

15-Touch Omnichannel Sequence Swipe File

The 15-Touch Omnichannel Outreach Sequence (Email + SMS + Phone)

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Sequence Architecture Overview

Single-channel outreach is dead. Trade contractors check text messages in 3 minutes, listen to voicemails in the truck, and skim email in the evening.

Touchpoint	Channel	Timing	Primary Objective
Touch 1	Direct Phone Call	Day 1 (Morning)	Live conversation attempt
Touch 2	Casual SMS	Day 1 (+5 mins)	Pattern interrupt curiosity
Touch 3	Cold Email #1	Day 1 (Afternoon)	The Value-First Proposition
Touch 4	LinkedIn Connect	Day 2	Social Proof / Name Recognition
Touch 5	Direct Phone Call	Day 4 (Afternoon)	Follow-up conversation
Touch 6	Cold Email #2	Day 5	The Case Study / Social Proof
Touch 7	Casual SMS	Day 7	The "Bump" / Resource Offer
Touch 8	LinkedIn Message	Day 8	Engagement / Content Share
Touch 9	Direct Phone Call	Day 10 (Morning)	Voicemail with Specific Hook
Touch 10	Cold Email #3	Day 12	The "Breakup" / Permission to Close
Touch 11	SMS	Day 14	The "Final Nudge" (Soft Close)
Touch 12	Cold Email #4	Day 17	The "New Angle" / Industry Insight
Touch 13	Direct Phone Call	Day 21 (Afternoon)	The "Dead Lead" Revival Attempt

Touch 14	LinkedIn Voice Note	Day 24	Personal Touch / High Effort
Touch 15	Cold Email #5	Day 30	The "Last Call" / Re-engagement



Touch 1: Direct Phone Call

Channel: Phone

Timing: Day 1 (Morning)

Objective: Live conversation attempt

Script:

"Hey [Name], this is [Your Name] with [Your Company]. I know I'm calling out of the blue, but I was just looking at your [specific trade, e.g., roofing/HVAC] business online and noticed [specific observation, e.g., your Google reviews are stellar but your website doesn't have a booking form]. I had a quick idea that might help you convert more of those visitors into booked jobs. Do you have 60 seconds?"

If they answer:

- **Them:** "What is this about?"
- **You:** "We help trade contractors like you automate their follow-up so you stop losing jobs to the guy who calls back faster. I've got a 3-minute video that shows exactly how it works. Can I text it to you right now?"

If they don't answer (Voicemail):

"Hey [Name], [Your Name] here from [Your Company]. I'm going to shoot you a quick text in a second. It's about [specific pain point, e.g., missed calls after hours]. Talk soon."



Touch 2: Casual SMS

Channel: SMS

Timing: Day 1 (+5 mins after call)

Objective: Pattern interrupt curiosity

Text Message:

"Hey [Name], it's [Your Name] from [Your Company]. Just tried calling. I know you're busy on the tools. I sent you an email with a quick 3-min video showing how [Competitor Type, e.g., HVAC companies in Dallas] are booking jobs while they sleep. Check your inbox. No pitch, just value. 👍"



Touch 3: Cold Email #1

Channel: Email

Timing: Day 1 (Afternoon)

Objective: The Value-First Proposition

Subject Line: Quick question about [Business Name]'s after-hours calls

Body:

Hey [Name],

I just tried calling your office but I'm guessing you're on a job site.

I was looking at [Business Name] and noticed something: You have great reviews, but when I called after 5 PM, it went to voicemail.

In the trades, 40% of leads come in after hours. If you're not answering, you're paying for leads you never get.

We built a system that texts back missed calls instantly and books the job for you. No extra staff needed.

Here's a 3-minute video showing how it works for [Trade]: [Link]

Worth a look?

[Your Name]

[Your Company]

[Phone Number]



Touch 4: LinkedIn Connect

Channel: LinkedIn

Timing: Day 2

Objective: Social Proof / Name Recognition

Action: Send a connection request.

Message:

"Hey [Name], saw you're in the [Trade] game in [City]. I work with a lot of contractors there. Would love to connect and share some insights on what's working for lead gen right now."



Touch 5: Direct Phone Call

Channel: Phone

Timing: Day 4 (Afternoon)

Objective: Follow-up conversation

Script:

"Hey [Name], [Your Name] again. I sent you an email earlier this week about your after-hours calls. Did you get a chance to see the video I sent? I'm not trying to sell you anything today; I just want to know if the concept of automated text-back makes sense for your workflow."

If they say "I'm busy":

"Totally get it. I'll send you a case study of a [Trade] company in [State] who added \$20k in revenue in 30 days just by turning on missed-call text-back. I'll text it to you now. If it looks interesting, let me know."



Touch 6: Cold Email #2

Channel: Email

Timing: Day 5

Objective: The Case Study / Social Proof

Subject Line: How [Competitor] added \$20k/mo

Body:

Hey [Name],

I know you're busy, so I'll keep this short.

We recently helped a [Trade] company in [City] implement a simple missed-call text-back system.

The result? They recovered 14 jobs in the first month that would have gone to voicemail.

That's \$20,000 in revenue they were previously leaving on the table.

I recorded a quick breakdown of exactly how they did it:

[Link to Case Study Video]

Let me know if you want me to set this up for [Business Name].

[Your Name]

Touch 7: Casual SMS

Channel: SMS

Timing: Day 7

Objective: The "Bump" / Resource Offer

Text Message:

"[Name], just checking in. I know you're slammed. Did you get a chance to look at that case study? If not, no worries. Here's a quick 1-page PDF on the '5 Texts Every Contractor Should Send.' Thought it might be useful regardless of whether we work together. [Link]"

Touch 8: LinkedIn Message

Channel: LinkedIn

Timing: Day 8

Objective: Engagement / Content Share

Message:

"Hey [Name], hope the week is going well. I saw this article about [Industry Trend, e.g., how Google's new update affects contractors] and thought of you. Thought you might find it interesting. Let me know what you think."

Touch 9: Direct Phone Call

Channel: Phone

Timing: Day 10 (Morning)

Objective: Voicemail with Specific Hook

Script:

"Hey [Name], [Your Name] here. I'm calling because I noticed you're running [Specific Ad/Google Ad] right now. I have a way to make sure every single one of those clicks turns into a booked call, even if you can't pick up. I'll try you again next week. Have a good one."



Touch 10: Cold Email #3

Channel: Email

Timing: Day 12

Objective: The "Breakup" / Permission to Close

Subject Line: Should I close your file?

Body:

Hey [Name],

I've reached out a few times over the last two weeks. I haven't heard back, so I'm guessing this isn't a priority right now.

I don't want to be the guy who clogs up your inbox.

Should I close your file and stop following up?

If you're interested, just reply "Send it" and I'll send over the setup guide.

If not, no hard feelings. I'll assume you're all set.

[Your Name]



Touch 11: SMS

Channel: SMS

Timing: Day 14

Objective: The "Final Nudge" (Soft Close)

Text Message:

"[Name], last text from me. I know you're busy. If you ever want to stop losing after-hours leads to voicemail, just text 'INFO' back and I'll send you the details. If not, I'll leave you alone. Best of luck with the season! 🙏"



Touch 12: Cold Email #4

Channel: Email

Timing: Day 17

Objective: The "New Angle" / Industry Insight

Subject Line: The one thing most [Trade] owners miss

Body:

Hey [Name],

I know I said I'd stop, but I just saw a stat I had to share.

78% of customers hire the contractor who responds first. Not the cheapest. Not the best. The fastest.

If you're on a roof or under a sink, you can't be the fastest.

We fix that. It's a 5-minute setup.

If you want to see how it works, reply "Yes" and I'll send a video.

If not, I'll stop bugging you.

[Your Name]



Touch 13: Direct Phone Call

Channel: Phone

Timing: Day 21 (Afternoon)

Objective: The "Dead Lead" Revival Attempt

Script:

"Hey [Name], [Your Name] here. I'm calling one last time. I've got a new feature that I think is a game-changer for [Trade] companies. I didn't want you to miss it. If I don't hear back

by Friday, I'll assume you're good and I'll close your file. But if you want to hear it, call me back at [Number]."



Touch 14: LinkedIn Voice Note

Channel: LinkedIn

Timing: Day 24

Objective: Personal Touch / High Effort

Voice Note Script:

"Hey [Name], [Your Name] here. I know we haven't connected yet, but I just wanted to send a quick voice note. I was driving past a [Trade] job site today and it reminded me of your business. I genuinely think the missed-call text-back system could help you. No pressure. If you want to chat, I'm around. Have a great day."



Touch 15: Cold Email #5

Channel: Email

Timing: Day 30

Objective: The "Last Call" / Re-engagement

Subject Line: Closing the loop

Body:

Hey [Name],

I'm closing the loop on this.

I'm assuming you're either too busy or not interested. Both are fine.

I'm going to stop emailing you now.

If you ever want to stop losing jobs to voicemail, you know where to find me.

Here's my calendar link if you ever want to chat: [Link]

Wishing you a profitable season.

[Your Name]



Best Practices for Execution

1. **Personalization:** Never send a generic message. Use [Name], [Business Name], and specific observations about their trade.
2. **Speed to Lead:** The SMS in Touch 2 is crucial. Send it immediately after the call.
3. **Consistency:** This sequence takes 30 days. Do not skip steps.
4. **Tracking:** Use a CRM to track opens, clicks, and replies. If they reply, **STOP THE SEQUENCE** and engage immediately.
5. **Compliance:** Ensure all SMS and Email outreach complies with local regulations (TCPA, CAN-SPAM, GDPR).