in Step 4
9	14	Phone Call	Leave Voicemail if No Answer
10	16	Email	Email with new Personal Video
11	18	Email	Reply to email in Step 9
12	19	Phone Call	Leave Voicemail if No Answer
13	21	Email	Break up Email



## OUTREACH CADENCE TEMPLATES

# Physical Gift Sequence for Warm Leads (With Research)

Use this outreach cadence to compliment your prospecting strategy using physical gifts from Alyce.















Step	Day	Activity Type	Activity Details
1	1	Submit for Research	 Submit your prospect for research with Alyce
2	1	Phone Call	 Leave Voicemail if no Answer
3	1	Email	 Email referencing phone call and voicemail
4	2	Social Interaction	 LinkedIn Profile View
5	2	Send Alyce Gift	 Send a personal gift from Alyce research with Video
6	2	Phone Call	 Leave Voicemail if No Answer
7	4	Email	 Email with Personal Video
8	5	Phone Call	 Leave Voicemail if No Answer
9	7	Social Interaction	 LinkedIn Connect with InMail Message
10	9	Email	 Following up on gift
11	11	Phone Call	 Leave Voicemail if No Answer
12	13	Email	 Email with new Personal Video
13	15	Email	 Reply to email in Step 9
14	17	Phone Call	 Leave Voicemail if No Answer
15	20	Email	 Break up Email



## OUTREACH CADENCE TEMPLATES

# Physical Gift Sequence for Cold Leads (No Research)

Use this outreach cadence to compliment your prospecting strategy using physical gifts from Alyce.

Step	Day	Activity Type	Activity Details
1	1	Phone Call	 Leave Voicemail if No Answer
2	1	Email	 Email referencing phone call and voicemail
3	2	Social Interaction	 LinkedIn Profile View
4	3	Phone Call	 Leave Voicemail if No Answer
5	4	Email	 Email with Personal Video
6	5	Phone Call	 Leave Voicemail if No Answer
7	7	Social Interaction	 LinkedIn Connect with InMail Message
8	9	Alyce Gift	 Send Physical Gift Invitation with Video (No Research)
9	15	Email	 Email - Following up on gift
10	16	Phone Call	 Leave Voicemail if No Answer
11	17	Email	 Email with new Personal Video
12	18	Email	 Reply to email in Step 9
13	19	Phone Call	 Leave Voicemail if No Answer
14	20	Email	 Break up Email



## OUTREACH CADENCE TEMPLATES

# Digital Gift Sequence for Warm Leads

Use this outreach cadence to compliment your prospecting strategy using digital gifts from Alyce.











Step	Day	Activity Type	Activity Details
1	1	Alyce Gift	 Send Digital Gift Invitation with Video
2	1	Email	 LinkedIn Profile View
3	3	Social Interaction	 Leave Voicemail if No Answer
4	4	Phone Call	 Email with Personal Video
5	5	Email	 Leave Voicemail if No Answer
6	5	Phone Call	 LinkedIn Connect with InMail Message
7	7	Social Interaction	 Reply to Personal Video in Step 4
8	10	Email	 Leave Voicemail if No Answer
9	13	Phone Call	 Email with new Personal Video
10	15	Email	 Reply to email in Step 9
11	16	Email	 Leave Voicemail if No Answer
12	17	Phone Call	 Break up Email



## TIMING YOUR FOLLOW-UP AFTER SENDING AN ALYCE GIFT

# Physical Gift Sequence for Warm Leads

Use this outreach cadence to compliment your warm lead strategy using physical gifts from Alyce.

Step	Day	Activity Type	Activity Details
1	1	Alyce Gift	 Send Physical Gift Invitation with Video Landing Page
2	6	Email	 Send email letting prospects know a gift is en route
3	6	Social Interaction	 LinkedIn Profile View
4	7	Phone Call	 Leave Voicemail if No Answer
5	8	Email	 Email with Personal Video
6	9	Phone Call	 Leave Voicemail if No Answer
7	9	Social Interaction	 LinkedIn Connect with InMail Message
8	11	Email	 Reply to Personal Video in Step 4
9	14	Phone Call	 Leave Voicemail if No Answer
10	16	Email	 Email with new Personal Video
11	18	Email	 Reply to email in Step 9
12	19	Phone Call	 Leave Voicemail if No Answer
13	21	Email	 Break up Email