



Aged Lead Revive Campaign

General Swipe File

Disclaimer: I'm not your legal counsel or compliance officer. Ask them, not me if you can use any of these techniques or technologies. 😬

Warmup Phase

Timing	Message Type	Message
0	Voice	Hello this is {{user_first_name}} from {{website_url}} reaching out to follow up on an online request you made a couple of months ago. We didn't connect then, so I want to check on you. Did you get your {{product}}? Call or text. Happy to help.
16 min	Text	😊 Hi, it's {{user_first_name}} hope you're having a great {{today_day}}. Called about 20 mins ago to check-in. When you have a moment please call/text me...
17 sec	Text	Or maybe I can try again around {{contact_in_45min}} if that's okay?
4 hrs	Voice	Hi this is {first_name} again. Give me a call or text when you have a few minutes.





Schedule Phase

Timing	Message Type	Message
53 min	Text	{{contact_first_name}} are you avail on {{in_2_days}} at {{contact_in_30 min}} for a call? Let me know :-)
1 day	Voice	<p>{{contact_first_name}} when's the best time to connect? Call or text. If you're already taken care of or not ready to get that {{product}}. No problem.</p> <p>I'm going to shoot you an email with all my contact info. Look for it, save it and use it anytime you or your friends need a {{product}} guy.</p>
5 min	Email	<p>Hi {{contact_first_name}}!</p> <p>Here are all my contact details:</p> <p>{{signature_file}}</p> <p>Save this and contact me anytime.</p> <p>{{user_first_name}}</p> <p>P.S., Check out {{website_url}}, it's full of information about savvy {{product}} buying.</p>





Nurture Phase

3 days 9:45 am	Text	Hello 😊 I'd love to catch up. But, if you're not ready or still researching check out this great video explaining {{product_benefit}}: {{website_video_url}}
2 hrs	Text	What did you think of the video?
3 days 12:45 pm	Text	I thought I'd shoot you another popular video. {{website_video_url}} Everyone else talks about {{common_pain_point}}, but {{benefit_in_video}} is the real win.





Losing the Battle 🚫

Timing	Message Type	Message
4 days 3:45 pm	Text	Hi! {{user_first_name}} here. We haven't connected yet, so I'm not really sure where you are in the {{product_buying}} process...
15 sec	Text	...give me a call or text anytime with any questions
5 days 9:45 am	Voice	Good morning, this is {{user_first_name}}. I thought I would check-in one more time. Still interesting in {{product}}? I'm here if you have any pre-approval or mortgage questions. Call or text anytime.
5 days 9:45 am	Text	Good {{today_day}} morning 😊 I just left you a voicemail. Just wanted to see where you were in the {{product_buying}} process.
18 sec	Text	FYI, just following up on the form you filled out online a while back.
24 sec	Text	If you're still researching, that's smart. It's exactly why we created {{website_url}}.
2 days	Text	Okay... this is my last follow-up. Save my number for any future {{product}} questions and visit {{website_url}}. We're here whenever you need us!

