A FREE KIT FROM FUNNEL REPAIR COMPANY

The Cold Lead Revival Kit for ActiveCampaign

Find the leads you lost this year and win them back in January.

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START HERE

Your next sale is probably already in your ActiveCampaign.

Someone asked for a quote in March. Someone booked a call in June and never showed. A deal sat in “proposal sent” for six weeks, then everyone forgot. Those people still have the problem you solve. Nobody followed up.

This kit brings them back with 5 automations you install in one click:

1. **Old Lead Revival:** a short, human email that gets old leads talking again.
2. **Stalled Deal Nudge:** deals that stopped moving get a reason to move.
3. **No-Show and Ghosted:** people who missed a call or went quiet get one more real chance.
4. **List Cleanup:** people who will never answer stop dragging down your results.
5. **Hot Lead Alert:** you get told who to call first.

Automations 1, 3, 4 and 5 have an Install button that adds them to your ActiveCampaign, emails included. Number 2 uses deals, so you build it from the steps on its page, in about 5 minutes. Then swap in anything in [brackets] for your own business. When ActiveCampaign asks, pick your own list.

Best time to run it

The first two weeks of January, when people are making plans for the year.

Tags used in this kit

`Revival List` `Revived` `No-Show` `Hot Lead` `Sunset`

Create the tags first

Then install the automations in order, 1 to 5.

AUTOMATION 1

Old Lead Revival

1

Who gets it: leads from the last 12 months who never bought and haven't opened an email in 60 days. Add tag `Revival List`.

Trigger: tag `Revival List` is added. Send in the first two weeks of January.

EMAIL 1

Subject: **Still working on [the problem you solve]?**

Hi [First name],

You reached out about [service] back in [month]. I don't think we ever got to finish that conversation.

Is [the problem you solve] still on your list for this year? Just reply yes or no. A one-word answer is perfect.

[Your name]

Wait 3 days. If they replied or clicked, add tag `Revived` and end.

EMAIL 2

Subject: **One thing that changed**

Hi [First name],

Since we last talked, we've [one real change: a new service, a faster timeline, a recent result for a client like them].

If the timing is better now, grab a time here: [link]. If not, no problem at all.

[Your name]

Wait 4 days. If no open, click or reply, add tag `Sunset` (see automation 4).

AUTOMATION 2 · IF YOU USE DEALS

Stalled Deal Nudge

2

Skip this one if you don’t use deals in ActiveCampaign. The other 4 work without deals. This one has no Install button. Build it from the steps below in about 5 minutes.

Trigger: a deal has been in the same stage for 14 days.

Then: create a task for the deal owner: “Check in with [First name]. Deal stuck at [stage] for 14 days.” Wait 2 days. If the deal still hasn’t moved, send the email below.

EMAIL

Subject: **Where did we leave this?**

Hi [First name],

Last time we talked, we were at [stage, such as "you were reviewing the proposal"]. I don't want to keep nudging if things have changed.

Which is closest?

1. Still interested, just busy
2. Have a question first
3. Not the right time

Just reply with the number.

[Your name]

AUTOMATION 3

No-Show and Ghosted

3

Trigger: tag `No-Show` is added, or a contact who replied before hasn't answered in 10 days.

EMAIL, SAME DAY FOR NO-SHOWS, DAY 10 FOR GHOSTED

Subject: **Missed you, [First name]**

Hi [First name],

Looks like we missed each other. It happens, no worries.

Here's my calendar if you want to grab another time: [link]. It takes 2 minutes to rebook.

[Your name]

Wait 3 days. If they booked, end.

Then: send the owner an internal email: "Call or text [First name]. Missed call or went quiet." A phone call wins back more no-shows than any email.

AUTOMATION 4

List Cleanup

4

Trigger: tag `Sunset` is added.

EMAIL

Subject: **Should I stop emailing you?**

Hi [First name],

I haven't heard from you in a while, so I'll stop sending emails unless you'd like to stay on the list.

Want to stay? Click here: [link]. Otherwise, no action needed. Thanks for reading.

[Your name]

Wait 7 days. If they clicked, remove tag `Sunset`. If not, unsubscribe them from your marketing list. Keep the contact for your records.

Why this matters: emailing people who never open hurts how many of your emails reach the inbox. A smaller list that opens beats a big list that doesn't.

AUTOMATION 5

5

Hot Lead Alert

Trigger: replies to a revival email, clicks 2 or more emails in a week, or visits your pricing or booking page twice. (The page visit needs ActiveCampaign site tracking turned on. Replies and clicks work without it.)

ACTIONS

1. Add tag `Hot Lead`.
2. Send the owner an internal email: “[First name] [Last name] is back. Last action: [action]. Call today: [phone].”
3. Use deals? Add a Create Deal step here so hot leads land in your pipeline.

No email goes to the lead. This one is for you.

THE LAST PAGE

Which old leads to call first

Call in this order every morning while the revival runs.

1. **Replied to a revival email.** They raised their hand. Call within the hour if you can.
2. **Tagged Hot Lead.** Clicked twice or came back to your pricing or booking page.
3. **Stalled deals worth $1,000 or more.** The biggest money is closest to the finish line.
4. **No-shows from the last 30 days.** They wanted it once. A call often rebooks them.
5. **Opened a revival email but didn’t reply.** Lower priority. Let the emails work on them.

A daily 10-minute habit

- [ ] Open your Hot Lead tag in ActiveCampaign
- [ ] Sort by last activity, newest first
- [ ] Call or text the top 3

- [ ] Add a note on each contact with what happened
- [ ] Move any revived deal to the right stage so the nudges stop

Want this done for you every morning?

This checklist is what the Funnel Repair Company board does on its own. It reads ActiveCampaign and your other tools, then shows you who to call today, who came back, and what's working, on one screen. You can start a follow-up from the board in one tap.

Try it free for 14 days: funnelrepaircompany.com/leak-check

From Funnel Repair Company. We've spent 20+ years fixing funnels, and the same gap shows up every time: the leads come in, and the follow-up falls apart.