COLD EMAIL GTM

What is Small group

Small Group is an ai agency and software development company. BUt it is not another dev shop, we are tech partner. We help businesses grow with our tech and most importantly we dont take 100% of our free unless desired result is achieved. Basically we are tech co founders for small businesses.

We help businesses with
1. MVP building
2. Find ops bottleneck and automate it
3. Help with marketing automation

We want to do cold email to our ICP, here is some ICP details

1. Agency owners: Most of traditional agency have lot of manual process and bottleneck, which can be autoomated. Also since agency have lots of domain knowldege, some of the knowledge can be convert into product and we can help them build it.
2. Angel List and Startup Studios: Lots of startup at early stage have ideas but they need soeone to execute them and take the role of technical cofounder without buring much cash nor without loosing time to fill the roles
3. Consultants can be our client too. Consultant can hand over execution to us. We take responsibility of execution. AI consultants, startup consultant, marketing consultant can be client. We can do revenue share with them
4. Some of the second time founders can be great clients too.

Angel Investors COLD EMAIL campaign

Small Group — Angel Investor Email Sequences (v2)

> **A/B Split:** 500 contacts each **Variable:** `{{first_name}}` **Core logic:** Angels are referral channels, not buyers. Every CTA asks for an intro, never a meeting.

SEQUENCE A — Result First

Step 1 — Day 0 | Cold Send

Subject: one of your founders could've saved ₹25L

```
Hi {{first_name}},

A founder we worked with spent ₹5L, launched in 6 weeks,
and got their first 100 users.

Every agency they'd spoken to quoted ₹30–40L.

We're Small Group — technical co-founders on demand.
Product, engineering, and GTM as one embedded team.
Part fee, part equity. We only win if the founder wins.

Does anyone in your portfolio need to ship
before they can raise?
```

```
Chandan
Small Group
```

> **Laws:** Law 1 (loss framing — "could've saved"), Law 8 (specificity), Law 21 (hook), Law 23 (question CTA), Law 24 (short)

Step 2 — Day 4 | Not Opened

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Quick bump in case this got buried.

Most pre-seed founders lose 3–6 months trying to hire a CTO
or manage freelancers before shipping anything.

We get them to launch in 4–6 weeks.

Anyone in your portfolio stuck at that stage?

Chandan
```

> **Laws:** Law 3 (mere exposure), Law 15 (multi-touch), Law 23 (question CTA)

Step 3 — Day 9 | Not Opened

Subject: the ₹40L mistake early founders make

```
Hi {{first_name}},

Most early founders burn ₹30–40L on agencies
before they have a single paying customer.

The real problem isn't building the product.
```

```
It's getting to traction fast.

We help founders launch and get early users
for ₹10L + small equity.

Muskan Forever → 100 users in 4 weeks.

Anyone in your portfolio at this stage?

Chandan
```

> **Laws:** Law 2 (pattern interrupt — new subject), Law 6 (curiosity gap), Law 7 (social proof), Law 47 (problem before solution)

Step 4 — Day 14 | Not Opened

Subject: *(blank)*

```
Hi {{first_name}},

I'll stop here.

If any founder in your network ever needs a
technical co-founder to help ship fast,
feel free to pass my name along.

Good luck with the portfolio.

Chandan
```

> **Laws:** Law 30 (easy out), Law 48 (relationship over transaction)

Step 5 — Day 3 After Open | Opened, No Reply

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Happy to give more context if helpful.

Typical journey with us:

Week 1–2 → define what to build first
Week 3–6 → build and launch
Week 7–8 → first users, traction story for investors

Muskan Forever → 100 users in 4 weeks.
Mark.ai → 100 paying users → closed seed.

If a founder in your portfolio is between
idea and traction, I'd love an intro.

Chandan
```

> **Laws:** Law 4 (reciprocity — process transparency), Law 7 (social proof ×2), Law 8 (specificity), Law 25 (structured for scanning), Law 29 (value before ask)

Step 6 — Day 7 After Open | Opened, No Reply

Subject: how we work with founders

```
Hi {{first_name}},

We usually step in when founders are:

• idea validated but not built yet
• struggling to hire a CTO
• burning time managing freelancers

We work like a technical co-founder team —
product, engineering, early GTM.

₹10L + equity so we're fully aligned with the outcome.
```

```
If someone in your portfolio fits this,
an intro would mean a lot.

Chandan
```

> **Laws:** Law 4 (reciprocity), Law 25 (bullets), Law 47 (problem framing), Law 48 (relationship language)

Step 7 — Day 12 After Open | Opened, No Reply

Subject: *(blank)*

```
Hi {{first_name}},

Totally understand if the timing isn't right.

If any founder in your network ever needs help
shipping their first product fast,
feel free to connect us.

Appreciate the work you do with founders.

Chandan
```

> **Laws:** Law 30 (easy out), Law 48 (genuine relationship close)

Step 8 — Day 2 After Click | Clicked

Subject: *(blank — thread reply)*

```
Hi {{first_name}},
```

```
Saw you looked at this.

If a founder in your portfolio comes to mind,
just reply with their name —
I'll take it from there.

Chandan
```

> **Laws:** Law 5 (commitment consistency), Law 28 (lowest possible friction) **Key fix:** Angel is a referral channel. Step 8 asks for an intro, not a meeting. No Calendly link.

SEQUENCE B — Problem First

Step 1 — Day 0 | Cold Send

Subject: where most pre-seed founders quietly run out of runway

```
Hi {{first_name}},

Most pre-seed founders don't fail because the idea is wrong.

They fail because they spend 6 months trying to hire a CTO,
burn ₹30–40L on an agency, and run out of runway
before a single paying customer.

We close that gap.

One embedded team — product, engineering, GTM —
for ₹10L + a small equity stake.
We only win if the founder wins.

Muskan Forever: 100 users in 4 weeks, ₹5L spent.

Any founder in your portfolio stuck at that stage?
```

```
Chandan
Small Group
```

> **Laws:** Law 1 (loss framing), Law 47 (problem before solution), Law 8 (specificity), Law 23 (question CTA) **A/B difference:** Opens with the founder failure narrative, not a result. True split from Sequence A.

Step 2 — Day 4 | Not Opened

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Quick bump in case this got buried.

Most pre-seed founders lose 3–6 months trying to hire a CTO
or manage freelancers before shipping anything.

We get them to launch in 4–6 weeks.

Anyone in your portfolio stuck at that stage?

Chandan
```

> **Laws:** Law 3 (mere exposure), Law 15 (multi-touch), Law 23 (question CTA)

Step 3 — Day 9 | Not Opened

Subject: the ₹40L mistake early founders make

```
Hi {{first_name}},

Most early founders burn ₹30–40L on agencies
before they have a single paying customer.
```

```
The real problem isn't building the product.
It's getting to traction fast.

We help founders launch and get early users
for ₹10L + small equity.

Muskan Forever → 100 users in 4 weeks.

Anyone in your portfolio at this stage?

Chandan
```

> **Laws:** Law 2 (pattern interrupt), Law 6 (curiosity gap), Law 47 (problem first)

Step 4 — Day 14 | Not Opened

Subject: *(blank)*

```
Hi {{first_name}},

I'll stop here.

If any founder in your network ever needs a
technical co-founder to help ship fast,
feel free to pass my name along.

Good luck with the portfolio.

Chandan
```

> **Laws:** Law 30 (easy out), Law 48 (relationship over transaction)

Step 5 — Day 3 After Open | Opened, No Reply

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Happy to give more context if helpful.

We step in when founders are idea-ready
but don't have the technical team to execute.

Instead of hiring a CTO or managing freelancers,
they get an embedded team from day one.

₹10L + equity. We only win if they win.

If someone in your portfolio fits,
I'd love an intro.

Chandan
```

> **Laws:** Law 5 (micro-commitment), Law 22 (one idea), Law 28 (low friction ask)
> **A/B difference:** Reframes around "idea-ready, needs execution" — matches Sequence B's problem narrative.

Step 6 — Day 7 After Open | Opened, No Reply

Subject: how founders go from idea to seed in 8 weeks

```
Hi {{first_name}},

Here's what the journey usually looks like:

Week 1–2 → scope what to build first (not everything, just enough)
Week 3–6 → ship — product, design, GTM in parallel
Week 7–8 → first customers, investor narrative updated with traction

Muskan Forever → 100 users in 4 weeks.
Mark.ai → 100 paying users → closed seed.
```

```
₹10L + small equity. Fully aligned with the outcome.

If a founder in your portfolio is at this stage,
an intro would go a long way.

Chandan
```

> **Laws:** Law 4 (reciprocity — process transparency), Law 7 (social proof ×2), Law 8 (specificity), Law 25 (structured) **A/B difference:** Shows the process timeline — different value angle from Sequence A Step 6.

Step 7 — Day 12 After Open | Opened, No Reply

Subject: *(blank)*

```
Hi {{first_name}},

Totally understand if the timing isn't right.

If any founder in your network ever needs help
shipping their first product fast,
feel free to connect us.

Appreciate the work you do with founders.

Chandan
```

> **Laws:** Law 30 (easy out), Law 48 (genuine relationship close)

Step 8 — Day 2 After Click | Clicked

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Saw you looked at this.

If a founder in your portfolio comes to mind,
just reply with their name —
I'll take it from there.

Chandan
```

> **Laws:** Law 5 (commitment consistency), Law 28 (lowest possible friction) **Key fix:** Angel is a referral channel. Step 8 asks for an intro, not a meeting. No Calendly link.

Smartlead Settings

Setting	Value
Send window	Mon–Thu, 9am–1pm IST
Daily limit	30–50/inbox
Track opens + clicks	ON
Reply stops sequence	YES
Unsubscribe link	ON

> Avoid sending around major Indian holidays (Holi, Eid, Diwali, etc.)

Before Importing — Checklist

- [ ] Confirm Muskan Forever is okay to name publicly
- [ ] Confirm Mark.ai is okay to name publicly
- [ ] Confirm ₹10L is your standard entry price (adjust if needed)
- [ ] Add your title to Step 1 sign-offs if desired
- [ ] Align day numbering for Steps 5–8 (days from sequence start vs. days after trigger)

- [ ] No Calendly link needed — Step 8 uses reply-based intro ask

---

What Makes This 10/10

Principle	Applied
Angels are referral channels, not buyers	Every CTA asks for an intro or a name, never a meeting
Step 8 high-intent logic	Lowest friction possible — "just reply with their name"
True A/B split	Seq A leads with result, Seq B leads with failure narrative. Steps 5–6 are genuinely different
Loss framing throughout	"could've saved", "quietly run out of runway", "burn before a single customer"
Specificity builds trust	₹5L, 100 users, 4 weeks, 6 weeks — every claim is numbered
Breakup emails done right	"I'll stop here" is confident, not apologetic
No Calendly in angel sequence	The meeting is with the founder, not the angel

Linkedin MEssages

LinkedIn Outreach Sequence — Indian Angel Investors (Improved)STEP 1 — Connection Request Note

When: Day 0 **Limit:** 300 characters max — keep it very short **Tone:** Personal, not salesy

```
Hi {{first_name}}, came across your portfolio — really interesting
what you're backing at pre-seed. I work with early-stage founders
on product, build & GTM. Would love to connect.


— Chandan
```

> “ Do NOT pitch in the connection note. Just get the connect. Where possible, personalise — reference a portfolio company or a post they wrote.

STEP 2 — First Message (After They Accept)

When: Within 24 hrs of connection **Tone:** Warm, curious — not transactional

```
Hi {{first_name}}, thanks for connecting!


Quick question — what stage are most of your portfolio
founders at right now? Pre-seed, or already raising?

```

```
Asking because we work with founders right at that
pre-traction gap, and I'm always curious how angels
are seeing that stage.

Chandan
```

> No pitch here. Open a conversation. The goal is a reply, not a close.

STEP 3 — Follow-up #1 (No Reply)

When: Day 5 after Step 2 **Tone:** Brief, direct, one question

```
Hi {{first_name}},

Do you have founders in your portfolio stuck pre-traction —
or waiting to raise before they can build?

That's exactly who we help. Happy to share more if useful.

Chandan
```

STEP 4 — Follow-up #2 (Still No Reply)

When: Day 10 after Step 2 **Tone:** Lead with proof, not description

```
Hi {{first_name}},

Sharing this in case it's relevant — one of our founders
paid ₹5L, launched in 4 weeks, hit 100 users. Agencies
had quoted them ₹30–40L for the same.

We do this as one embedded team: product, build, design,
GTM. Part fee, part equity — we win when the founder wins.

If someone in your portfolio comes to mind, happy to
```

```
take it from there.

Chandan
```

STEP 5 — Breakup Message (No Reply)

When: Day 16 after Step 2 **Tone:** Graceful, door open

```
Hi {{first_name}},

I'll stop following up after this — clearly not the right time.

If a founder ever needs a real launch team (not a ₹40L agency)
to get to first traction, feel free to connect me.

All the best to your portfolio.

Chandan
```

TIMING OVERVIEW

Step	Trigger	When
1	Send connection request	Day 0
2	They accept	Within 24 hrs
3	No reply to Step 2	Day 5
4	No reply to Step 3	Day 10
5	No reply to Step 4	Day 16

RESPONSE TEMPLATES

If They Reply Positively

```
Great — would love to find 15 minutes.

I'll send a short brief on how we work before we connect,
so the call is actually useful for you.

Here's my calendar: [INSERT CALENDLY LINK]

Talk soon,
Chandan
```

If They Refer Someone ("Know a Founder")

```
That's great — really appreciate it!

Could you make a quick intro on LinkedIn? Happy to take
it from there once connected.

Thanks so much,
Chandan
```

> One ask only. If they prefer WhatsApp or email, follow their lead.

HOW THIS WORKS WITH EMAIL

Run both channels together for maximum coverage:

Channel	Role
Smartlead email	Primary outreach — tracked opens and clicks
LinkedIn DMs	Warm layer — higher reply rate, builds trust faster

> If they reply on LinkedIn → pause the email sequence in Smartlead manually If they reply on email → no further LinkedIn messages needed

---

LINKEDIN TIPS FOR INDIAN ANGELS

- Most angels are active on LinkedIn between **8–10am IST** and **8–10pm IST**
- Avoid Monday mornings and Friday afternoons
- **Personalisation lifts acceptance rates significantly** — if you can reference a specific portfolio company ("saw you backed X — that's what caught my attention"), use it in Step 1
- **Voice notes** have a surprisingly high open rate on LinkedIn — consider using one as a warm follow-up after Step 3 if there's still no reply. Keep it under 30 seconds, conversational
- Don't send during major Indian holidays (Holi, Eid, Diwali, etc.)

? FILL BEFORE SENDING

- [ ] Add Calendly link to the positive reply template
- [ ] Personalise Step 1 note per recipient where possible (portfolio company or recent post)
- [ ] Add your title and company name to sign-offs if needed
- [ ] Confirm "4 weeks" vs "6 weeks" stat for Muskan Forever — use one number consistently across email and LinkedIn

Consultant COLD email

List:
https://docs.google.com/spreadsheets/d/19JFtY9EUjNNbDuoyZmEa8hW2B2tVumekV0gxiPnbY4c/edit?gid=0#gid=0

Small Group — AI/Automation Consultant Sequences

> **ICP:** AI & Automation Consultants **Three sequences, three pain point angles Variable:** `{{first_name}}` **Positioning:** Execution layer for consultants. Not a dev shop. **Word count target:** 40–65 words per email **CTA style:** Micro-commitment first. No calendar link until Step 8. **Testimonial:** Liam, Promptable — $20–30K/month, still working together

---

SEQUENCE A — Money Left on the Table

> **Pain:** Implementation revenue going to agencies and freelancers while the consultant only captures the strategy fee

---

Step 1 — Day 0 | Cold Send

Subject: after strategy comes this

```
Hi {{first_name}},

Quick pattern I see with AI consultants.

Strategy sells easily.

Then the client asks:
"Can you build it too?"

That implementation usually goes to a freelancer
or agency – and the consultant keeps only the strategy fee.

We work as the execution layer behind consultants
so they capture that revenue too.

Liam at Promptable added $20–30K/month this way.

Does implementation come up in your projects?

Chandan
Small Group
```

> **Laws:** Law 1 (loss framing — revenue elsewhere), Law 2 (pattern interrupt), Law 6 (curiosity gap), Law 7 (social proof), Law 8 (specificity), Law 21 (fast hook), Law 22 (one idea), Law 23 (question CTA), Law 24 (short), Law 47 (problem before solution)

Step 2 — Day 4 | Not Opened

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Quick bump in case this got buried.

When clients ask for implementation after strategy –
```

```
do you usually build it yourself
or pass it to freelancers?

Curious how you're handling that today.

Chandan
```

> **Laws:** Law 3 (mere exposure), Law 22 (one idea), Law 23 (question CTA), Law 24 (short), Law 28 (micro-commitment)

Step 3 — Day 9 | Not Opened

Subject: strategy vs delivery

```
Hi {{first_name}},

Selling strategy is straightforward.

What happens after is where most consultants
leave money on the table.

Clients want someone to build the systems —
and that budget usually goes somewhere else.

We act as the execution layer behind consultants.

Revenue share. White-label if needed.

Is that a gap you're navigating?

Chandan
```

> **Laws:** Law 2 (pattern interrupt — new subject), Law 6 (curiosity gap), Law 22 (one idea), Law 23 (question CTA), Law 47 (problem before solution)

Step 4 — Day 14 | Not Opened

Subject: *(blank)*

```
Hi {{first_name}},

I'll assume this isn't relevant and close the loop.

If implementation revenue ever becomes something
you want to capture, feel free to reach out.

Chandan
Small Group
```

> **Laws:** Law 30 (easy out), Law 48 (relationship over transaction)

Step 5 — Day 3 After Open | Opened, No Reply

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Happy to give a bit more context.

How consultants usually structure it:

→ You bring the client + strategy
→ We handle execution (AI systems, automations)
→ Revenue share — 30–50% to you
→ White-label or direct intro

Liam at Promptable scaled to $20–30K/month
without hiring a dev team.

Does this match how you work today?

Chandan
```

> **Laws:** Law 4 (reciprocity — model clarity), Law 7 (social proof), Law 8 (specificity), Law 25 (bullets), Law 28 (micro-commitment CTA)

Step 6 — Day 7 After Open | Opened, No Reply

Subject: quick example

```
Hi {{first_name}},

Most consultants we work with already have
the client relationships.

They just needed a reliable execution arm.

Liam put it simply:

Speed and quality let him take on more projects
without building a team.

That's how he reached $20–30K/month.

Is there a specific project type where
a build team would help?

Chandan
```

> **Laws:** Law 7 (social proof), Law 8 (specificity), Law 23 (question CTA), Law 45 (trigger-based relevance)

Step 7 — Day 12 After Open | Opened, No Reply

Subject: *(blank)*

```
Hi {{first_name}},

No worries if timing isn't right.

If capturing implementation revenue ever
becomes a priority, feel free to reach out.

Chandan
Small Group
```

> **Laws:** Law 30 (easy out), Law 48 (relationship close)

Step 8 — Day 2 After Click | Clicked

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Saw you checked this out.

Happy to walk through how the revenue-share model
works and whether it fits how you run projects.

15 minutes this week?

Chandan
[INSERT CALENDLY LINK]
```

> **Laws:** Law 5 (commitment consistency), Law 28 (frictionless CTA) **Note:** First calendar link in the sequence — prospect has shown intent by clicking.

SEQUENCE B — Freelancer Reliability

> **Pain:** Inconsistent freelancers making delivery unpredictable and putting the consultant's reputation at risk

---

Step 1 — Day 0 | Cold Send

Subject: when freelancers disappear

```
Hi {{first_name}},

Almost every AI consultant has a version of this.

Project scoped. Client excited.

Then the freelancer disappears halfway through
and you're the one answering for delivery.

We work as the permanent execution team
behind consultants – same team every project.

Liam at Promptable scaled to $20–30K/month
once he stopped relying on freelancers.

Has this happened on a project before?

Chandan
Small Group
```

> **Laws:** Law 1 (loss framing — reputation), Law 2 (pattern interrupt), Law 7 (social proof), Law 8 (specificity), Law 21 (story hook), Law 22 (one idea), Law 23 (question CTA), Law 24 (short)

Step 2 — Day 4 | Not Opened

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Quick bump in case this got buried.

Do you usually use freelancers when clients
ask for implementation?

Curious how that's working for you
on deadline-sensitive projects.

Chandan
```

> **Laws:** Law 3 (mere exposure), Law 23 (question CTA), Law 24 (short), Law 28 (micro-commitment)

Step 3 — Day 9 | Not Opened

Subject: delivery matters

```
Hi {{first_name}},

Freelancers work well — until they don't.

Missed timelines. Inconsistent quality.

And the client sees it as your responsibility,
not the freelancer's.

We work as a consistent execution team
behind consultants.

Same team. Every project. Revenue share.

Worth exploring?

Chandan
```

> **Laws:** Law 1 (loss framing — reputation risk), Law 2 (pattern interrupt), Law 22 (one idea), Law 23 (soft CTA), Law 24 (short)

Step 4 — Day 14 | Not Opened

Subject: *(blank)*

```
Hi {{first_name}},

I'll close the loop here.

If delivery reliability ever becomes
a challenge on a project,
feel free to reach out.

Chandan
Small Group
```

> “ **Laws:** Law 30 (easy out), Law 48 (relationship over transaction)

Step 5 — Day 3 After Open | Opened, No Reply

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Happy to share more context.

What consultants usually value:

→ Same team every project — no re-onboarding
→ Fast feedback loops — no waiting days for replies
→ Multiple builds running in parallel
→ Revenue share — aligned with your outcome
```

```
White-label or direct intro, your call.

Does this match something you're dealing with?

Chandan
```

> **Laws:** Law 4 (reciprocity), Law 22 (one idea), Law 25 (bullets), Law 28 (micro-commitment CTA)

Step 6 — Day 7 After Open | Opened, No Reply

Subject: what consultants tell us

```
Hi {{first_name}},

Liam at Promptable described it best.

Having one consistent build team meant
projects moved faster and clients
felt confident in delivery.

That's what allowed him to reach
$20–30K/month in projects.

Is there a project type where delivery
has been difficult to manage?

Chandan
```

> **Laws:** Law 7 (social proof — direct testimonial angle), Law 8 (specificity), Law 23 (question CTA)

Step 7 — Day 12 After Open | Opened, No Reply

Subject: *(blank)*

```
Hi {{first_name}},

No worries if timing isn't right.

If you ever need a reliable build team
behind your consulting work,
feel free to reach out.

Chandan
Small Group
```

> **Laws:** Law 30 (easy out), Law 48 (relationship close)

Step 8 — Day 2 After Click | Clicked

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Saw you checked this out.

Happy to walk through how we support
consultants on the execution side.

15 minutes this week?

Chandan
[INSERT CALENDLY LINK]
```

> **Laws:** Law 5 (commitment consistency), Law 28 (frictionless CTA)

SEQUENCE C — Scaling Ceiling

> **Pain:** Can't take on more projects because build capacity doesn't scale

---

Step 1 — Day 0 | Cold Send

Subject: the project you couldn't take

```
Hi {{first_name}},

Most AI consultants hit this moment.

Great client. Real opportunity.

But no reliable team to execute it
at the speed the client expects.

So the project either stretches thin
or goes elsewhere.

We work as the execution layer behind consultants
so they can take on more projects.

Liam at Promptable scaled to $20–30K/month
without hiring.

Does capacity ever limit your projects?

Chandan
Small Group
```

> **Laws:** Law 1 (loss framing — missed revenue), Law 6 (curiosity gap), Law 7 (social proof), Law 8 (specificity), Law 21 (hook), Law 22 (one idea), Law 23 (question CTA), Law 24 (short)

Step 2 — Day 4 | Not Opened

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Quick bump in case this got buried.

When clients ask for implementation —

do you usually have the capacity to take it on,
or does it end up going elsewhere?

Curious how you're handling that.

Chandan
```

> **Laws:** Law 3 (mere exposure), Law 23 (question CTA), Law 24 (short), Law 28 (micro-commitment)

Step 3 — Day 9 | Not Opened

Subject: scaling without hiring

```
Hi {{first_name}},

Most consultants solve build capacity
by hiring developers or finding freelancers.

Hiring is slow.
Freelancers vary.

We work as an embedded execution team
for consultants — available when needed,
revenue share so we're aligned with your outcome.

Liam scaled to $20–30K/month this way.
```

```
No new hires.

Is scaling projects something you're thinking about?

Chandan
```

> **Laws:** Law 1 (loss framing), Law 2 (pattern interrupt), Law 7 (social proof), Law 8 (specificity), Law 47 (problem before solution)

Step 4 — Day 14 | Not Opened

Subject: *(blank)*

```
Hi {{first_name}},

I'll assume this isn't relevant and close the loop.

If capacity ever becomes the constraint
on your projects, feel free to reach out.

Chandan
Small Group
```

> **Laws:** Law 30 (easy out), Law 48 (relationship over transaction)

Step 5 — Day 3 After Open | Opened, No Reply

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Happy to share how the model works.

→ You bring the client + strategy
→ We handle execution (AI systems, automations)
```

```
→ Large team — multiple builds in parallel
→ Revenue share — 30–50% to you
→ White-label optional

You take on more projects. We build them.

Does this match where you're hitting limits?

Chandan
```

> **Laws:** Law 4 (reciprocity), Law 25 (bullets), Law 28 (micro-commitment CTA)

Step 6 — Day 7 After Open | Opened, No Reply

Subject: how Liam scaled

```
Hi {{first_name}},

When Liam at Promptable started working with us,
he was early in his consulting journey.

By having a build team behind him,
he took on projects he couldn't have handled solo.

That's how he reached $20–30K/month
without hiring.

Is taking on more projects something
you're planning this year?

Chandan
```

> **Laws:** Law 7 (social proof — scaling angle), Law 8 (specificity), Law 23 (question CTA)

Step 7 — Day 12 After Open | Opened, No Reply

Subject: *(blank)*

```
Hi {{first_name}},

No worries if timing isn't right.

If scaling without hiring ever becomes
a priority, feel free to reach out.

Chandan
Small Group
```

> **Laws:** Law 30 (easy out), Law 48 (relationship close)

Step 8 — Day 2 After Click | Clicked

Subject: *(blank — thread reply)*

```
Hi {{first_name}},

Saw you checked this out.

Happy to walk through how we help
consultants scale their build capacity.

15 minutes this week?

Chandan
[INSERT CALENDLY LINK]
```

> **Laws:** Law 5 (commitment consistency), Law 28 (frictionless CTA)

Smartlead Settings

Setting	Value
Send window	Mon–Thu, 9am–1pm IST
Daily limit	30–50/inbox
Track opens + clicks	ON
Reply stops sequence	YES
Unsubscribe link	ON

Before Importing — Checklist

- [ ] Confirm Liam / Promptable is okay to name publicly
- [ ] Add Calendly link to Step 8 in all three sequences
- [ ] Confirm revenue split range (30–50% used here — adjust if needed)
- [ ] Split list into three equal buckets — one per sequence
- [ ] After 4 weeks compare open + reply rates to find winning pain angle
- [ ] Do NOT add fake personalization at the top — only personalise if doing genuine manual research

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What Each Sequence Tests

Sequence	Pain Angle	Win signal
A — Money Left on Table	Implementation revenue going elsewhere	Prospect asks "how does the revenue share work?"
B — Freelancer Reliability	Bad freelancers damaging delivery and reputation	Prospect says "yes this has happened"
C — Scaling Ceiling	Can't take on more without hiring	Prospect asks "how many projects can you handle?"

Version History

Version	Key Change
v1	First draft — too long, wrong CTA logic for angels

Version	Key Change
v2	Rebuilt with law annotations, split tracks
v3	Shorter emails, micro-CTAs, "execution layer" positioning
v4 (this)	Faster hooks, sharper subject lines, better scan flow, stronger breakup lines