



Buildy AI Agency Services

Agency Cold Outreach Email Campaign

Email 1: The Direct Value Drop

Purpose: Immediately present the personalized asset to pique curiosity and demonstrate proactive value. No fluff, just the hook.

Subject: Your [website/voicebot] is live (for now)

Alt. Subject: [Business Name's Website/Voicebot] is ready (see inside)

Hi [Prospect Name],

This is [Your Name] from [Your Agency].

I notice [Company Name] would benefit from [specific benefit, e.g., better lead capture / 24/7 customer service].

So, I built you a personalized [website demo/voicebot demo].

It's a live preview, custom-built for your business.

Want to see it in action?

Regards,

[Your Name]

[Your Agency]

[Your Phone Number]

Email 2: The Proof & The Question

Purpose: Deliver the demo and immediately prompt a value check. This email is sent only after they express interest in Email 1.

Subject: About the [website/voicebot] demo for [Company Name]

Alt. Subject: Your [Website/Voicebot] Is Inside

Great,

Here's the link to your personalized [website/voicebot] demo: [LINK TO THE DEMO WEBSITE]

Take a look.

It shows how [specific benefit, e.g., your site could convert more visitors / your voicebot handles inquiries seamlessly].

Now that you've seen it: Is this something you'd like to keep and use?

Regards,

[Your Name]

[Your Agency]

[Your Phone Number]

Email 3: The Decision Point

Purpose: Force a decision by framing the next step as keeping the demonstrated value. This email is sent after they confirm interest in Email 2.

Subject: Would you like to keep your custom [website/voicebot] or let it go?

Hi [Prospect Name],

Following up on the [website/voicebot] demo.

If you want to keep it in place and are ready to have us fully integrate it, we'll get involved.

To manage this for you, it's [Your Price] per month.

We can get it fully live on your domain today.

Ready to move forward?

Regards,

[Your Name]

[Your Agency]

[Your Phone Number]

Email 4: The Finality

Purpose: Create a clear sense of urgency and loss. This is the final email, making it clear that the opportunity is expiring.

Subject: Going, going, gone: Your custom-built [website/voicebot] demo

Hi [Prospect Name],

This is my final message regarding the personalized [website/voicebot] demo I built for [Company Name].

Unfortunately, I have to move on and make space for other businesses.

It will be taken down by [Date/Time, e.g., end of day Friday].

Let me know by then if you'd like to secure it.

Regards,

[Your Name]

[Your Agency]

[Your Phone Number]

Key Principles for this Revised Campaign:

Extreme Brevity: Each email is as short as possible to respect the prospect's time.

Direct Value Proposition: The core value (the demo) is presented immediately.

Clear Call to Action: Each email has a single, unambiguous next step.

Urgency & Loss Aversion: The sequence is designed to make inaction feel like a loss of a valuable asset.

Personalization: Still leverages the fact that a custom asset was built.