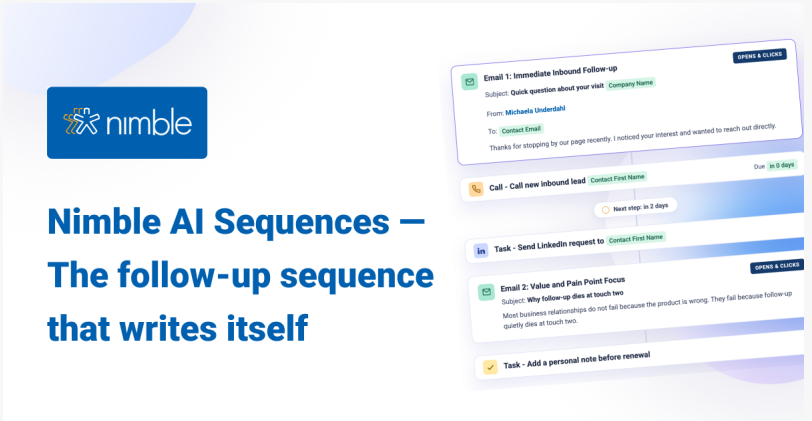
Nimble Launches AI Sequences, Turning One Prompt Into a Complete Follow-Up of Emails, Calls, and Human Touches

One prompt writes the whole play — steps, timing, copy, and the human touches most tools skip — in the user's voice, included in every seat at no extra charge.



Nimble AI Sequences turns one prompt into a complete follow-up sequence — emails, calls, and personal tasks, timed and ordered automatically.

SANTA MONICA, CA, UNITED STATES, September 9, 2026 /EINPresswire.com/ -- Nimble, The Team Relationship CRM, today introduced AI Sequences, a new AI-powered feature that turns a single prompt into a complete, ready-to-run follow-up — not just automated emails, but the human touches a relationship runs on. The emphasis is deliberate: Nimble is built on relationships, and relationships are won on consistent, personal follow-up — the calls, texts, and notes that are the first to slip when a week gets busy. AI Sequences makes that follow-up effortless, and keeps it human. From one description of the desired outcome, Nimble builds the whole play: the automated emails and the human tasks it creates for the user, the timing between them, the exit conditions, and the copy, all written in their own voice. AI Sequences is included in every Nimble seat at no extra charge.

> I hear this constantly from small businesses: "I know follow-up is where the money is; I just never build the sequence." AI Sequences solves that — one prompt in, and you get a full sequence."
>
> *Ivana Taylor, Founder, DIYMarketers*

Consistent follow-up is where most small teams lose deals. It's rarely for lack of trying. Building a good sequence is genuinely hard and slow. Deciding what works best takes time most people don't have: how many touches, what timing, when to trade an email for a call. A single sequence built by hand can take hours. And that's before anyone writes a word that actually sounds like them. Generic AI tools don't know the business, so users re-explain it every time. The AI

sequence builder removes all three problems at once. The user describes the outcome in one prompt, and Nimble builds the full sequence: the structure, the timing, the exit conditions, and the copy. It comes already tailored to their business and written in their voice.

HOW AI SEQUENCES WORKS

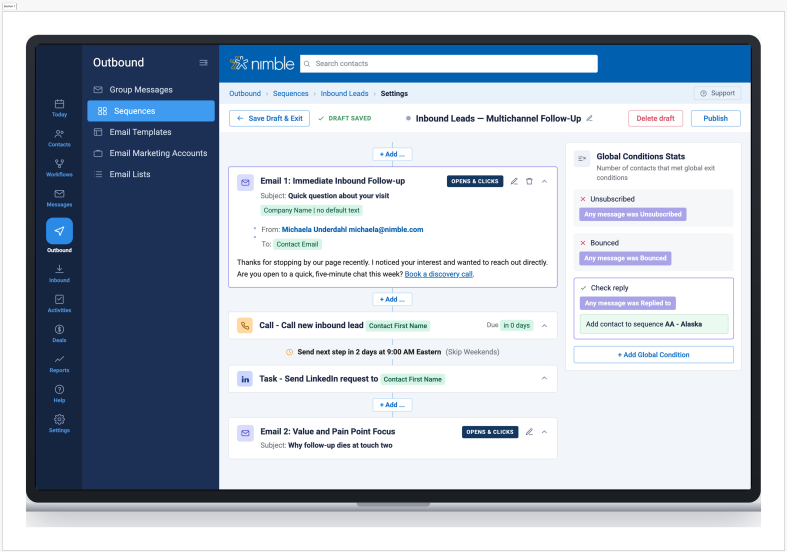
• Turns one prompt into a fully functioning sequence — every email, call, and task, timed and ordered from first touch to last

• Builds the whole structure, not just the copy — the steps, timing, and exit conditions, plus the message text and the manual-task prompts

• Knows the business and the sender's voice, via AI Context — it reads Team Context (company, products, customers, competitors) and Personal Context (the user's role and voice), so every message is accurate and sounds like the sender

• Scripts the human touches, not just the emails — calls, texts, LinkedIn messages, and personal notes are built into the sequence, each with an authentic, relevant script so the sender knows exactly what to say

Nimble is The Team Relationship CRM — CRM, email marketing, sales automation, and web engagement unified on one relationship spine instead of five disconnected tools. Founded in 2010. Headquartered in Santa Monica, California.



A Nimble AI Sequences workflow showing a multichannel inbound-lead follow-up: an automated email, a scheduled call task, a LinkedIn outreach task, and a second follow-up email, all timed and ordered automatically from a single prompt.

• Adapts to each contact — exit conditions automatically stop the sequence when a contact meets one, a reply being the most common, so no one keeps getting follow-ups after they've acted

• Puts every step up for review — nothing publishes until the user approves it, and they can edit any message, delay, or task first

• Tracks the work automatically — every generated task lands on the contact and in the user's task list, filterable by

sequence

AI Sequences is built for the people whose primary job is managing relationships — consultants and agency owners, recruiters and talent managers, financial advisors and business-development leads, and salespeople working their own pipeline. They win on consistent, personal follow-up, not cold-outreach volume — and that is exactly the follow-up Nimble now builds for them.

“Everyone tells small businesses to follow up. Almost nobody makes it easy. We’ve spent 35 years building software that puts the relationship first, and AI Sequences is the natural next step: you describe what you want to happen, and Nimble writes the play that gets you there — in your voice, so it reads handwritten, not generated.”

— Jon Ferrara, founder and CEO, Nimble

The feature builds the structure itself, not just the words: the steps, the timing, the conditions, the message copy, and the manual tasks like a call or a personal note. It draws on AI Context, a saved profile of the company (its products, what sets them apart, its customers, and its competitors) plus each teammate’s role and tone. Every sequence comes out accurate about the business, speaking to the right audience, and sounding like the person sending it, with nothing to re-explain. Users review and edit every step before publishing. They can change any message, delay, or step first. AI Context is available today.

“I hear the same thing from small businesses constantly: ‘I know follow-up is where the money is, I just never build the sequence.’ That’s exactly what AI Sequences solves — one sentence in, and you get a full sequence of emails, calls, and personal touches, timed, ordered, and written in your voice, with nothing sent until you approve it.”

— Ivana Taylor, Founder, DIYMarketers

AVAILABILITY AND PRICING

AI Sequences is available today, included in every paid Nimble seat at no additional charge. That is a sharp contrast with how sequences are usually sold. Most CRMs gate them behind a premium tier that runs about $100 per seat a month, and their entry-level plans don’t include them at all. Nimble includes sequences in every seat, and the AI that builds them too. AI Context, the saved-context feature that powers it, is available today in trial and on all paid plans.

RESOURCES

• Press release, blog post, 90-second product video, and product mockups are available at nimble.com/press/newsroom/.
• Live demo and Q&A with the Nimble team. Register here.

ABOUT NIMBLE

Nimble is The Team Relationship CRM, built for professionals and small teams whose work runs on relationships — consultants and agencies, advisors and recruiters, salespeople and founders. Rather than one more tool to log into, Nimble unifies contacts, communications, and pipeline into a single shared record and lives inside the apps people already use — email, calendar, and the browser — enriching every contact automatically so the whole team can act on its relationships without the busywork. Founded in 2010 by Jon Ferrara, the creator of GoldMine®, Nimble is headquartered in Santa Monica, California. nimble.com.

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