



Nick's 25 Day Sales Cadence

Woodpecker x 30 Minutes to President's Club

What's going on folks! It's Nick Cegelski here, crashing the Woodpecker party.

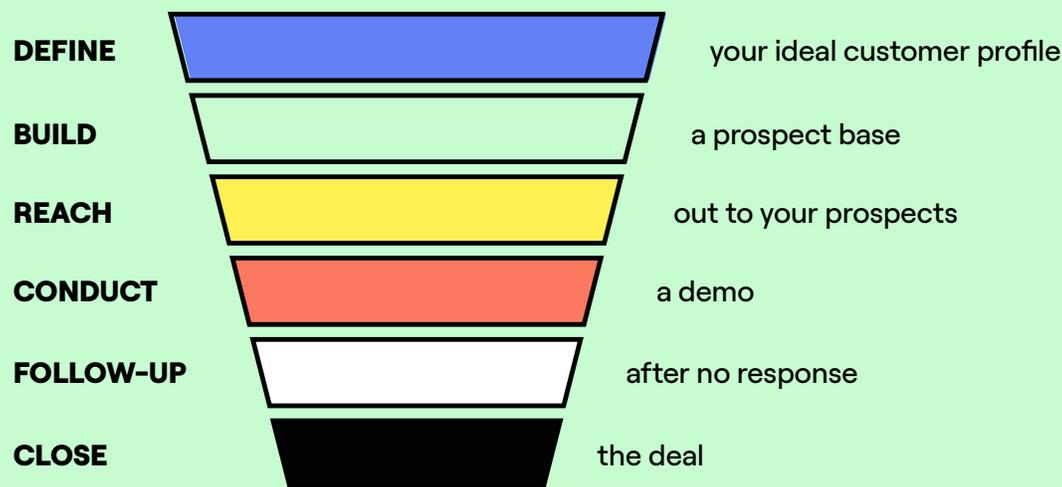
It's not easy to build an effective sales cadence to reach your prospects with the right time, channel, and messaging.

Here's my personal cadence of...

- ✓ attention grabbing emails
- ✓ conversation starting LinkedIn msgs
- ✓ reply boosting voicemail scripts
- ✓ appointment setting cold call scripts

... And the exact order to say and send!

The problems...



Our answer

SECTION 1

The Density Days

Day 1-2
Steps 1-4



Email
Step 1, Day 1



LinkedIn Request
Step 2, Day 1



Cold Call
Step 3, Day 2



Email
Step 4, Day 2

SECTION 2

Repeat Yourself

Day 5-8,
Steps 5-7



Call
Step 5, Day 5



Email
Step 6, Day 5



Email
Step 7, Day 8

SECTION 3

Gear Shift

Day 11-14,
Steps 8-11



Call
Step 8, Day 11



Video Email
Step 9, Day 11



Call
Step 10, Day 14



Email
Step 11, Day 14

SECTION 4

Let It Ride

Day 17-25,
Steps 12-15



Email
Step 12, Day 17



Email
Step 13, Day 20



Email
Step 14, Day 24



Disposition
Step 15, Day 25

SECTION 1

The Density Days

Day 1-2, Steps 1-4



Email

Step 1, Day 1

{{FIRST_NAME}}

{{! Comment goes here }}

Most attorneys are sick of accounting for every billable moment of their time. Recreating days of work to build a timesheet is brutal.

Attorneys use Ping's timesheet synthesizer to save hours/week timekeeping.

Open to learn more?

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LinkedIn Request

Step 2, Day 1

Send connection request

Hey {{FIRST_NAME}}, I just emailed you. Let me know what you think.

<https://www.linkedin.com/in/nick-cegelski/>



Cold Call

Step 3, Day 2

[Justin] this is Nick Cegelski with 30MPC. I know you didn't expect me to call you this afternoon.

Mind if I take one minute to share why I called you specifically and then you can tell me whether or not it makes sense to speak?

Voicemail

Voicemail: I'm about to send you a video message



Email

Step 4, Day 2

Follow up in the same thread.

Thoughts?

Sent from my iPhone

SECTION 2

Repeat Yourself

Day 5-8, Steps 5-7



Cold Call

Step 5, Day 5

VM = explain pain, point back to email.



Automated Email

Step 6, Day 5

Follow up in the same thread

[[FIRST_NAME]] - just tried you at the office. Open to speaking sometime next week?

Sent from my iPhone



Automated Email (New Thread)

Step 7, Day 8

Subject: Missing time

[[FIRST_NAME]]

Attorneys that neglect to track 100% of their time are throwing money in the trash can.

Ping ensures billable time won't slip through the cracks. Firms using Ping boost billable time by 128 hours per attorney/year.

Lunch is on me if you're open to check it out.

Nick Cegelski | Strategic Partnerships

SECTION 3

Gear Shift

Day 11-14, Steps 8-12



Cold Call

Step 8, Day 11

[Justin] this is Nick Cegelski with 30MPC. I know you didn't expect me to call you this afternoon.

Mind if I take one minute to share why I called you specifically and then you can tell me whether or not it makes sense to speak?

Voicemail

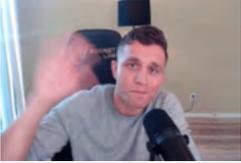
Voicemail: I'm about to send you a video message



Automated Video Email

Step 9, Day 11

[[FIRST_NAME]] -- in lieu of a normal email follow up, I filmed a 16 second video message



I am indeed a real human being!

Let me know what you think (or if you hate the video...)

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Cold Call

Step 10, Day 14

Make a call



Email

Step 11, Day 14

Follow up in the same thread.

Was the video bad?

Sent from my iPhone

SECTION 4

Let it Ride

Day 17-25, Steps 13-15



Email

Step 12, Day 17

Follow up in the same thread.

{{FIRST_NAME}} -

Attorneys often tell me they wish they had a better way to do their timekeeping.

Open to see a better way?



Email

Step 13, Day 20

Follow up in the same thread.

{{FIRST_NAME}} - You're either way too busy chasing down timesheets OR my outreach has been totally irrelevant.

Mind letting me know if I'm in the wrong place?



Email

Step 14, Day 24

Follow up in the same thread.

Hey {{FIRST_NAME}}

I haven't heard back from you, so I'm going to assume Time by Ping is not on the radar today.

Mind giving me a thumbs-up or down?

Bonus: Sales Cadence Walkthrough Video

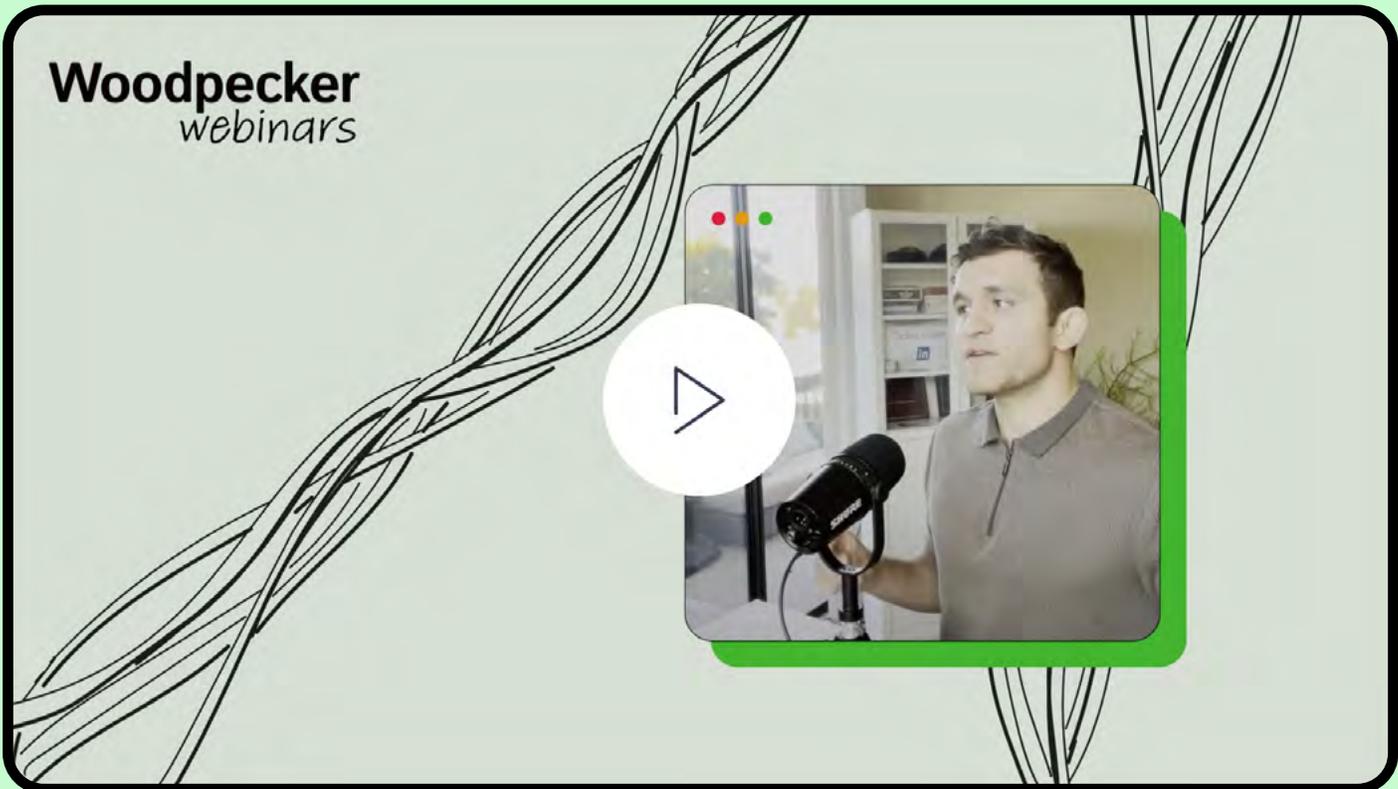
14 steps. 24 days. Multiple channels.

Woodpecker folds all of your multichannel outreach under one roof.

And just when you thought it was over... there's one more thing!

I built this cadence live with Woodpecker, and you can [watch the entire thing here](#).

- ✓ Why each individual drip / script works
- ✓ How I plan the specific order of each step
- ✓ Common mistakes with multichannel outreach



Woodpecker



Before You Go

You've read the guide, you've watched the overview video.

Now, try all Woodpecker products for free with a 7-day or 50 cold emails trial 😊

[Start for free](#)



What you'll get:

- ✓ **50 emails credits**
- ✓ **7 days**



Woodpecker

