

# The New-Lead Email Drip Blueprint

A simple, proven sequence for a fresh buyer lead. Automate it once and it works on every new contact.

| WHEN    | EMAIL                                                              | GOAL                        |
|---------|--------------------------------------------------------------------|-----------------------------|
| Instant | Welcome. Set expectations, ask one question, send a home search.   | Start a conversation        |
| Day 2   | Market insight for their area. Be useful, not salesy.              | Show expertise              |
| Day 4   | Social proof. A short client success story.                        | Build trust                 |
| Day 7   | A helpful resource (buyer guide, checklist).                       | Give value, capture intent  |
| Day 12  | Soft call to action. Offer a quick call or a curated set of homes. | Move to a conversation      |
| Day 20+ | Drop into your monthly newsletter and long-term nurture.           | Stay top of mind for months |

## THE RULES THAT MAKE IT WORK

1. **Auto-stop on reply.** The moment they respond, pause the sequence and talk like a human.
2. **Lead with value.** Most emails should help, not pitch. Trust first, ask later.
3. **Keep going.** Most leads convert over months. The nurture after day 20 is where the deals actually come from.
4. **Personalize the top.** The first line and the subject decide whether the rest gets read.

**Speed matters most on email one.** The instant welcome, sent in seconds not hours, is the single highest-impact email in the whole sequence.