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# ***Lead Magnet – Capacity Planner sequence***

## Day 0: Asset Delivery

**Subject Line:** Your Capacity Planner Template is Ready!

Hi [First Name],

Here’s your link to download the Capacity Planner template:

[Capacity Planner Download Link]

Quick question: What’s the biggest roadblock you’re facing right now when it comes to staying on top of project deadlines or planning team capacity?

Hit reply—I’d love to hear your thoughts.

Looking forward to connecting, **I personally reply to anyone who contacts me.**

Best,

Wim Kerkhoff

Founder & CEO of TopLeft

## Day 5 after download

## **Subject:** (name)?

Hi [First Name],

Thanks for downloading our Capacity Planner template! (If you missed it – click here to download)

I just wanted to check in and see how it's working for you. If you have any questions or need help using it to balance workloads, streamline resource allocation, or prevent burnout in your MSP, feel free to reach out.

If you'd like, you can book a call with me here:

https://meetings.hubspot.com/wkerkhoff/demo

Looking forward to hearing how it’s going!

Best regards,

Wim

TopLeft Team

# ***Project Management Email Sequence***

## Day 1: Managing Project Portfolio

**Subject Line:** [First Name], Struggling to Stay on Top of Projects? Let’s Fix That

Hi [First Name],

I wanted to check in because I know how managing multiple projects can feel like an uphill battle.

Here’s what I hear most often from Project Managers & Coordinators, just like you:

* **"Our resources are always stretched thin. It’s a constant scramble to stay on track."**
* **"I can’t figure out what needs attention first—it all feels urgent."**
* **"Deadlines keep slipping, and I’m stuck explaining delays to leadership."**

Sound familiar?

You’re not alone. Chase Effler, an Engineering Manager at Appalachian Network Services, used to face the same struggles. ***But here’s what happened when he switched to TopLeft:***

[How Top Left Transformed My Employee Management | Chase Effler - YouTube](https://www.youtube.com/watch?v=DBCc6Rre1_c)

[](https://www.youtube.com/watch?v=DBCc6Rre1_c)

***What if this could be your story, too?***

If this sounds familiar, reply with “Tell me more,” and I’ll show you how we help Project Managers & Coordinators like you stay on top of deadlines, set clear priorities, and keep their teams on track.

Talk soon,

Wim

P.S. I know every MSP has unique challenges. ***Let’s chat and see if TopLeft is the right fit for your MSP.***

## Day 3: Ticket & Task Tracking Chaos

**Subject Line:** [First Name], Are You Losing Track of Tickets?

Hi [First Name],

**Why** is managing project tickets such a headache for so many (variable name)? *It’s not because your team isn’t capable*—it’s because outdated systems make it harder than it should be.

**What** happens when tickets go missing or get buried in endless lists? Priorities become unclear, follow-ups pile up, and your projects fall behind.

***How can you fix this?*** *With TopLeft,* you gain clarity and control.

Here’s how one of our clients did it:

“In just one week, we cleared nearly 300 old tickets out of 450 with better visibility into our ticket system.” – Matthew Kaufman, CEO of KaufmanIT

Imagine your team with that level of organization and focus and think about ***how much money*** your MSP would save ***annually***.

Reply to this email or book a quick call with me, and I’ll show you exactly how TopLeft can help your MSP achieve similar results.

Best,

Wim

## Day 5: PSA Limitations

**Subject Line:** [First Name], Is Your PSA Holding You Back?

Hi [First Name],

Your PSA (ConnectWise, HaloPSA, or Datto Autotask) might be great at capturing data, but many Project Managers tell me it doesn’t help them **manage** that data effectively.

The most common frustrations include:

* Interfaces that make finding information slow and painful
* Inefficient workflows that waste time
* Manual workarounds to get projects moving

***What if you could see all your tasks and priorities in one clear, visual view?***

That’s exactly what Sarah Ellis from Clear Guidance experienced with TopLeft:

*"TopLeft turned project management from staring at huge lists, impossible to prioritize, into easily digestible, very visually compelling information."*

If you're a (variable name) frustrated with PSA limitations, **reply to this email, and we'll show you how TopLeft can simplify your projects and keep you focused on what matters!**

Best,

Wim

## Day 14: Probing Question

**Subject Line:** [First Name], What’s Slowing Your Projects Down?

Hi [First Name],

Over the past two weeks, I’ve shared how TopLeft is helping MSPs like yours overcome project management challenges.

Here’s what I’d love to know:

Which challenge is causing the biggest headaches for your team?

* Balancing multiple project timelines without constant re-prioritization
* Dealing with critical resources being pulled in too many directions
* Service desk interruptions derailing project momentum
* Projects running over budget and missing deadlines

Take Alex Anderson at Helixstorm as an example:

*"With TopLeft, I went from spending 45 minutes on task assignments in ConnectWise to just 13 minutes. Everything became faster and easier to manage."*

***Reply*** with your top challenge, and I’ll share some strategies to help.

***Or*** you can book a quick 15-minute demo to see how TopLeft can work for you: https://meetings.hubspot.com/wkerkhoff/demo

Hope to hear from you soon!

Best,

Wim

## Day 21: Breakup Email

**Subject Line:** Quick Question About Your MSP’s Projects

Hi [First Name],

I know how busy things get when you’re managing projects at an MSP—there’s always another deadline or escalation waiting around the corner.

This will be my last email for now, but if you’re still looking to:

* Streamline project status updates
* Keep workloads balanced across your team
* Consistently hit deadlines without last-minute stress
* Clear overdue tasks and tickets with ease

Just reply "demo" or book a quick chat here: https://meetings.hubspot.com/wkerkhoff/demo

P.S. If you ever want to talk shop or trade notes about project management best practices, my inbox is always open.

Best,

Wim

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# ***Service Delivery Email Sequence***

## Day 1: Hot Button – Technician Communication Issues

**Subject:** How Much Money Are Technician Miscommunications Costing Your MSP?

Hi [First Name],

Your senior engineer is deep into a critical project when a high-priority escalation lands in their lap.

Meanwhile, three clients are asking for updates, and your team is frantically digging through your PSA trying to find the right tickets.

Sound familiar?

It’s the same story I hear from (variable name) all the time:

* Engineers constantly jumping between tickets and projects
* Endless manual updates draining hours from the day
* Clients growing frustrated as deadlines slip

And it all boils down to one thing: the issue with tracking tickets

This is exactly where **TopLeft** steps in. Matthew Kaufman at KaufmanIT knows this pain all too well. Before TopLeft, communicating with his team members about which tickets and tasks to prioritize was a grueling task. However, after adopting TopLeft, they:

*"*Closed almost 300 old or finished tickets out of 450 in a week "

Here’s the thing—your team doesn’t need to work harder; they need better tools.

With TopLeft, you’ll finally get the clarity and control your PSA has been missing.

How much money would your MSP save if your team could easily track every ticket and focus on what really matters **without communicating with each other repetitively.**

***You would save thousands to maybe even millions, depending on your size!***

Let’s explore how you can achieve the same. **Hit reply,** and we’ll chat about how to make it happen.

Talk soon,

Wim

TopLeft Team

P.S. **No fluff—just real solutions.** Let me know your biggest challenge, and I’ll provide tailored advice to help you find the best way forward.

## Day 3: Hot Button – Workload & Priority Management

**Subject Line:** [First Name], Are Your Techs Constantly Behind?

Hi [First Name],

Your best engineer handled an emergency project yesterday, tackled escalations today, and is now catching up on documentation. Meanwhile, the rest of the team is buried in tickets with no clear priorities.

Does this sound familiar? For (variable name), this often looks like:

* Senior techs stretched too thin
* Junior engineers unsure what to tackle next
* Service desk struggling to meet deadlines

With TopLeft, our clients report incredible results:

* SLA compliance improved from 60% to 90% – Chase Effler
* Employee utilization increased from 30% to 75% – Chase Effler
* Teams delivering projects 33% faster – Steve Psaradellis

Want to learn more? Reply, and I’ll walk you through a personalized way how TopLeft can help.

Best,

Wim

## Day 5: Meeting & Email Overload

**Subject Line: Are Endless Updates and Meetings Slowing Your Team Down?**

Hi [First Name],

How much time is your team losing to endless updates and unnecessary meetings just to figure out what’s happening? For most (variable name), it’s a constant struggle to keep everything on track without drowning in interruptions.

Here’s what I hear most often from teams:

* Techs are constantly pulled into status updates instead of focusing on actual work.
* Too many meetings are killing productivity and momentum.
* Everyone is juggling tasks, but nothing feels prioritized.

This is where TopLeft comes in. We help teams cut the noise and gain instant clarity. For example, Te’neyl Simpson, Service Delivery Manager at TopLeft transformed her service delivery by doing the following:

[Te'neyl Simpson Testimonial | Morgan Birgé - YouTube](https://www.youtube.com/watch?v=s_YHq9QYs_s&embeds_referring_euri=https%3A%2F%2Fwww.topleft.team%2F&source_ve_path=Mjg2NjY)

[](https://www.youtube.com/watch?v=s_YHq9QYs_s&embeds_referring_euri=https%3A%2F%2Fwww.topleft.team%2F&source_ve_path=Mjg2NjY)

Imagine if your team could reduce status meetings by 80% and get real-time visibility into what matters most.

Let’s explore how TopLeft can make this happen for you. Reply to this email, and I’ll show you exactly how it works.

Best,

Wim

P.S. Your team deserves better than endless meetings. Let’s fix this together—hit reply, and let’s chat!

## Day 14: Probing Question

**Subject Line:** [First Name], What’s Holding Your Team Back?

Hi [First Name],

Over the past two weeks, I’ve shared how Service Managers and Team Leads are using TopLeft to overcome their biggest challenges.

Which of these challenges is impacting your team the most?

* Constant interruptions for status updates?
* Techs overwhelmed with tickets and unclear priorities?
* Missed SLAs and client escalations?
* Inefficient workflows that slow everyone down?

Many managers and coordinators tell me they face all these issues—but there’s usually one that’s causing the most pain.

Take Chase Effler, for example. By addressing these challenges, he shared:

*"Our SLA adherence improved from 60% to 90% in six months, and employee utilization increased from 30% to 75%."*

Reply with your top challenge, and I’ll share strategies that have worked for other MSPs. Or book a 15-minute demo here: https://meetings.hubspot.com/wkerkhoff/demo

Looking forward to hearing from you!

Best,

Wim

## Day 21: Breakup Email

**Subject Line:** Quick Question About Your MSP’s Service Delivery

Hi [First Name],

Managing service delivery at an MSP is no small feat, and I know how hard it can be to find time for new solutions.

This will be my last email for now, but if you’re still looking to:

* Reduce constant interruptions and status meetings
* Balance workloads more effectively
* Hit SLA deadlines consistently
* Clear ticket backlogs without the stress

Just reply "demo" or book a time here: https://meetings.hubspot.com/wkerkhoff/demo

P.S. If you ever want to compare notes with other MSP leaders on service delivery best practices, my inbox is always open.

Best,

Wim

# ***General Email Sequence (not service/project)***

## Day 1: Hot Button – Scalability Without Chaos

**Subject Line:** [First Name], How Far Could Your MSP Scale If You Hit All Your Deadlines?

Hi [First Name],

Scaling an MSP should be exciting, but for many, it feels like chaos is just waiting around the corner.

Here’s a common thread I hear from MSP employees across all roles:

* "My team is constantly juggling tickets, and we’re losing sight of priorities."
* "Miscommunication between engineers and the service desk is creating bottlenecks."
* "Scaling feels like adding more chaos—not efficiency."

Sound familiar?

That’s why we built **TopLeft**: to give owners, directors and managers the clarity, control, and ability to grow without overwhelming their teams.

Here’s what Alex Anderson at Helixstorm shared after switching to TopLeft:

*"In ConnectWise Manage, assigning and updating 55–60 tickets took me 45 minutes. With TopLeft, it only took 13 minutes. Now, my team finally works like a well-oiled machine."*

*Think about how much smoother your operations would run and how many more clients you would get with that kind of clarity.*

*How much money is your MSP leaving on the table with inefficiencies holding you back?*

Reply to this email, and let’s explore how TopLeft can help you scale your MSP at ease.

Best,

Wim

P.S. I personally respond to every email, so don’t hesitate to reach out!

## Day 3: Hot Button – Profitability & Team Efficiency

**Subject Line:** [First Name], How Much Profit is Your MSP Leaving on the Table?

Hi [First Name],

Let me guess:

You’re scaling your MSP, but profitability isn’t where it should be.

Projects are dragging, clients are frustrated, and your team is working harder without getting ahead.

Sound familiar?

This is what I hear every day from MSP employees across various roles:

* Projects running over budget with no clear visibility.
* Engineers bogged down in inefficiencies instead of doing what they do best.
* Frustrated clients waiting for answers while your team scrambles.

But here’s the thing—it doesn’t have to be this way.

Take Chase Effler, Engineering Manager at Appalachian Network Services:

*"With TopLeft, our SLA adherence jumped from 60% to 90%, and employee utilization skyrocketed from 30% to 75%—all within six months."*

**The difference?** Chase stopped chasing chaos and started using TopLeft to prioritize what mattered: visibility, clarity, and control.

Now imagine your team operating at that level—***projects delivered on time, engineers focused and efficient, and profits soaring.***

Let’s chat. Hit reply, and I’ll personally walk you through how TopLeft can turn your challenges into measurable results.

Talk soon,

Wim

P.S. This isn’t about adding more tools to your plate—it’s about removing the roadblocks holding your team back. Let’s explore how.

## Day 5: Hot Button – Technician Communication Issues

**Subject Line:** [First Name], Are Your Engineers Always on the Same Page?

Hi [First Name],

Alex Anderson was running a tight ship at Helixstorm—but like many MSP team leaders, he hit a roadblock.

**The problem wasn’t his team’s talent**—it was miscommunication that kept throwing a wrench into their efficiency.

Engineers were constantly pulled off tasks to provide updates.

Critical escalations derailed the service desk’s priorities.

Collaborating between teams felt like trying to solve a puzzle with missing pieces.

Sound familiar, (name)?

Alex knew something had to change. That’s when he turned to TopLeft.

Here’s what he shared about his experience:

*"* With TopLeft, it takes much less time for me to communicate, assign, and correct statuses with my team.  
  
I had a project with 55–60 tickets that needed assignments and status correction. In  
ConnectWise Manage, it takes me around 45 minutes to complete the job; while in TopLeft, it only took me 13 minutes. "

With a clear, visual system in place, his team stopped wasting time chasing updates and started focusing on the work that mattered most. With this, more tickets got done faster.

If miscommunication is holding your team back, TopLeft could be the solution you’ve been looking for, (name).

***Reply to this email,*** and ***I’ll show you how we can help your engineers get on the same page—quickly and effortlessly.***

Best,

Wim

## Day 14: Probing Question

**Subject Line:** [First Name], What’s Slowing Your Team Down?

Hi [First Name],

Over the past two weeks, I’ve shared how TopLeft is helping MSP professionals like you streamline operations and tackle their biggest challenges.

Now, I’d love to hear from you:

Which of these issues is creating the most headaches for your team?

* Struggling to balance workloads without constant reshuffling?
* Too many meetings and email updates derailing productivity?
* Lack of visibility into ticket and project progress?
* Missed deadlines and frustrated clients?

Take Alex Anderson at Helixstorm, for example:

*"With TopLeft, I went from spending 45 minutes on ticket assignments in ConnectWise to just 13 minutes. Everything became faster and easier to manage."*

What’s your biggest challenge right now? Reply to this email, and I’ll share strategies to help your team overcome it.

**Or**, if you’re ready to see TopLeft in action, book a quick 15-minute demo here: https://meetings.hubspot.com/wkerkhoff/demo

Looking forward to hearing from you!

Best,

Wim

## Day 21: Breakup Email

**Subject Line:** Final Check-In on Your MSP’s Challenges

Hi [First Name],

I know life gets busy when you’re working at an MSP – regardless of your role. This will be my last email for now, but if you’re still looking to:

* Keep workloads balanced across teams without constant reshuffling
* Gain real-time visibility into projects and tickets
* Meet deadlines consistently and eliminate overdue tasks

Just reply "demo" or book a quick chat here: https://meetings.hubspot.com/wkerkhoff/demo

P.S. My inbox is always open if you ever want to discuss best practices for scaling and streamlining your MSP’s operations.

Best,

Wim