

Tenet — Outreach Email Sequences

FIELD	VALUE
STATUS	V1, working drafts
LAST REFRESHED	2026-05-24
OWNER	Caleb
AUDIENCE	Anyone running Tenet outreach — founder, future SDR hires, partners helping with channel
LENGTH	~10-minute read; sequences are designed to be copy-pasted with light edits
COMPANION DOCS	Basic GTM Strategy · Conversion Playbook · Pricing Guide · Objection Battlecard

0. TL;DR

Eight email sequences mapped to the eight motions in our current pipeline. Each sequence is short — 2-5 messages, plain text, no images, no fancy formatting. K-12 CTOs read plain text email; everything else looks like marketing automation, which gets deleted.

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#	Sequence	When to use
1	Paid pilot debrief invitation + post-debrief follow-up	Both paid-pilot districts, pilot end (now)
2	Basic active install → Pro nurture (monthly digest cadence)	Every Basic district at 30 / 60 / 90 / 120 day marks
3	Arkansas press release leverage (adjacent district outreach)	Tier 1 + Tier 2 adjacent-district list, day of and post-release
4	Live Pro evaluation follow-up (active funnel)	The two districts currently evaluating Pro
5	Cold outbound to Tier 2 ICP	Weekly Tier 2 outbound batch
6	Conference / association warm intro follow-up	After any conference, meetup, or association touchpoint
7	Referral request	Any active Basic district, at 30 and 90 days
8	Re-engagement of cold / lost prospects	Quarterly sweep of dormant pipeline

Cross-cutting style rules

- **Plain text only.** No HTML, no images, no signatures with logos.
- **Subject lines under 60 characters.** Front-load the specific thing — district name, "AR district", "30-day check-in", not "Tenet Update".
- **From: Caleb's real address.** Not noreply@. Not marketing@. Real human, real reply path.
- **One ask per message.** Either a meeting, a reply, a forward — never multiple.
- **No mass-merge tokens visible.** "Hi {{firstName}}" landing as literal text in production once is one time too many. Test before sending.
- **Three sentences ideal.** Five maximum for cold; ten maximum for any.
- **CTA at the end.** A specific date/time offer or a single question. Never "let me know."

1. Paid pilot debrief invitation + post-debrief follow-up

Context

Both paid-pilot districts (~\$2/student for 1 month) are at pilot end. We need a debrief in the next 7 days to surface either a Pro upgrade conversation or a clean transition back to Basic. See [Conversion Playbook §1.1](#) for the strategic frame.

Email 1.1 — Debrief invitation (send within 3 days of pilot end)

Subject: Pilot debrief — 60 min next week?

Hi [CTO first name],

Your Tenet Pro pilot wraps up [this Friday / on Thursday]. I'd like to do a 60-minute debrief next week with you and ideally [Superintendent / Director of Student Services / Curriculum Director — whoever was the executive sponsor]. I'll bring the pilot data — blocks triggered, DLP redactions, classifier flags — and we can talk through what we'd want for the next 12 months.

Three time slots that work on my end next week — let me know which fits, or send back something else:

- [Day, time] — [link]
- [Day, time] — [link]
- [Day, time] — [link]

Caleb

Email 1.2 — Day-of debrief reminder (morning of)

Subject: Tenet debrief at [time] today

[CTO first name] — looking forward to today at [time] [time zone]. I'll send the meeting link about 10 minutes before. Bringing the pilot dashboard so we can look at the actual data together.

Caleb

Email 1.3 — Post-debrief recap + proposal (within 24h of debrief, IF converting motion)

Subject: Recap + Pro proposal — Tenet

[CTO first name],

Thanks for the time today. Quick recap of what we discussed:

- [Specific 1-2 things they care about — paraphrased back, NOT a generic summary]
- [The Pro feature most clearly aligned to that — e.g., "counselor alert dispatch via Google Chat"]
- [Their stated next step]

Per your district's AI-active student count ([X] in grades [Y]), Pro at $8/student/yearwouldbe * [X * 8]/year^{**}$. Quote valid 30 days.

Attaching the procurement package: one-pager, security & compliance datasheet, DPA + Exhibit C, privacy policy, subprocessors. That's most of what your counsel will need.

Open to a follow-up call with [counsel / superintendent / whoever they named as the next-step blocker] whenever helpful. I'll plan to check back in [10 / 14 days].

Caleb

Email 1.4 — Post-debrief clean exit (within 24h of debrief, IF churning motion)

Subject: Thanks for the pilot — Basic stays available

[CTO first name],

Appreciate you running the pilot with us — and appreciate the honest feedback today. Captured the reasons; that's research for us, not a failure.

A few things from my end:

1. Your district can stay on Tenet Basic at no cost indefinitely. I'll flip your backend tier back to Basic at end of week; nothing changes from a deployment standpoint.
2. If you're open to a 5-sentence written summary of what would have made you convert, I'd be grateful — sharpens our roadmap.
3. Happy to check back in 6 months on what's changed for you.

Genuinely, thank you. Good luck with [Securly / whatever they're going to].

Caleb

Email 1.5 — 30-day check-in (post-pilot, regardless of outcome)

Subject: 30 days later — checking in

[CTO first name] — quick update from our end since we last talked:

- [One concrete thing we shipped or learned, relevant to them]
- [One AR press release / case study / market thing]

Not asking for anything; just keeping you in the loop. Hit reply if you want to grab 15 minutes.

Caleb

2. Basic active install → Pro nurture (monthly digest cadence)

Context

Every Basic district that has reached the active-install bar enters this nurture cadence. Mix of automated monthly digest (currently not built — see [GTM §5.2](#) for the engineering gap) and personal Caleb touches at Day 60 and Day 120. See [Conversion Playbook §5](#) for the strategic cadence.

Email 2.1 — Welcome (Day 0, day install completes)

Subject: You're live on Tenet Basic

[CTO first name] —

Tenet Basic is now active across your Chromebook fleet. A few things to know:

1. **Admin dashboard:** [link]. First thing to do is set 1-2 district-level rules so Basic isn't running on defaults.
2. **Things to expect in the first week:** you'll see DLP redactions firing as students paste content into ChatGPT and Claude. Some will be true positives (real PII), some will be conservative — that's intentional for Basic.
3. **If anything goes wrong:** email me directly. No ticketing system; just me.

I'll check in at the 14-day mark. Until then, you're set.

Caleb

Email 2.2 — Day 14 activation check-in

Subject: Tenet 14-day check — anything unexpected?

[CTO first name] —

14 days in. Your district is reporting [X]% Chromebook coverage and has triggered [Y] DLP events and [Z] block events so far. Looks healthy.

Two questions:

1. Anything weird, broken, or unclear?
2. Have any of your teachers or counselors mentioned Tenet to you yet?

15 min call if helpful — three slots: [link/link/link]. Or just reply.

Caleb

Email 2.3 — Day 60 personal check (the soft Pro opening)

Subject: Tenet at 60 days — any patterns worth talking through?

[CTO first name] —

Two months in. Your dashboard shows [specific pattern from their data — e.g., "12 self-harm classifier flags this month, all surfacing the crisis-resource overlay"]. Wanted to flag a few things that are common at this point:

1. Some districts at this point start hearing from counselors who'd like the self-harm alerts dispatched into their workflow — that's a Pro feature; happy to walk through it if relevant.
2. Some districts hear from teachers who want classroom-specific AI rules — also Pro.

Not a pitch. Just letting you know what's been useful for districts at the 60-day mark.

Open to a 30-min call to talk through your specific dashboard, or a free 30-day Pro trial if you want to evaluate hands-on without contracting yet. Happy with either, or neither.

Caleb

Email 2.4 — Day 90 monthly digest (automated, until digest is built — personal)

Subject: Tenet monthly — [month] [year]

[CTO first name] — quick monthly:

Your district this month:

- DLP events: [X]
- Block events: [Y]
- Classifier flags: [Z] (of which [N] were self-harm-overlay-surfaced)
- Top AI platform by usage: [platform]

What's new in Tenet:

- [1-2 product updates or news items]

Pro feature worth knowing about this month:

- [Single Pro feature contextual to what they triggered this month]

Full dashboard: [link]. Hit reply with anything.

Caleb

Email 2.5 — Day 120 quarterly review invitation

Subject: Tenet at 4 months — let's do a quick review

[CTO first name] —

4 months on Tenet Basic. Worth a 30-min review of what's emerged — DLP patterns, classifier flags, what your teachers and counselors have said, what you'd want differently.

Three slots: [link/link/link]. Or send a time.

Caleb

3. Arkansas press release leverage (adjacent district outreach)

Context

The AR press release is our flagship social proof — see [GTM §4](#). On the day of release and for 30 days after, every adjacent district in the Tier 1 + Tier 2 list gets a personalized version of this sequence.

Email 3.1 — Day-of release blast (sent ~10 AM CT release day)

Subject: How an Arkansas district just deployed AI governance for free

[CTO first name] —

Sharing today's announcement: [AR district name] just deployed Tenet for AI governance across their Chromebook fleet — free tier, took about 30 minutes to roll out through Google Admin Console.

Press release: [link]

[AR district CTO/Superintendent name]'s quote: "*[pull a 1-sentence quote from the release]*"

If AI governance is a 2026 conversation for [their district name], worth a 30-min call — I can walk through what AR did and what your install would look like. Three slots: [link/link/link].

Caleb

Email 3.2 — Week 2 nudge (no reply to 3.1)

Subject: Re: How an Arkansas district just deployed AI governance for free

[CTO first name] — just a nudge on the below. AR coverage has picked up some momentum and I'm hearing from several [state/region] districts this week. Want to grab 30 min before the back-to-school rush?

[Same 3-slot CTA]

Caleb

[Forward the original 3.1 below]

Email 3.3 — In-region specific (adjacent district, same state as AR)

Subject: [AR district name] just deployed Tenet — thought of [their district]

[CTO first name] —

[AR district name] (~[X] miles from you, similar size) just rolled out Tenet across their [Chromebook fleet size]. Press release here: [link]. Their [CTO/Sup] said [quote].

Given how often AR districts share notes, figured you'd see this anyway. Wanted to make sure you saw it from us first.

If a 30-min walkthrough would help — happy to do that. Three slots: [link/link/link]. Or just reply with questions.

Caleb

4. Live Pro evaluation follow-up (active funnel)

Context

Two districts are currently in Pro evaluation. They are not in the Basic install base. See [Conversion Playbook §4](#) for the strategic frame. This is the most time-sensitive outbound we have.

Email 4.1 — Proactive sync (send by 2026-05-31)

Subject: Pro eval — anything blocking on our end?

[CTO first name] —

Want to make sure we're moving the Tenet Pro eval forward at a pace that works for you. A few things:

1. Anything from your side that we haven't given you yet — security docs, DPA red-lines, technical questions?
2. What's a realistic go/no-go date from your end?
3. Quick reminder: we just announced Tenet Basic going live — peer adoption is moving fast. AR district press release [later this month / next month].

30-min sync this week? Three slots: [link/link/link].

Caleb

Email 4.2 — AR press release day-of (heads-up)

Subject: Quick heads-up — AR district announcement going out today

[CTO first name] — heads-up since you're mid-eval: we're announcing [AR district name]'s adoption today, [time]. Link will be live at [URL].

Their CTO is happy to take a reference call from you if useful — let me know and I'll connect.

Caleb

Email 4.3 — Decision-window nudge (around their stated go/no-go date)

Subject: [Their district name] Pro eval — where are we?

[CTO first name] —

You'd mentioned [their stated decision date] as your go/no-go on Tenet Pro. Want to make sure that's still the right timing or if anything has shifted.

If yes still on track, no action needed. If it's slipped, no judgment — would love to know what would help unblock.

Caleb

5. Cold outbound to Tier 2 ICP

Context

Weekly batch of cold outbound to Tier 2 districts. See [GTM §6.1](#). Volume target: 10/day, 5 days/week, sustained.

Email 5.1 — Cold #1 (the opener)

Subject: AI policy at [their district name]?

[CTO first name] —

Came across [their district name] while looking at [specific reason — "districts in [state]'s [size range]" / "districts using ClassLink" / "districts with a published AI policy"]. We just launched Tenet Basic — free AI governance for K-12 — and figured your district might be relevant.

30-second version: Tenet runs as a managed Chrome extension on your Chromebook fleet, governs ChatGPT / Claude / Gemini / Copilot / Grok / MagicSchool / SchoolAI inside the browser, redacts student PII on-device, and gives you safety classifiers (self-harm, jailbreak, illicit) with a local crisis-resource overlay. Free; deploys in 30 minutes via Google Admin Console.

Worth a 30-min call? [[link/link/link](#)]. Or reply with questions.

Caleb caleb@truemadeai.com

Email 5.2 — Cold follow-up #1 (7 days later, no reply)

Subject: Re: AI policy at [their district name]?

[CTO first name] — checking back. Common Q I'm getting from CTOs at districts your size: "*What's the catch on the free tier?*" — honest answer: there isn't one. Basic is genuinely free, infrastructure cost is ~0.003–0.15 per student per year, well below our customer-acquisition cost on paid distribution. The Pro upsell happens organically when districts hit specific needs; we're not subsidizing.

Quick 30-min walkthrough still on offer: [link/link/link].

Caleb

Email 5.3 — Cold follow-up #2 (14 days later, no reply)

Subject: Last note from me

[CTO first name] —

Won't keep pushing. If AI governance is on your 2026 list, our docs are at [truemadeai.com], and the install runbook is at [link]. Email me direct any time.

If it's not a fit, no offense taken — would love a 1-sentence reason so we can improve our targeting.

Caleb

6. Conference / association warm intro follow-up

Context

After any conference, meetup, or state-association touchpoint. Within 48 hours.

Email 6.1 — Day-of conference follow-up

Subject: Good talking at [conference name]

[CTO first name] —

Good talking yesterday at [conference]. As mentioned, sending a few things:

- **Tenet 5-minute overview:** [briefing 01 link]
- **Basic install walkthrough (90-sec video):** [link]
- **Tier comparison chart:** [link]

Happy to do a 30-min deeper dive any time. Three slots next week: [link/link/link]. Or send a time.

Caleb

Email 6.2 — 2-week follow-up

Subject: Tenet — back from [conference]

[CTO first name] — couple weeks since [conference]. Have you had a chance to look at the materials? Happy to walk through anything. [Same 3-slot CTA]

Caleb

7. Referral request

Context

Every active Basic district, at 30-day and 90-day marks, gets a specific referral ask. See [GTM §5.5](#).

Email 7.1 — 30-day referral ask

Subject: Quick favor — anyone at [adjacent district] worth introducing?

[CTO first name] —

Tenet's been live at [their district name] for ~30 days. Appreciate you giving it a shot.

A specific ask: any CTO at a nearby district — [list 2-3 likely adjacent districts] — who's wrestling with AI policy right now? If yes, would you make a 2-sentence email intro? I'll take it from there.

If not, no worries. Just figured I'd ask.

Caleb

Email 7.2 — 90-day referral ask (post-trigger event if applicable)

Subject: [CTO first name] — referral question

[CTO first name] —

90 days in. You've seen [specific value moment — e.g., "the self-harm overlay fire 3 times this quarter" or "the DLP redaction catch a roster paste last week"].

Who else needs to see this? If you can think of 1-2 CTOs in [state / region / shared association] who would benefit, a quick email intro means a lot.

If we get to a Pro contract with someone you introduce, I'll send you a \$250 [Amazon / DonorsChoose / school PTO donation] — your pick. Real referral fee structure for districts is still in design (see if/when we formalize); this is just a thank-you.

Caleb

Note: the referral incentive in 7.2 is consistent with the [GTM §10.1 open question](#) on referral fee structure; the recommendation there is "co-marketing only" for the next 6 months. The \$250 thank-you fits that constraint — it's a gratitude payment to the district (or its preferred destination), not a per-conversion commission. Revisit in Q3.

8. Re-engagement of cold / lost prospects

Context

Quarterly sweep of the pipeline sheet — every district that hasn't moved in 90 days gets a single re-engagement touch.

Email 8.1 — Cold re-engagement (90+ days dormant)

Subject: [their district name] — checking back

[CTO first name] —

Last we connected was [date / event]. Wanted to send a single update and then leave you alone:

- **Tenet Basic is now free** (launched [month]).
- **First district press release out** — [AR district + link].
- **ClassLink integration ships [month]; Clever in review.**

If AI governance has moved up your priority list, 30-min call: [link/link/link]. If not, no response needed.

Caleb

Email 8.2 — Lost-deal re-engagement (6+ months post-lost)

Subject: [Their district name] — 6 months later

[CTO first name] —

6 months ago you evaluated Tenet and decided to go with [Securly / GoGuardian / wait]. No second-guessing that decision.

Sending one thing: we've shipped [the specific feature they cited as the gap, IF we've shipped it]. If that was the blocker, worth a re-look. If it wasn't, ignore this.

Caleb

9. Cross-cutting principles

These apply to every sequence above.

Personalization

- **First sentence must contain at least one specific fact about the district.** No "hi I'm reaching out about Tenet."
- **Reference their dashboard data when possible** (for nurture sequences). Generic emails get ignored.
- **Use real names, not titles.** "Hi Sarah" beats "Hi CTO."

Cadence and volume

- **Cold sequence is 3 emails over 21 days.** Anything more is harassment.
- **Nurture sequence is monthly.** More frequent looks like marketing; less frequent loses mindshare.
- **Active funnel (paid pilots, Pro evals) gets weekly attention.** These are time-sensitive.

Reply handling

- **Every reply gets a personal response within 24 hours, period.**
- **A "not interested" reply gets a single thank-you and removal from sequence.** No reattempts for 6 months.
- **A bounce gets removed immediately.** Don't keep emailing dead addresses.

Tracking

- **Log every send and every reply in the pipeline sheet.** Without this we lose track and re-email the same person twice.
- **Subject line A/B testing** is appropriate at scale; not appropriate at our current volume (would take months to get statistical signal).

10. What we explicitly do NOT do

- **No automated drip sequences.** Until we have >50 active prospects, every email is hand-sent or hand-customized. Templates speed this up; automation removes the personalization that makes the emails work.
- **No "I noticed you visited our pricing page" stalker-style outreach.** That breaks trust.
- **No multi-day urgency tactics** ("48 hours left to lock in pricing"). False scarcity.
- **No mass-merge token failures.** "Hi {{firstName}}" landing as literal text is brand damage. Test every send.
- **No buying email lists.** CTO contacts come from public sources (NCES, district websites, association directories, LinkedIn), conferences, and referrals. Bought lists waste time and damage sender reputation.

- No "Re:" subject line trickery where there was no prior email. CTOs notice; it kills trust.

11. Triggers to revisit this doc

Trigger	What we'd revisit
Open rate < 25% on cold outbound over 50 sends	Subject line strategy needs revision
Reply rate < 8% on cold outbound	Body copy needs revision
First CTO complaint about being emailed	Refine targeting; tighten sequence rules
First positive response to a sequence not in this doc	Add it as a sequence
Hiring first SDR	Rewrite as a copy-pasteable template library with explicit no-improvise rules
Self-service signup ships	Welcome (2.1) and Day 14 (2.2) become automated; refactor
Email volume > 200/week	Look at proper sales engagement tool (Mixmax, Reply.io, Outreach); don't preemptively buy one
Annual review (2027-05-24 default)	Full refresh

12. Companion reading

- [Basic GTM Strategy](#) — channel and outreach motion
- [Basic→Pro Conversion Playbook](#) — when each sequence is deployed
- [Pricing Presentation Guide](#) — for the price-anchored sequences (1.3, 4.x)
- [Objection Battlecard](#) — what to say when replies push back
- [Pro Value One-Pager](#) — what to attach in 1.3 and 4.x
- [Case Study Template](#) — what to send in 3.1 once published