Hot List Sequence

(Continued from the Standard Sequence)

Warm Email #2
(8 weeks after initial warm email sent)

REPLY? YES → Congratulations!

NO

Wait one business day and send **physical letter** with same copy from Warm Email #2

REPLY? YES → Congratulations!

NO

Wait 8 weeks and send **Warm Email #3**

REPLY? YES → Congratulations!

NO

Wait one business day and send **physical letter** with same copy from Warm Email #3

REPLY? YES → Congratulations!

NO

Re-evaluate the prospect. Are they worth the effort?

YES → Go back to the top and repeat this sequence.

NO

STOP