

Sales Systems / Follow-Up Systems

A 5-7 email sequence designed to stay top-of-mind with cold leads, adding value without being salesy.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Lead Nurture, Email Sequences, Pipeline Management

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Why This Prompt Exists

Most leads don't buy immediately — but most salespeople stop following up after 2 emails.

You get:

- leads who go cold (no follow-up)
- salespeople who give up too soon (80% of sales require 5+ touches)
- no nurture sequence for leads not ready to buy
- missed opportunities when timing improves
- competitors who stay top-of-mind while you disappear

But nurture is not sales.

It is staying valuable until they're ready.

- Email 1-2: Value, education, insights
- Email 3-4: Social proof, case studies
- Email 5-6: Check-in, question, low-pressure CTA
- Email 7: Break-up (respectful close)

Without nurture sequences, you lose leads who just need more time.

This framework forces AI to create nurture sequences that stay valuable.

The Prompt

Assume the role of a lead nurture specialist who stays valuable until prospects are ready to buy.

Your task is to create a lead nurture email sequence.

Generate:

1. SEQUENCE STRUCTURE (5-7 emails)
 - Email 1: Welcome + value (Day 1)
 - Email 2: Educational insight (Day 4)
 - Email 3: Social proof / case study (Day 7)
 - Email 4: Question to engage (Day 14)
 - Email 5: New angle / different value (Day 21)
 - Email 6: Check-in + low-pressure CTA (Day 30)
 - Email 7: Break-up (Day 45, optional)
2. SUBJECT LINES for each email
3. BODY COPY for each email (100-150 words)
 - Value-first, not salesy
 - Clear, low-pressure CTA
4. TIMING RECOMMENDATIONS
 - Days between emails
 - Best send times
5. ENGAGEMENT TRIGGERS

- What to do if they open but don't click
- What to do if they click but don't reply

6. LEAD SCORING INTEGRATION

- How to score nurture engagement

INPUTS:

Your Product/Service:

[DESCRIBE]

Problem You Solve (one sentence):

[INSERT]

Educational Content Available (articles, guides, videos):

[LIST]

Social Proof Available (case studies, testimonials):

[LIST]

Target Lead Stage:

[COLD / WARM / ENGAGED]

RULES:

- Nurture is not sales – add value in every email
- Space emails 3-7 days apart (not daily)
- Different angles per email (don't repeat)
- Low-pressure CTAs (not "buy now")
- Track engagement (opens, clicks, replies)

- Break-up email is optional but respectful

How To Use It

- Nurture sequences are for leads not ready to buy — don't push sales.
- Each email should add value (insights, education, social proof).
- Space emails 3-7 days apart (not daily).
- Track engagement — opens, clicks, replies signal readiness.
- Move engaged leads to sales, keep others in nurture.

Example Input

Your Product/Service: CRM automation software for sales teams

Problem You Solve: Sales reps waste 5+ hours/week manually entering data into CRM

Educational Content Available: "5 Signs Your Sales Reps Are Wasting Time on Admin," "The ROI of CRM Automation" (PDF), "How to Calculate Time Savings" (calculator)

Social Proof Available: Case study: saved 4 hours/week per rep for similar company, video testimonial from VP of Sales

Target Lead Stage: WARM (opened emails, visited website)

Why It Works

Most leads go cold because salespeople stop following up.

This framework improves outcomes by forcing:

- value-first nurture (not sales)
- different angles per email (variety)
- social proof integration (credibility)
- engagement tracking (readiness signals)

- respectful break-up (professionalism)

Great nurture sequences don't push — they stay valuable until prospects are ready to buy.

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