

AUTOMATION, SAMPLE

Email Drip and Lead Qualification Flow

The rules behind a lead-to-booked-call workflow. Rules, timings and wording are samples that get tuned to each business.

Lead score and routing

Signal	Points	Why
Budget given and over \$1,000	+30	Can afford the service
Timeline under 30 days	+25	Buying soon
Came from referral	+20	Higher trust
Business email, not free email	+10	Real company
Replied to any email	+15	Engaged
No phone number	-10	Hard to reach

Routing: 60 or more is hot (task for a call within 1 hour and a Telegram alert), 30 to 59 is warm (5-email drip), under 30 is cold (monthly note).

Five-email warm drip

Day	Subject	Goal	Stops if
0	Got your request, here is what happens next	Confirm receipt, set expectations, book call link	Booked or replied
2	One question that speeds things up	Ask for deal size and timeline	Replied
5	A quick example of the work	Share a sample, build trust	Replied
9	Still deciding? Here are common questions	Handle objections (price, timing, data privacy)	Booked or replied
14	Closing your file unless you want to continue	Soft close, keeps door open	Any reply

Sample email 1

Subject: Got your request, here is what happens next

Hi {first_name},

Thanks for reaching out about {topic}. A short plan and fixed price come back within one working day. If you want to talk it through sooner, pick a time here: {calendar_link}.

Regards, Team

What gets built

Form, webhook, scoring, CRM update, drip, reply detection that stops the sequence, and an alert on hot leads. Each step logs to a sheet so a failed run can be found and re-run.

Sample document. Names, thresholds and copy are illustrative.