



# Email sequences for cold outreach

## 1. “The Great SME Talent Heist”

💰 Ever spent **months** training someone, only to have them leave for a “better offer” at a bigger company?

💔 Ouch.

The truth? **Most employees don’t actually leave for more money.**

They leave because they feel **stressed, undervalued, and worried about their finances.**

The good news? You don’t need a Silicon Valley-sized budget to **keep your best people happy, engaged, and NOT job-hunting on their lunch break.**

🚀 Join our webinar to find out how to **boost retention, reduce financial stress, and support your team – without breaking the bank.**

**Save your seat here** 🙌


<https://hugenterprises.easywebinar.live/event-registration-11>

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## 2. “The Unspoken SME Problem”

🙊 Nobody likes talking about money. Especially in the UK.  
But here’s the thing...

 **Financial stress is the #1 reason SME employees quit.**

 And yet, **most won't tell you they're struggling** – until they hand in their notice.

So what can you do about it? **A lot.**

And none of it involves giving everyone a pay rise.

Join our **short & snappy webinar** where we'll share practical ways to:

- ✓ **Reduce financial stress in your workplace**
- ✓ **Keep great employees without burning through cash**
- ✓ **Stop your team from quietly browsing job boards**


 **Register here** 

<https://hugenterprises.easywebinar.live/event-registration-11>

No awkward money chats required. Promise.

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### **3. “Your Employees Are Job-Hunting... Right Now”**


 Hate to break it to you, but someone on your team is **scrolling Indeed while pretending to write an email.**

Why?

It's not (just) about money. **It's about security.**

 1 in 3 employees feel financially unstable.

 70% of SMEs struggle to **retain talent** because of this.

 The solution? A **simple** approach to employee financial wellbeing that helps them stress less, stay longer, and perform better.

We'll show you how in **our free webinar.**

**Grab your spot here** 

<https://hugenterprises.easywebinar.live/event-registration-11>

(Send it to your HR team before another resignation letter lands on your desk.)

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#### 4. “The Silent Problem Costing You £££”

- ✗ It’s not poor leadership.
- ✗ It’s not your office coffee machine.
- ✗ It’s not even your dodgy WiFi.

The biggest threat to your SME? **Your best people leaving.**

And the #1 reason they quit? **Financial stress.**

Join our **free webinar** where we’ll share:

- 💰 **The hidden cost of employee financial stress**
- 💰 **How to keep your top talent (without endless pay rises)**
- 💰 **The simple, low-cost fixes SMEs are using RIGHT NOW**

**Save your spot here** 👉

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Come for the insights, stay for the *mildly entertaining* presenters.

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#### 5. “Ever Lost a ‘Kathy’?”

Every SME has a **Kathy**. You know, the one who:

- ♦ Holds everything together
- ♦ Knows the business inside out
- ♦ **Would be an absolute nightmare to replace**

If **Kathy leaves**, you’re in trouble. 🧟

The thing is, **Kathy doesn’t actually want to leave** – but if she’s worried about money, she’ll go where she feels financially secure.

So, how do you **keep your best people without chucking money at the problem?**

💡 We're covering **exactly that** in our upcoming webinar.

**Grab your spot here** 🙌

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(Kathy will thank you later.)

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### **Why These Work:**

- 🔥 **Eye-catching hooks** (curiosity, humour, pain points)
- 🔥 **Conversational & playful tone** (not stiff or corporate)
- 🔥 **Strong CTAs** (urgency without being pushy)