## **Lead Magnet Sales Follow-up Email Template**

*Subject line: Thanks for downloading [name of resource]. You’ve taken the first step ...*

*Dear \_\_\_\_,*

*Thank you for [event trigger]*

*I know from [something that makes you credible] that [define prospect’s pain point]. In the past year, we’ve worked with companies like [similar companies] to help them achieve [the number one benefit you can provide] using [service or product relevant to trigger]. You’ve taken the first step, now let me help you reach the finish line.*

*Please reply to this email, call me at [phone number], click the link below, or learn more about us at our website at [website link].*

*Talk to you soon,*

*[Name]*