

Why a 6-Email Pre-Discovery Sequence Is a Red Flag

And why our pre-discovery cadence is one Sequence-A intro plus one day-7 follow-up only.

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Some LinkedIn-services vendors run six-step pre-discovery email sequences against a buyer who has only filled in a single form. The piece below explains why we cap our pre-discovery cadence at one Sequence-A introduction and one day-7 follow-up and why anything longer is a tell that the vendor cannot afford to lose any single conversation.

The six-step pre-discovery model

Vendor A captures an email on a gated PDF. Day 0: confirmation. Day 2: case study. Day 5: "are you still interested?" Day 9: discount.

Day 14: "last call." Day 21: "we are closing your file unless we hear back." This is six touches across three weeks against a buyer who never asked for a conversation.

Why we cap at one + one

Sequence A is one email. It explains what we do, what we charge, and what to expect. It includes an unsubscribe link. It is sent within two hours of the form submission.

If there is no reply by day 7, we send one short follow-up. If there is still no reply, we close the conversation and never email the lead again. This is the entire pre-discovery cadence.

What the cap is actually saying

A vendor that runs six pre-discovery touches is signalling that conversion economics demand chasing every lead through every gate. That is a vendor that cannot afford to lose any conversation, and the implication for the buyer is that the vendor is operating on thin margins or weak qualification.

Our cap is a quiet declaration that we expect the buyer to make the next move when it suits them, and that we have other work to do in the meantime.

Read the related blog HTML

The HTML version of this argument lives at </resources/blog/six-email-pre-discovery-red-flag/> and no email gate, no sequence, no follow-up. We post the answer; if it is useful, you book a discovery on your own timeline.

Next step.

Read the blog version

<https://tpa.example.test/resources/blog/six-email-pre-discovery-red-flag/>