

The 10-day cadence kit

Five touches over ten working days, the five messages with placeholders marked, and the checklist for the first 30 days. Free to copy and adapt.

PART 1

The ten-day cadence

Written for an outbound B2B list of prospects who fit your customer profile and show a trigger. Stop at the first reply, and stop at the last touch.

DAY	CHANNEL	STEP	PURPOSE	LENGTH
Day 1	Email	First email on the trigger	Name the reason you are writing, ask one question	Under 90 words
Day 2	LinkedIn	Connection request with a note	Be a face next to the email, no pitch	Under 300 characters
Day 4	Phone	Call, voicemail if no answer	Say the same thing out loud, leave one sentence	Under 20 seconds
Day 7	Email	Follow-up with something useful	Add a resource, not a reminder that you wrote	Under 80 words
Day 10	Email	The close-out email	Make it easy to say no, leave the door open	Under 60 words

Stop rules. Any reply ends the cadence. Nobody re-enters without a new trigger. If the connection request is accepted, touch 4 moves to LinkedIn.

PART 2

The five messages

Replace every {{placeholder}} and rewrite the first line from your own research.

DAY 1, EMAIL

Subject: {{trigger}} at {{companyName}}

Hi {{firstName}},

I saw {{trigger}}. Teams that do that usually hit {{problem}} within a quarter, and that is the part we help with at {{yourCompany}}.

Worth a short conversation, or is someone else looking after {{area}}?

{{senderName}}

Backfires when the trigger is generic. A trigger is something that happened at that company, on a date you could name.

DAY 2, LINKEDIN CONNECTION NOTE

Hi {{firstName}}, I wrote to you yesterday about {{trigger}}. Connecting either way, since we both work on {{area}}.

Backfires when the note contains a pitch or a calendar link.

DAY 4, CALL AND VOICEMAIL

Opening line:

Hi {{firstName}}, this is {{senderName}} from {{yourCompany}}. I sent you a note about {{trigger}}. Is now a bad time?

If it is a bad time:

Understood. Two sentences: we help {{roleType}} teams with {{problem}}. Should I send the one-page version, or is this not your area?

Voicemail:

{{firstName}}, {{senderName}} from {{yourCompany}}, about {{trigger}}. My email is in your inbox with the detail. No need to call back if it is not your area.

Backfires when the call happens before the email, so the prospect has no context.

DAY 7, EMAIL OR LINKEDIN

Subject: re: {{trigger}} at {{companyName}}

Hi {{firstName}},

One thing instead of a follow-up: {{resource}}, which covers {{problem}} the way {{similarCustomer}} handled it.

Useful, or should I leave it?

{{senderName}}

Backfires when it says "just following up". That line carries no information.

Subject: closing the loop on {{problem}}

Hi {{firstName}},

I have not heard back, so I will assume {{problem}} is not a priority this quarter and stop here.

If that changes, or if {{colleagueRole}} is the right person, a one-line reply is enough.

{{senderName}}

Backfires when it is used as a guilt trip, or when a new cadence starts to the same person a week later.

PART 3

The first 30 days

WEEK	DO THIS	DONE WHEN
1	Write the ideal customer profile and the qualified lead definition with sales and marketing in the room	Both fit on one page and both teams agree
1	Set up email authentication: SPF, DKIM and DMARC on the sending domain	Test messages pass all three
2	Build the first list of 100 prospects with a trigger for each	Every row has a verified address and a reason to write
2	Write the five messages for your product, from the templates above	A colleague reads them and knows what you sell
3	Run the cadence on the first 50 prospects	Every touch logged in the CRM
3	Log replies by type: positive, not now, not me, no	You can see which step produces which reply
4	Change one element and run version B on the next 50	Only one element differs between versions
4	Review meetings booked per 100 prospects	The cadence is written down as version 2

The rules this kit assumes. Commercial email needs an honest sender and subject, a postal address and a working opt-out (CAN-SPAM in the United States; consent first in several other markets). LinkedIn does not allow software that automates activity on the platform. Calling hours and do-not-call rules apply to the phone.

Jeluvi, jeluvi.com. The cadence, the messages and the checklist were written for this kit and are free to copy and adapt. No reply rates or benchmarks are quoted, because the only numbers that predict your results are your own. Last updated Sep 17, 2026.