

6-Step Nurture Sequence Copy

Goal: Book a 15-minute Demo.

Sender Name: [Your Name] (e.g., John Smith)

Sender Email: [Your Personal Email] (e.g., john@partnercompany.com)

Email 1: The "Thank You" + Bonus Value

Timing: Send Immediately

Subject: Here is the info you requested (plus a quick tip)

Hi [First Name],

Thanks for downloading our guide on modern phone systems. You can access it anytime here: [Link to PDF].

While you are reading that, I wanted to share a quick tip that most business owners miss:

Check your "Ghost" Extensions.

Most companies pay monthly fees for phones in break rooms, lobbies, or empty desks that haven't been used in months.

Our system, VitalPBX, uses "Simultaneous Call" pricing. That means you can have 100 phones plugged in, but you only pay for the ones being used. It usually saves our clients about 30% instantly.

Something to think about as you review your current bill!

Best,

[Your Name]

[Your Company]

Email 2: The "Hidden Problem"

Timing: Wait 2 Days

Subject: The #1 security risk in your office?

Hi [First Name],

We talk a lot about securing our laptops and email, but when was the last time you audited your phone system?

Hackers love old PBX systems. A common attack is "Toll Fraud," where they hijack your lines to make thousands of dollars in international calls over the weekend. You don't know it happened until you get the bill.

Modern systems need modern defense. VitalPBX comes with built-in tools like fail2ban and

intrusion detection to stop this automatically.

If you aren't sure if your current system is secure, we offer a **Free 10-Point Security Audit**.

Reply "AUDIT" to this email, and I'll send you the details.

Best,

[Your Name]

Email 3: The "Work From Anywhere" Myth

Timing: Wait 3 Days

Subject: "I'll call you back when I get to the office"

Hi [First Name],

If your team is still saying this to clients, you are losing business.

In 2025, your "office" is wherever you are. Your business phone number should be too.

We set up local businesses with the **VitalPBX Connect Mobile App**. It puts your desk phone inside your smartphone.

- Make calls from your business ID (keep your cell number private).
- Transfer calls to colleagues with one tap.
- Set "Do Not Disturb" when you're off the clock.

Want to see it in action?

[Link] **Book a 15-Minute Mobile Demo Here**

Talk soon,

[Your Name]

Email 4: Social Proof (The Case Study)

Timing: Wait 4 Days

Subject: How [Local Company] cut their phone bill in half

Hi [First Name],

I wanted to share a quick story about a local business, similar to yours.

They had 45 employees and were paying "per-user" fees to a big cloud provider. Their monthly bill was skyrocketing every time they hired someone new.

We migrated them to VitalPBX.

- **Old Bill:** High & Unpredictable.
- **New Bill:** Flat rate (paying for capacity, not heads).
- **Savings:** 40% per month.

Plus, they got advanced Call Center features included for free.

Curious if the math works for you? I can run a quick calculation on your current bill.

[Link] **Schedule a Cost Analysis**

Best,

[Your Name]

Email 5: The "Soft Sell" (Objection Handling)

Timing: Wait 5 Days

Subject: Worried about the switch?

Hi [First Name],

I get it. Changing phone systems feels like a headache. You worry about downtime, losing your number, or retraining staff.

That's why we have a **Zero-Downtime Guarantee**.

Here is our process:

1. We build your new system in parallel (while your old one still works).
2. We test everything.
3. We train your team.
4. We port your number over.

The actual switch takes minutes, not days. And we are right there with you.

Ready to upgrade without the stress?

[Link] **Let's chat about your migration plan**

Best,

[Your Name]

Email 6: The "Break-up"

Timing: Wait 7 Days

Subject: Should I close your file?

Hi [First Name],

I'm writing to ask if you're still interested in modernizing your business phone system?

If not, no worries! I won't message you again.

However, if it *is* still on your to-do list, my calendar is open next week for a quick consultation.

[Link] **Book time here**

Otherwise, I'll assume you're all set for now. Feel free to reach out in the future if things change.

All the best,

[Your Name]