

## Lead nurture drip

Goal: Create a cross-sell bridge for leads who downloaded a research report in one product space (Textio for performance management), to interest in a related but different product space (Textio for recruiting).

### Email 1

**Sender name:** Cassie from Textio

**Sender email:** hello@textio.com

**Subject line:** Bias in your workplace: the mindset shift you need

**Preview text:** You can create a “flywheel of belonging” to build a sustainably inclusive culture—but you may need to update how you think about inclusion.

Hi {{first\_name}},

Creating a diverse, equitable, and inclusive work culture is complex.

It’s not enough to recruit diversely, or to provide equitable feedback—you need all the DEIB pieces, and all of them working together.

It’s a lot.

But! A [smart strategy](#) will clarify and amplify every part of the process.

You can create what we call a “flywheel of belonging” to make sure you’re building a *sustainably* inclusive culture. It just might require you to update how you think about “inclusion.” 🤔

Learn how in our guidebook: [Rethinking your approach to inclusion.](#)

Best,  
Cassie

### Email 2

**Sender name:** Cassie from Textio

**Sender email:** hello@textio.com

**Subject line:** [Video] How to know you're being inclusive

**Preview text:** {{first\_name}}, what if you could know the impact of your words before you put them out there? That's where software can help.

{{first\_name}}, you want to be inclusive, you want to avoid bias, you want to engage diverse talent ... but you need help.

You're doing your best to be thoughtful when you reach out to candidates or create a job description—but is bias creeping in? It can be impossible to see in your own words.

What if you could know the impact of your language *before* you put it out there?

That's where software can help.

[Watch this 90-second video](#) to learn how augmented writing can help you choose inclusive, engaging language every time.

[\[Watch the video\]](#)

Best,  
Cassie

### Email 3

**Sender name:** Cassie from Textio

**Sender email:** hello@textio.com

**Subject line:** {{first\_name}}, get your free language assessment from Textio

**Preview text:** Will your employer brand attract diverse talent? This report analyzes language across your job posts and compares them against competitors.

{{first\_name}}, are you showing up as the employer you want to be in the market? You can measure it.

[This custom analysis](#) will uncover language patterns across your job posts and compare them against your competitors' listings.

[\[Get your report\]](#)

Best,  
Cassie

## Email 4

**Sender name:** Cassie from Textio

**Sender email:** hello@textio.com

**Subject line:** How today's candidates are screening your culture

**Preview text:** Learn the new places job seekers are looking to evaluate your culture, and how you can show them you value inclusion as an organization.

{{first\_name}}, today's candidates are doing deep culture checks.

After a chaotic, often tragic, past few years, folks are clear on their values. Many won't join an organization that doesn't align.

They want specifics on the day-to-day of your workplace, and [they know where to find them](#): social media. Not your brand's social media—your *employees'* posts. Their future manager's and teammates' posts.

Do you know what folks are finding? 🤖

Don't panic—there's a lot you can do!

[\[Be inclusive everywhere\]](#)

Best,  
Cassie

## Email 5

**Sender name:** Cassie from Textio

**Sender email:** hello@textio.com

**Subject line:** Get certified in interrupting bias at Textio U

**Preview text:** {{first\_name}}, you can access Textio U courses even if you're not a Textio customer. See your new learning hub for inclusive communication.

{{first\_name}}, did you know you can take courses at Textio U, even if you're not a Textio customer? Textio U is a learning hub for inclusive communication.

[screenshot]

Sign up today and earn your certification in [Interrupting Bias in Hiring](#). You'll have your certificate posted to LinkedIn in under an hour. ✅

[\[Get certified\]](#)

Best,  
Cassie