TEMPLATES

30+ Lead Outreach Templates

To increase response rates and set more appointments

Hatch

Hatch

Introduction

There are two things that are crucial for turning leads into appointments: The speed at which you respond to them and the messaging you use when you do.

We've analyzed thousands of campaigns, and in this playbook, we're sharing the speed-to-lead campaign template that gets the highest response rates, as well as several alternatives you can try. Use them for text and email to improve your response rates and set more appointments.

Table of contents

IMPORTANT: Notes on these templates:

Note that these templates are formatted for the Hatch platform. Anything in double brackets will automatically populate in Hatch. This includes:

- [[Contact First Name]] = the lead or customer's first name
- [[User First Name]] = the first name of the Hatch user
- [[User Email]] = the Hatch user's email address
- [[Details Company Name]] = your company name

If you aren't a Hatch user, you'll have to populate all bracketed content manually.

Note also that this is just **suggested** copy. Adjust the messaging to match the language you use, the tone of voice you speak in, and the value propositions that are true about your business. For example, if you don't have a Client Services Team, replace that element with what makes sense for your business.

Lead outreach campaign template

This is the template within Hatch for Speed to Lead campaigns. There's a later section in this guide with message variations as well.

Launch - text	Hi [[Contact First Name]], it's [[User First Name]] with [[Details Company Name]]. I got your information from the form you submitted. Text me back with what you are looking for! Reply END to stop texts.
Launch - email	Subject line: Thanks for inquiring with [[Details Company Name]] Hi [[Contact First Name]], I got your information from the form that you submitted online. I'd love to learn more about your request, or get you scheduled for an appointment. Please email me back the details! Talk soon, [[User First Name]] [[User Last Name]] [[Details Company Name]]
Day 2 - text	10am Hi [[Contact First Name]]. I haven't heard back since you submitted your form. Text me back with the details.
Day 3 - email	11am Subject line: [[Contact First Name]] - reminder about your request! [[Contact First Name]], I haven't heard back yet regarding the request you submitted. Can you email me back the details of what you want to do? Thank you, [[User First Name]] [[User Last Name]]
Day 3 - text	Hi [[Contact First Name]]. Are you still looking to get work done? Text me back with details, I would love to help.
Day 4 - text	Hi [[Contact First Name]] - Following up again on the form you submitted - are you still interested? I would love to help!
Day 5 - text	Hi [[Contact First Name]] Reaching out one last time - would you prefer a phone call?

Tips on reaching out to leads

Before we dive into the templates, let's review some important tips.

Reach out multiple times

If you're only reaching out once, you're likely leaving revenue on the table. Leads can take up to eight outreaches before they respond. That's why our built-in campaign templates in Hatch reach out multiple times, across multiple channels, over multiple days. You can customize the messaging and add or remove messages, but the key is to maintain multi-touch communication.

Include an opt-out instruction in your first message

As a part of 10DLC and TCPA compliance, the first text for any campaign must contain a clear instruction on how to opt out of text communication.
- Reply END to stop texts.
- Reply STOP to unsubscribe.
- Text QUIT to stop text communication.

The opt-out words must be in all caps, and it must be one of the following:
- STOP
- STOPALL
- CANCEL
- END
- QUIT

Include a company identifier in your first message

Another 10DLC compliance requirement is that the first text in a campaign must disclose the company's name. So after you say "Hi [[Contact First Name]]," anything along these lines will work:

- This is [[User First Name]] with [[Details Company Name]]
- This is the [[Details Company Name]] Team
- [[Details Company Name]] here

Those are just different ways to word the message. You can word it how you want, as long as [[Details Company Name]] is in there. Note that Hatch will not let you launch a campaign if it does not contain this snippet.
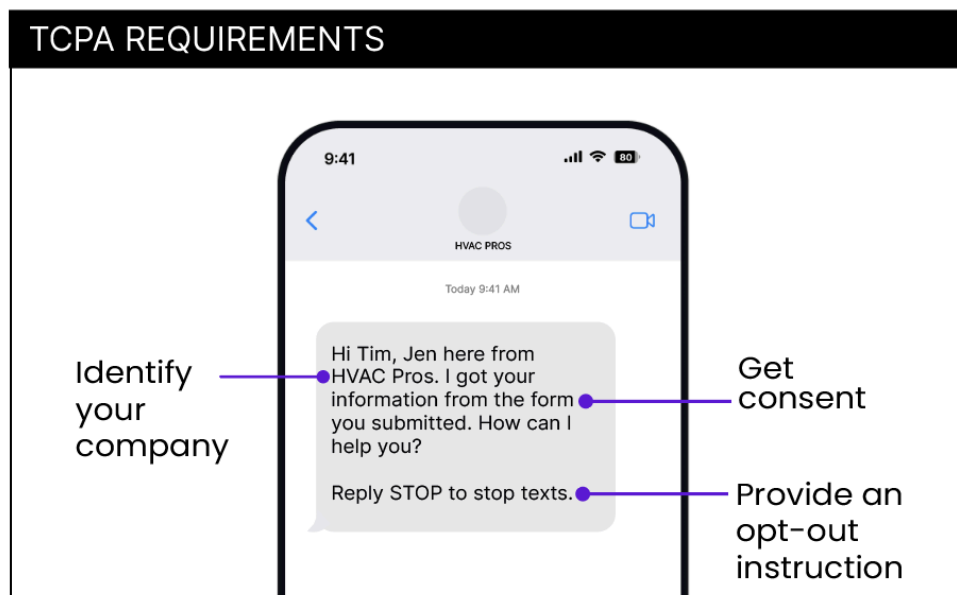
Invite a response

End your message with a question, request, or call to action, as this invites a response from the reader.
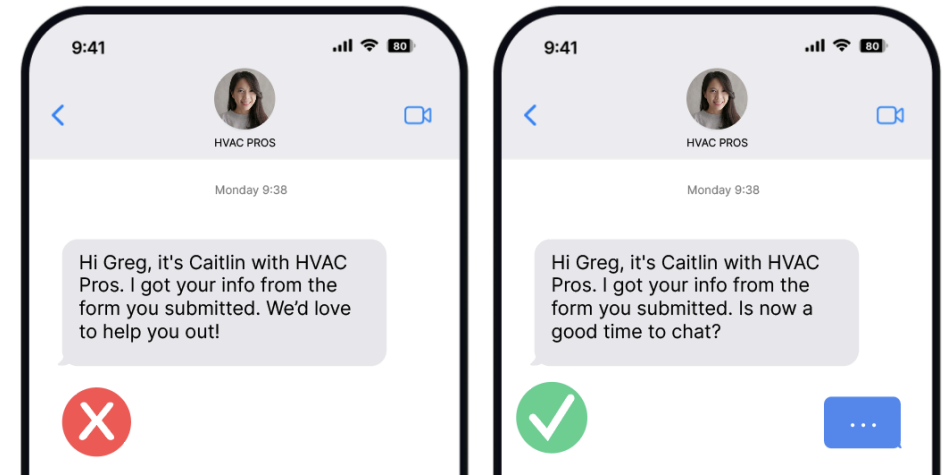
Keep your messages short

Too much information will burden your leads. Keep your texts short! The ideal length is 160-250 characters, including the mandatory opt-out and company identifier verbiage described above.

Make sure you can respond to the responses

Getting more leads to respond to your campaigns is beneficial only if you can keep up with them. If a lead responds and it takes you several minutes, or even hours, to get back to them, the chances of them going with a competitor are high.

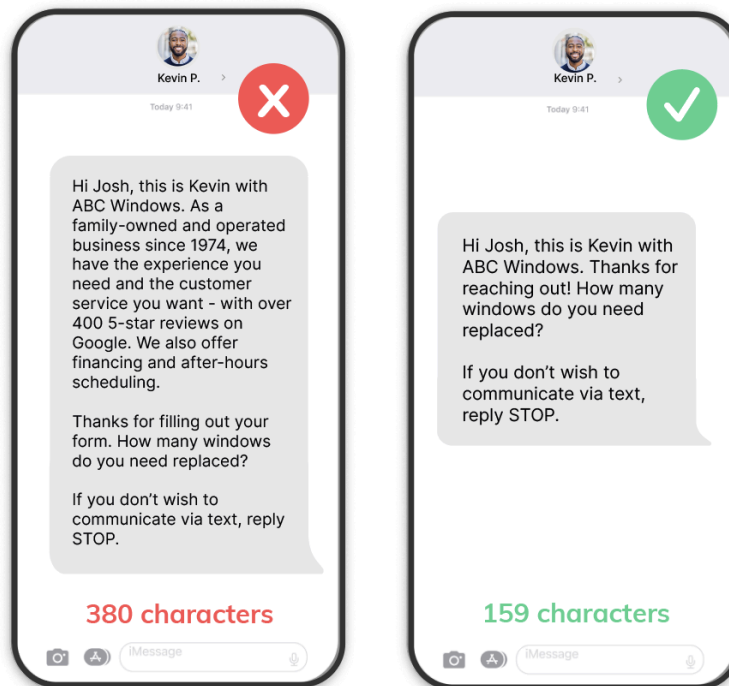
Automatic outreach (instant)

Monday 9:38

Hi Kelly, it's Paul with ABC HVAC. I got your info from the form you submitted. Text me back with what you're looking for!

Customer's reply

My heat stopped working

First response time

10-200 minutes

5 seconds with Hatch AI

Monday 10:17

First response

Happy to help with that! Can you confirm your address at 14 Tully Lane Boston MA 02422?
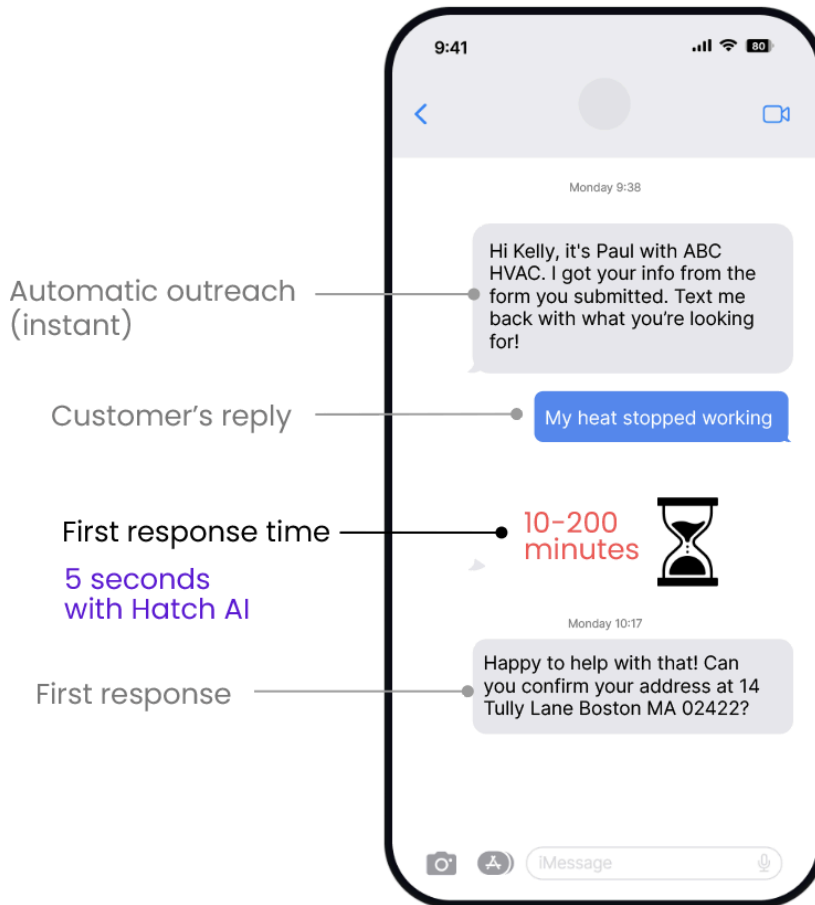
With Hatch AI CSRs as first responders, they ensure the customer continues to get immediate responses once they start engaging, and also provide coverage outside business hours. Give our AI a test drive here.
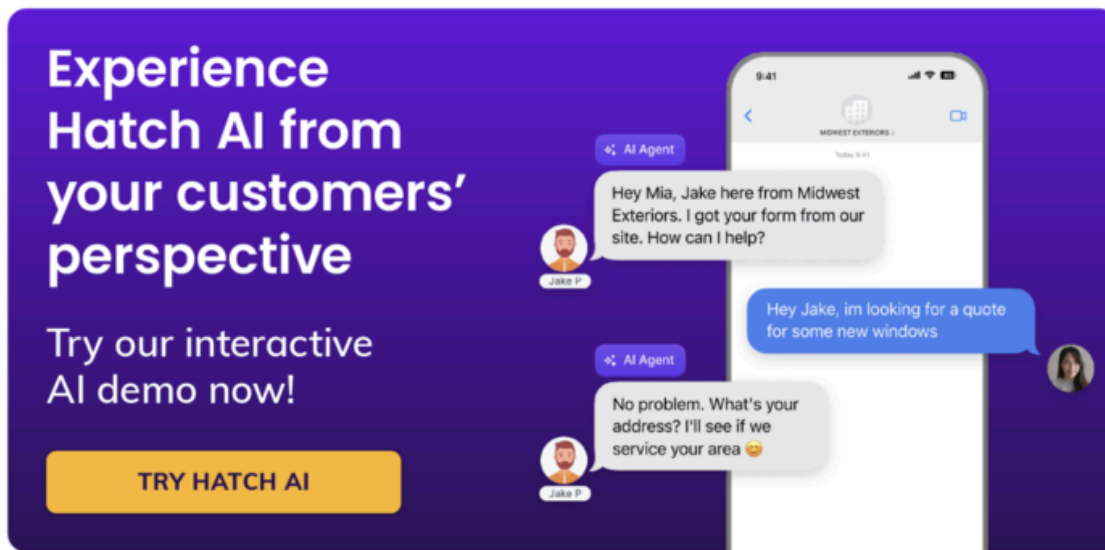
First message alternatives

Here are some other ways to word that first message to your customers.

Texts

- Hi [[Contact First Name]], it's [[User First Name]] with [[Details Company Name]]. I got your information from the form you submitted. Please let us know what services you are looking to have done. Reply END to stop texts.
- Hello, this is the Client Services Team at [[Details Company Name]]. We've received your inquiry and would love to learn more about your project and get you scheduled for a free in-home consultation. What day/time works best to chat? Reply END to stop texts.

- Hi [[Contact First Name]], this is [[User First Name]] with [[Details Company Name]]. We got your inquiry and are glad you reached out. When is a good time for us to chat and get you set up for an appointment? Reply END to stop texts.
- [[Contact First Name]], this is [[Details Company Name]]. We have received your inquiry and will be calling soon. Can't wait? Call us at [[User Phone Number]]. Reply END to stop texts.

Emails

Subject line: Thanks for inquiring with [[Details Company Name]]

Hi [[Contact First Name]],

It's [[User First Name]] with [[Details Company Name]]. I got your information from the form you submitted online. When is a good time for us to chat about your project?

Let me know,
[[User First Name]] [[User Last Name]]
[[Details Company Name]]
[[User Phone Number]]

Subject line: Thanks for inquiring with [[Details Company Name]]

Hi [[Contact First Name]],

I got your information from the form you submitted online. I'd love to learn more about your request. Please let us know what services you are looking to have done.

Talk soon,
[[User First Name]] [[User Last Name]]
[[Details Company Name]]
[[User Phone Number]]

Subject line: Thanks for inquiring with [[Details Company Name]]

Hi [[Contact First Name]],

Thanks for your interest in a [service] quote. We'd love to schedule a consultation and go over our promotions for homeowners in your area. When is a good time for one of our specialists to contact you? You can also call us at [number].

Kind regards,
[[User First Name]] [[User Last Name]]
[[Details Company Name]]
[[User Phone Number]]

Subject line: Thanks for inquiring with [[Details Company Name]]
[[Contact First Name]],

We received your request for services and will be calling soon to get more details on your project. Don't want to wait? Call us at [[User Phone Number]].

Talk soon!
[[User First Name]] [[User Last Name]]
[[Details Company Name]]
[[User Phone Number]]

Follow-up message alternatives:

Texts

- Hi [[Contact First Name]]. Following up on your request. Please tell us more about the services you are looking to have done.
- Hi there [[Contact First Name]]. Are you still looking to get work done? If so, let's talk next steps. When are you free?
- Hi again [[Contact First Name]]. Do you have any questions for me regarding your project? I'm happy to get you scheduled for a call or appointment.
- Hi [[Contact First Name]], we haven't been able to connect regarding your recent inquiry. Anything on your mind? Call us at [[User phone number]] or text back with what you're looking for and we'll get you taken care of!
- Hi [[Contact First Name]], Are you still looking to get your project done? If so, let's talk next steps. Shoot me a text with your availability or you can call in yourself at [[User phone number]].
- Hi [[Contact First Name]], we would be happy to help you with your

project. Do you have any questions on how to get started?
- Hi again [[Contact First Name]]. Do you have any questions for me regarding your [request]?
- Hi [[Contact First Name]], just following up here! Can I answer any questions about our services? I can help you get started if you want to jump on a call, or even right here over text.
- Hi [[Contact First Name]], it's been a while since you inquired about our services. Are you still interested? Let us know what questions you have!
- Hi [[Contact First Name]] - Following up again on the form you submitted. Text us back the details on what you are looking for if you are still interested - we would love to help!
- Hi [[Contact First Name]], we want to help you! Do you prefer texting or a phone call?
- Are you still interested in receiving a free estimate for your project?
- Are you still looking to get work done? If not, I'll go ahead and close this out.

Emails

Subject line: [[Contact First Name]] - reminder about your request!

Hi [[Contact First Name]],

I haven't heard back yet regarding the request you submitted. Email me back the details of what you want to do, I'll be happy to help.

Looking forward to hearing back,
[[User First Name]] [[User Last Name]]
[[Details Company Name]]
[[User Phone Number]]

Subject line: [[Contact First Name]] - reminder about your request!

Hi [[Contact First Name]],

I haven't heard back yet regarding the request you submitted. When are you free to connect and talk about your project?

Thank you,
[[User First Name]] [[User Last Name]]
[[Details Company Name]]
[[User Phone Number]]

Subject line: [[Contact First Name]] - reminder about your request!

Hi [[Contact First Name]],

We haven't heard back yet regarding the request you submitted. Can you email us back the details of what you want to do? Feel free to call or text at [[User Phone Number]] if that's easier!

Thank you,
[[User First Name]] [[User Last Name]]
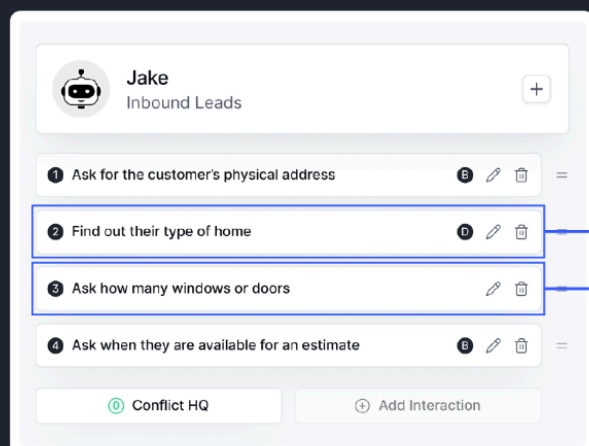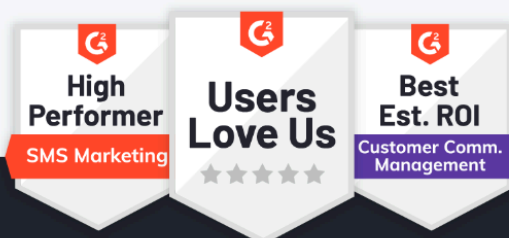[[Details Company Name]]
[[User Phone Number]]

Hatch

Satisfy and scale with Hatch AI

Train and control AI bots unlike any other tool in the market—to qualify leads, book appointments, and generate pipeline for you to close. With Hatch AI, unlock the power to increase set, close, and retention rates in 67% less time.

BOOK A DEMO   **TRY HATCH AI**

G2 High Performer — SMS Marketing
G2 Users Love Us
G2 Best Est. ROI — Customer Comm. Management

Jake
Inbound Leads

1. Ask for the customer's physical address
2. Find out their type of home
3. Ask how many windows or doors
4. Ask when they are available for an estimate

Conflict HQ   + Add Interaction

Great! And could you let me know what type of home you have? Is it a single-family, condo, or townhome?
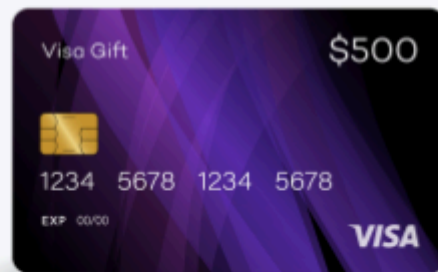
Single family bungalow

Thank you for that information, Emma. Now, tell me how many windows are you looking to replace in your bungalow?

Get $500 for every customer you refer!

Our Hatch Ambassador program is simple:

1. Sign up with your name & email

2. Share Hatch with friends

3. Get a $500 Visa gift card via email for every customer that stays with us for 90 days

SIGN UP & START REFERRING

You don't have to be a Hatch customer to become an Ambassador!

Hatch