

The “No Jail Time” Follow-Up Sequence Template

(Because harassing strangers shouldn't be your only outreach tactic)

This email sequence is designed for SEO professionals doing cold outreach for links, partnerships, or content promotion. It keeps you compliant with regulations (GDPR, CAN-SPAM, Garante), avoids spam folder landmines, and might even get replies from humans.

Email 1: Initial Outreach (Day 0)

Subject Line:

- “Quick question about [Blog Post Title]”
- “Love your post on [Topic] – got something for you”

Body:

Hi [First Name],

I came across your article on [Topic] and really enjoyed [specific compliment – make it real, don't be a robot]. I recently put together a [resource/tool/guide] on [related topic] that I think could be a useful addition to that post or others on your site.

Let me know if you'd like to check it out – happy to send it over.

Best,

[Your Name]

Email 2: First Follow-Up (Day 3-5)

Subject Line:

- “Just wanted to bubble this up”
- “Forgot to include this (my bad)”

Body:

Hey [First Name],

Just checking in in case my last email got buried. Here's that [resource/tool] I mentioned: [link]. It's already helped [brief value statement or stat].

Totally understand if now's not the right time, but thought it might be up your alley.

Cheers,
[Your Name]

Email 3: Second Follow-Up (Day 7-10)

Subject Line:

- "One last thing, promise"
- "If it's a no, I'll go"

Body:

Hi [First Name],

This'll be my last nudge, I promise – just wanted to make sure you saw this in case you're interested. No pressure either way, just figured it was worth sharing.

Thanks again for your content – I've been using [mention something they've published] in my research lately.

All the best,
[Your Name]

Final Notes:

- Always include an unsubscribe option. Even if it's just "Let me know if you'd prefer not to receive follow-ups."
- Avoid attachments. Use links (with UTM tags if you're tracking).
- Personalize like a human being. "Hey there" doesn't count.
- No more than 3 follow-ups. If they haven't answered, they probably hate you. Move on.