

Cold Outreach Email Sequence

nexorlink.com · richard@nexorlink.com · +1 (786) 550-3307

Use this sequence for cold outreach to medical clinics, dental offices, law firms, and auto shops. Send Day 1, then follow up exactly as scheduled. Pair with a phone call on Day 1 before sending the email.

DAY 1 — The Hook

Subject: Your front desk is losing patients after hours

Hi [First Name], Quick question — how many calls does your practice miss every day after 5 PM? Or when your front desk is busy with patients? Most clinics lose 8 to 12 calls a day. At even \$400 per new patient visit, that's \$3,200 a day walking out the door. We built an AI assistant named Sofia that answers every call instantly, 24/7, in English and Spanish. She books appointments directly into your calendar and follows up on no-shows automatically. Call our demo line right now to hear her: +1 (786) 550-3307 Takes 90 seconds. Worth it. [YOUR NAME] NexorLink AI Assistant [YOUR PHONE]

DAY 4 — The ROI

Subject: The math on missed calls at [Practice Name]

Hi [First Name], I wanted to follow up on the demo line I sent Monday. Here's the math for a practice your size: • 8 missed calls/day × 22 workdays = 176 missed calls/month • If 20% convert to new patients = 35 new patients • At \$400/visit = \$14,000 in missed revenue every month Sofia costs \$895/month on our Starter plan. The math makes itself. I'd love to show you exactly how she'd work for [Practice Name] specifically. Do you have 15 minutes this week? [YOUR NAME] [YOUR PHONE]

DAY 8 — Social Proof

Subject: What happens when Sofia answers your phones

Hi [First Name], I know you're busy, so I'll keep this short. Sofia answers every call in under 2 seconds. She speaks English and Spanish automatically. She books the appointment, texts the patient a confirmation, and calls them back if they no-show. Your front desk staff can focus on patients in the office instead of managing the phone. We're currently onboarding practices in Miami and can have Sofia live for your practice within 5 to 7 business days. Is this worth a 15-minute conversation? I can work around your schedule. [YOUR NAME] [YOUR PHONE]

DAY 14 — The Last Try

Subject: Last note from NexorLink

Hi [First Name], I've reached out a few times about Sofia, our AI assistant for medical practices. I don't want to keep filling your inbox, so this is my last email. If you're curious, call our demo line: +1 (786) 550-3307 If the timing isn't right, no worries at all. I'll check back in a few months. Either way, I wish you and your team a great rest of the year. [YOUR NAME] NexorLink nexorlink.com

DAY 21 — The Referral Ask

Subject: Know anyone who could use Sofia?

Hi [First Name], Even if Sofia isn't the right fit for your practice right now, I wanted to ask — do you know any other practice owners or office managers who are struggling with missed calls or front desk overflow? If you refer them and they become a client, I'll personally reach out to thank you with a referral gift. Just reply with their name and number and I'll take it from there. Thanks either way. [YOUR NAME] NexorLink nexorlink.com · +1 (786) 550-3307

OUTREACH TIPS

Find leads — floridahealthfinder.gov for licensed clinics. Miami-Dade Chamber directory for businesses. Google Maps "medical clinic Miami" filtered by reviews.

Call first — Call before emailing. Ask for the office manager by name. Say: "Hi, I'm [NAME] from NexorLink — I have a 90-second AI demo I think would be relevant to your practice. Can I send it over?" Then send Day 1 email.

Best times — Tuesday through Thursday, 10 AM to 11:30 AM and 2 PM to 4 PM. Avoid Monday mornings and Friday afternoons.

Track everything — Log every call and email in your portal Leads tab. Note the last contact date and next step for every lead.

Follow up — Most deals close on the 5th to 8th touchpoint. Do not stop after Day 4 if they opened the email.