

• CLIENT ACQUISITION • VOL. 03

The Client-Getting Script Vault

The exact **cold DMs, email sequences, follow-ups, and objection comebacks** we use to turn cold strangers into booked calls – copy them word for word, swap in your niche, and start sending today.

4 cold DM openers

A 4-email sequence

The 3-7-7 follow-up cadence

Comebacks for every objection

The interest-to-call bridge

Referral & reactivation

BEFORE YOU SEND A SINGLE WORD

Scripts don't book calls. The **system** around them does.

You sent your 40th DM today. Two replies, both said no. Your calendar is empty for next week. The words you used are part of the problem, so this vault hands you the exact ones that pull replies. But copy-pasting a hot script into a burned domain, a bloated list, and a one-and-done send still gets you nothing.

THE HONEST MATH

The average B2B cold email reply rate is about **3.43%**, down from 6.8% in 2023. It takes roughly **117 cold emails to book one meeting**, or about 23 for top performers. The gap between those two numbers is not talent. It is a tight list, real deliverability, and follow-up that most people never send.

Better words on a broken system still equal an empty calendar.

So here is the deal. Use these scripts exactly as written. Then enforce the five rules below, because they are what separates a 3% reply rate from a 10%+ one.

1 Tight lists win

One decision-maker per company beats 10 contacts (7.8% reply vs 3.8%). Keep each batch under 50-100.

2 Never ask for the call on touch one

Soft interest CTAs get 68% positive replies vs 41% for the meeting ask. Earn the yes first.

3 Follow up, then follow up again

42-55% of replies come from follow-ups, yet 48% of reps never send one. A 3-7-7 cadence catches ~93% of replies by day 10.

4 Lead with a timeline hook

Timeline hooks reply at ~10% vs ~4.4% for pain hooks. Roughly 2.3x the replies and 3.4x the meetings.

5 Go multichannel

Social DMs reply at roughly 2x cold email. Stacking 3+ channels drives ~287% more responses than email alone.

6 Keep it short and about them

6 to 8 sentences. 80% about the prospect, 20% about you. The moment it reads like a pitch, you lose.

Every figure above is an industry estimate. Your results depend on your list, your niche, and your offer. Plug in conservative inputs and the math still works.

1

THE COLD DM OPENERS

4 first messages that **get a reply**

Social DMs reply at roughly twice the rate of cold email. The catch is the first line. Lead with a timeline or a specific observation, ask nothing big, and make it about **them**. Swap every [bracket] for the real detail.

Opener 1 • The Timeline Hook

HIGHEST REPLY

Hey *[First name]*, saw you run *[Company]*. Quick one – are you planning to add more *[booked installs / qualified consults]* before the end of *[quarter]*, or is that handled for now?

Why it works: A timeline question feels like a calendar nudge, not a pitch. It is easy to answer in one word and that single reply opens the door.

Opener 2 • The Specific Observation

PATTERN INTERRUPT

Hey *[First name]* – noticed *[specific thing: your booking link goes to a generic form / your reviews are strong but your site has no consult CTA]*. Most *[niche]* I see leak calls right there. Mind if I send a 90-second breakdown? No pitch.

Why it works: A real observation proves you actually looked. The "no pitch" line lowers the wall, and the breakdown becomes touch two.

Opener 3 • The Peer Result

SOCIAL PROOF

Hey *[First name]*, we just helped a *[niche, e.g. med-spa]* in *[city/market]* book *[20+ qualified consults]* last month. Is more *[booked consults]* something you'd want this quarter, or are you at capacity?

Why it works: A named, niche-matched result makes you relevant in one line. The "or at capacity" out makes saying yes feel safe.

Opener 4 • The Permission Question

LOWEST FRICTION

Hey *[First name]*, I work with *[niche]* on getting more *[outcome]*. Totally fine if not – is this a good time of year for you to be adding clients, or should I check back in a few months?

Why it works: Giving them an easy way out paradoxically gets more yeses. You sound like a peer checking timing, not a vendor closing.

2

THE COLD EMAIL SEQUENCE

4 emails, one tight escalation

This is a **3-7-7 cadence**: send, wait 3 days, wait 7, wait 7. Each email is 6 to 8 sentences, 80% about them. Touch one asks for interest, never the meeting. The hard ask only comes after they have warmed up.

Email 1 • Day 0 • The Soft Interest Ask

NO MEETING ASK

SUBJECT

quick q about *[Company]*s *[booked consults]*

BODY

Hi *[First name]*,

We help *[niche]* turn more inbound interest into *[booked, qualified consults]* without adding ad spend.

One *[client type]* we worked with went from *[X to Y]* in *[90 days]*.

I had a couple of ideas looking at *[Company]* specifically.

Is cutting *[wasted lead spend / missed calls]* something on your radar for *[Q3]*? If so I'll send the ideas over. If not, no worries at all.

Why it works: Interest-based CTAs pull 68% positive replies vs 41% for the meeting ask. You are asking for a yes-or-no thought, not a slot on the calendar.

Email 2 • Day 3 • The Value + Loom

LIFTS REPLY 2-3X

SUBJECT

re: *[Company]* – made you a quick teardown

BODY

Hi *[First name]*,

Following up with something useful either way. I recorded a **90-second Loom** walking through 2 spots where *[Company]* is likely leaking *[booked calls]*, plus the exact fix for each: *[Loom link]*

No call needed to use it. If the second fix is interesting, I'll show you how we'd run it for you. Worth a reply?

Why it works: A personalized video lifts reply rates from ~5% to 10-16%. You gave value before asking for anything, so the reply feels earned.

THE COLD EMAIL SEQUENCE · CONTINUED

The pattern interrupt, then the **time-box close**

Email 3 • Day 10 • The Pattern Interrupt

RE-ROUTES TO BUYER

SUBJECT

wrong person?

BODY

Hi *[First name]*,

I may have the wrong contact. Are you the right person to talk to about *[getting more booked consults / new client flow]* at *[Company]*, or is that someone else on your team?

Happy to point this at whoever owns growth so I stop cluttering your inbox.

Why it works: Asking "wrong person?" interrupts the ignore reflex. It either gets you a forward to the real buyer or a "no, it's me" that restarts the conversation.

Email 4 • Day 17 • The Time-Box Close

NOW ASK FOR THE CALL

SUBJECT

15 minutes?

BODY

Hi *[First name]*,

Last note from me. If booking more *[qualified consults]* is worth 15 minutes, I'll walk you through exactly how we'd do it for *[Company]*, with the **\$10K guarantee** on the result.

Does *Thursday 2pm* or *Friday 10am* work? If neither, tell me a better window.

If now isn't the time, I'll close this out and check back next quarter.

Why it works: By touch four they know you. Two specific times beat "let me know when you're free" because it asks for a pick, not a calendar audit.

**CAP THE CADENCE**

Stop at 4 to 7 touches per contact. Most replies land by day 10, and pushing past 7 burns goodwill and your sender reputation. No reply by email 4? Move them to a quarterly check-in and spend your energy on fresh, tight lists.

3

THE FOLLOW-UP CADENCE

The exact messages, on the exact days

Follow-ups generate 42–55% of all replies, yet 48% of reps never send a single one. This is where most of your booked calls are hiding. Here is the multichannel cadence after first contact.

Day 3 EMAIL	The bump "Floating this back up, <i>[First name]</i> – did the <i>[teardown / idea]</i> land? Even a no is useful so I know whether to follow up."
Day 5 LINKEDIN / IG DM	The channel switch "Hey <i>[First name]</i> , emailed you about <i>[more booked consults]</i> at <i>[Company]</i> – figured I'd try here too. Worth a look or bad timing?"
Day 7 LOOM	The personalized video "Recorded you a quick walkthrough instead of typing it all out: <i>[link]</i> . 90 seconds, shows the exact fix. Reply if you want the how."
Day 10 PHONE (HIGH- VALUE)	The dial Call between 4 and 5pm (71% more effective than midday). "Hi <i>[First name]</i> , <i>[name]</i> here – I sent over a teardown on your <i>[booked calls]</i> . Got 30 seconds for why I reached out?"
Day 14 EMAIL	The graceful exit "I'll stop here, <i>[First name]</i> . If <i>[more booked consults]</i> moves up your list, reply 'now' and I'll send times. Otherwise I'll check back in <i>[Q4]</i> ."



THE 2-MINUTE LOOM AUDIT SCRIPT

Open with the result: "In the next 90 seconds I'll show you 2 places **[Company]** is losing booked calls." Show their site or funnel on screen. Name leak one, name the fix. Name leak two, name the fix. Close: "Want me to walk you through how we'd run fix two? Reply and I'll send two times." Keep it under 2 minutes.

4

THE OBJECTION COMEBACKS

What to say when they **push back**

Most "no" replies are reflexes, not decisions. Acknowledge, reframe, and hand back a tiny next step. Here are word-for-word comebacks for the lines you hear most.

THEY SAID

"Not interested."

YOU SAY

Totally fair, [First name]. Quick check so I'm not wasting your time – is it that booking more [consults] isn't a priority right now, or that you've been burned by an agency before? If it's the second, that's exactly what the \$10K guarantee is for.

THEY SAID

"No budget."

YOU SAY

Makes sense, and I'd never ask you to spend into thin air. One closed [roof / case / consult] is worth [\$15K], so the question isn't the fee, it's whether we can reliably book those. We put \$10K on getting the result. Worth 15 minutes to see if the math works?

THEY SAID

"Just send me some info."

YOU SAY

Happy to. So I don't send a generic deck you'll never open, what's the one number you'd most want to move – [booked consults / show rate / close rate]? Tell me that and I'll send a 2-minute Loom built around your actual situation, not a brochure.

THEY SAID

"We already do this in-house."

YOU SAY

Good – that means you already believe in the channel. Most teams we work with were doing it too, just not at the volume to hit [their number]. If we could add [X booked consults] on top of what your team does, with \$10K on the result, would that be worth a look?

THEY SAID

"Is a robot going to replace our account manager / team?"

YOU SAY

Opposite. We don't cut your team, we feed them. The system books more qualified [consults / jobs] so your people spend their time closing instead of chasing dead leads. More booked work, same team. Want to see exactly how that runs?

5

THE INTEREST-TO-BOOKED-CALL BRIDGE

Turn a "yeah, tell me more" into a **confirmed slot**

This is where deals die. They said yes to interest, and you go quiet or fumble the ask. The bridge has three beats: **capitalize fast, give two times, then lock it down so they actually show.**

Beat 1 • Capitalize On The Yes

REPLY WITHIN THE HOUR

Love it, *[First name]*. Fastest way to do this right is a quick 15-minute call so I can tailor it to *[Company]* instead of guessing. I'll come with *[2 booked-call ideas specific to them]* ready to go.

Why it works: Speed-to-lead is everything. The interest cools by the hour, so you move from "tell me more" to a scheduled call in the same thread.

Beat 2 • Offer Two Specific Times

PICK, DON'T PROPOSE

Does *Thursday at 2pm* or *Friday at 10am* work better? I'll send a calendar invite the second you pick one. If neither fits, give me a window and I'll make it work.

Why it works: Two concrete options ask for a decision, not a favor. "Whenever you're free" makes them do the work, so most never reply.

Beat 3 • Lock It So They Show

BEATS NO-SHOWS

ON BOOKING

Perfect, invite is in your inbox for *[day/time]*. I blocked it on my side too. I'll bring the *[2 specific ideas]* – anything you want me to dig into before we talk?

DAY BEFORE, SHORT REMINDER

Looking forward to tomorrow at *[time]*, *[First name]*. Still good on your end? Reply 'yes' and I'll have your *[teardown]* ready.

Why it works: A confirmation reply plus a value reminder the day before is the cheapest no-show insurance there is. Make them re-commit and they show up.

6

REFERRAL & REACTIVATION

The warmest calls you're **not asking for**

Nearly half of agencies live on referrals, and past clients are the top source. These are the highest-reply messages you own, because the trust is already built. Send them on purpose, not by accident.

Referral · Ask A Happy Client

WARMEST LEAD

Hey **[Client name]**, glad **[the result]** is landing for you. Quick favor – who's one other **[niche owner]** you respect who'd want **[the same result]**? Happy to give them the same **[teardown]** I built for you, no strings. A warm intro from you is worth more than 100 cold emails.

Why it works: You ask right after a win, name a specific kind of person, and make it easy. One name beats "know anyone who needs marketing?"

Reactivation · A Past Client Or Dead Lead

ALREADY WARM

Hey **[First name]**, been a minute. We just rolled out **[new system / offer]** that's booking **[niche]** an extra **[X consults/mo]**, and you were the first person I thought of. Want me to send a 2-minute breakdown of what it'd look like for **[Company]**? We've still got the \$10K guarantee on the result.

Why it works: "You were the first person I thought of" plus a concrete new reason to talk reopens a closed door without the awkward "just checking in".

DELIVERABILITY STARTER · DO THIS BEFORE YOU SEND

Great scripts die in the spam folder

- ✓ **Send from secondary domains.** Never your main one. About 72% of first-time senders damage their reputation in week one.
- ✓ **Set up SPF, DKIM, and DMARC.** Gmail and Microsoft now require full enforcement, or you don't reach the inbox.
- ✓ **Warm each inbox 3+ weeks** before real sending. New inboxes blasting cold get flagged fast.
- ✓ **Cap 30 to 50 emails per inbox per day.** Volume over quality is how domains get burned.
- ✓ **Turn tracking pixels OFF.** They tank deliverability and inflate open rates by 27–47% anyway. Measure replies.
- ✓ **Verify every list.** ~17% of cold emails never reach the inbox. Clean the list before you waste a send.

• YOUR NEXT MOVE

You've got the scripts. Want the machine that runs them?

Scripts are one part of the system. The booked calls come from a tight list, real deliverability, multichannel follow-up, and a sales process that closes. That's what we install with you, so you stop starting over every Monday with no pipeline.

Here's the line, word for word: **we put \$10,000 on the result. You either get the result or you get paid.** We onboard only a handful of agencies a month so we can actually deliver, and CAC is up roughly 60% in five years. Every month you wait, the math gets harder.

\$10K
GTD

You get the result or you get paid **\$10,000**

Apply to AgencyGod →

Free strategy call · limited onboarding spots this month

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