

THE WEEKLY OUTREACH ROUTINE

The 5 parts to do every week to keep a service business full of leads

Most service businesses do outreach in bursts, then stop. This is a simple weekly routine you repeat. Five parts, clear numbers, nothing fancy. Print it, tape it to your desk, and tick it off. Swap the [BRACKETS] and make the messages sound like you.

THE 5 PARTS

- Part 1: Send 20 cold emails a day to ONE type of customer, with your real address and an unsubscribe link.
- Part 2: Answer every reply the same day.
- Part 3: Book at least 5 calls a week.
- Part 4: Follow up 3 times with every lead who goes quiet.
- Part 5: Post 1 short video a day, so people can see who you are.

YOUR DAILY QUOTAS

	Mon	Tue	Wed	Thu	Fri
20 cold emails	[]	[]	[]	[]	[]
Replies answered	[]	[]	[]	[]	[]
Follow-ups sent	[]	[]	[]	[]	[]
1 short video posted	[]	[]	[]	[]	[]

PART 1: THE COLD EMAIL TEMPLATE

TEMPLATE

Short, specific, one ask

Subject: quick question about [their business]

Hi [First name],

I help [type of business] [what you do, in plain words]. I noticed [one specific thing about them]. Would it be worth a quick chat this week?

[YOUR NAME]

[YOUR BUSINESS] | [YOUR POSTAL ADDRESS]

Not interested? Reply STOP or click here to unsubscribe: [UNSUBSCRIBE LINK]

Why it works: One type of customer, one offer, one question. Easy to read, easy to answer, and it follows the rules.

PART 2: THE SAME-DAY REPLY

REPLY

When someone writes back

Hi [First name], thanks for getting back to me. [One line that answers what they asked.] Do you have 15 minutes this week? Here are two times that work for me: [TIME 1] or [TIME 2]. Which is better for you?

Why it works: Fast replies keep the conversation warm. Offering two times makes it easy to say yes.

PART 3: THE WEEKLY SCOREBOARD

Week of ____	Goal	Actual
Cold emails sent	100	----
Replies		----
Calls booked	5	----
Follow-ups sent		----
Videos posted	5	----

PART 4: THE 3 FOLLOW-UPS

FOLLOW-UP 1

A few days later

Hi [First name], just floating this back to the top of your inbox. Still worth a quick chat about [their goal]? [YOUR NAME]

FOLLOW-UP 2

The next week

Hi [First name], no pressure. One quick idea for [their business]: [one useful tip, 1 sentence]. Want me to send over how it works? [YOUR NAME]

FOLLOW-UP 3

The last one

Hi [First name], I do not want to clutter your inbox, so this is my last note. If [their goal] is ever a priority, I am one reply away. Wishing you a great week. [YOUR NAME]

PART 5: ONE SHORT VIDEO A DAY

- Keep it under 60 seconds. One idea per video: a tip, a before and after, or a common mistake.
- Start with your face and a clear first line, so people know what they are getting.
- End with one simple next step: follow, comment a keyword, or message you.

COLD EMAIL RULES (CAN-SPAM CHECKLIST)

- Use your real name and a real, working reply address. Do not hide who you are.
- Do not write a misleading subject line.
- Include your valid postal address in every email.
- Include a clear way to opt out, and honor opt-outs within ten business days.
- Only send business-to-business outreach you can stand behind, and keep records of your opt-outs.

A FAIR NOTE

This is a routine, not a promise. Results depend on your offer, your list, your follow-up and your effort. If you send cold email, follow the law. This is education, not legal advice.

Need people to send these to?

- I sell ready-made business lists to pitch. Message me LIST on Facebook or Instagram.
- Free community, more plays like this: skool.com/unlimitedleads
- Find and verify the emails free: EmailClik.com