**“Can I Help With That?” – Ascension Series**

This campaign is designed to encourage an existing customer to email or call-in to your sales team. It is ideal for companies with internal sales teams who want more inbound calls and leads, and it is recommended that you stack this at the end of an Ascension Series, or wait at least a week before starting it to give your customer time to consume the product they already purchased.

IMPORTANT: This series is designed to be sent from someone in your sales or customer care department (i.e. “Project Manager,” “Success Manager,” etc,), not the “face” of the company. You see why this matters when you get to Email 3...

**Email 1: This email is a bit more direct but still has enough curiosity to hopefully elicit a response.**

Subj: How can I help you move faster?

Recently you purchased [product name] from us, so I just wanted to followup and see if you still needed help in that (or any other) area of your [business/life/hobby/etc.].

So please just click "Reply" and let me know how I can help.

I don't want to be a pest, but I also don't want to leave you hanging. It's quite literally my job to help. :)

All the best,

[NAME]

[TITLE], [COMPANY NAME]

P.S. We recently launched a [montorship/consulting/partnership] program, so if you're interested in more direct, one-on-one support, we can now offer that. Again, just reply and I'll send you the details.

**CUSTOMIZE THE P.S., ABOVE, TO DESCRIBE A FLAGSHIP OFFER OR PROGRAM YOU WANT TO EMPHASIZE.**

**Email 2: This email is totally blind so it will likely yield quite a few responses (many of them unqualified), but it's worth sending because it will get a lot of people off the fence.**

Subj: Why are you stuck? (Actual reply requested)

Seriously...do you know?

If not, I'd love to talk so I can help you get "unstuck". Just reply to this email and let me know where you're stuck and how we can help.

All the best,

[NAME]

[TITLE], [COMPANY NAME]

P.S. By the way, I’m sent you this email because you purchased [product name], so I just wanted to reach out and see if there’s anything else we can be doing for you.

So please just click "Reply" and let me know how I can help. I don't want to be a pest, but I also don't want to leave you hanging. It's quite literally my job to help. :)

**Email 3: This email turns up the heat just a bit, but is still respectful. There's also some content in the P.S. that should overcome any negativity generated by the more aggressive tone of the message.**

Subj: Response requested

Hey [NAME].

We don't cold call at [your company name], so I'm sorry if I've come off "sales-like"...

Anyone who takes action on our site is automatically assigned a [Project Manager / Success Manager / Onboarding Specialist / Etc.] from our team, and you got me. :)

It's one of the ways we show added value, and it's also one of the main reasons [YOUR COMPANY NAME] is a leader in this space.

I'm not trying to sell you anything...

You might not even be looking for help, but at the end of the day it's my job to find out.

So are you all set or just doing research? I actually prefer rejection if that's the case so I can mark up my notes and avoid wasting both our time. (Frankly, I've been doing this long enough to know it's not worth pitching something you don't need.)

Not sure what you need? I'm trained to figure it out.

Best thing about [COMPANY NAME]: You have options. We have online trainings on specific subjects, membership programs where you can get answers to your questions, and more personalized, one-on-one consulting and mentorship programs.

**CUSTOMIZE THE PARAGRAPH, ABOVE, TO DESCRIBE THE RANGE OF PRODUCTS AND SERVICES YOU OFFER.**

Just reply to this email, tell me about [your business / your project / yourself / etc.] and we'll see if any of them are a good fit.

All the best,

[NAME]

[TITLE], [COMPANY NAME]

P.S. I don't know if you've watched this video that our founder, [YOUR NAME], recently recorded, but if not you definitely should. It's only XX minutes, but if you currently struggle with [insert common issue/problem], then you’ll definitely want to watch this for a simple solution:

[LINK TO VIDEO]

**Email 4: This is the final email in this series, and it is designed to get some reply...even if it's just a "I'm not interested, please leave me alone." At a bare minimum they'll know they're dealing with a real person.**

Subj: Is this goodbye?

I hope all is well.

I reached out to you several times regarding the request you made about our [coaching/mentorship/consulting program name] but I haven't heard back.

As a professional courtesy, if you could respond to this email with your current interest level it would be great appreciated.

I don't want to be a pest, but I don't want to leave you hanging, either.

All the best,

[NAME]

[TITLE], [COMPANY NAME]

**Reply Email: This email will need to be heavily modified based on their response, but I have included a general template below...**

Subj: [not needed since you'll just be replying to their reply]

Thanks for replying!

Based on your email, here’s what I think we should do next...

[INSERT INSTRUCTIONS TO SCHEDULE A CALL OR GIVE THEM A NUMBER WHERE THEY CAN REACH YOU OR A SALES PERSON.]