Sequence: SMB – VP Finance – Narrative

A narrative-led campaign that builds emotional resonance through a familiar story, from burnout to breakthrough with Runway.

Subject: A finance leader’s breaking point — and what happened next

Email 1:

Hi {{first_name}},

One Sunday night, a VP of Finance we now work with had just sat down to unplug.

No Slack, no spreadsheets. Just dinner and a glass of wine.

Then her CEO sent a text:

“Can you update the forecast with the latest churn numbers before tomorrow?”

She opened her laptop and braced herself.

The next four hours were spent in spreadsheet triage.
Broken formulas. Forgotten links. Three different tabs with three different answers.

By the time she landed on something she could send, it was almost midnight.

Most finance teams don’t talk about these moments. But they’re common. And they cost more than time; they chip away at confidence and credibility.

More on this soon…

But here’s the truth:
Spreadsheets weren’t built for this kind of pressure — and you shouldn’t have to bend over backwards to make them work.

That’s why Runway was designed to help finance teams break free from the spreadsheet grind and plan with confidence.

Does this sound familiar to you?

Talk soon,

{{sender_name}}

Email 2:

Hi {{first_name}},

After that late-night fire drill, she got the numbers out the door.
But something didn't sit right.

The pipeline looked off. Headcount was misaligned. Marketing spend didn't reflect the latest plan.

The spreadsheet had been updated — but not by everyone.

Slack threads and version histories only tell part of the story, making it impossible to trust the numbers fully.

And by the time she walked into Monday's meeting, the model had already started to crack.

No one said it outright, but the feeling was there: *"Can we trust these numbers?"*

This is the real cost of reactive planning: you lose time, you lose trust, and you're still not confident in the answers.

That's why so many finance leaders are rethinking how they work.

See how Runway brings the full picture into focus → How K5 Global saved 50+ hours per week

Warm regards,
{{sender_name}}

Email 3:

{{first_name}},

After that meeting, she stayed behind.
Her CEO asked a simple question:

"What happens to the runway if we push hiring back a quarter?"

And she hesitated.
Because to answer that, she'd have to rebuild half the model.

It's a familiar moment for too many finance leaders:
– You're seen as the strategic voice
– But stuck in tools that keep you reactive
– And the time you should spend analyzing goes to collecting and cleaning

70–80% of your week is spent wrangling inputs instead of influencing outcomes.
Excel is your superpower — but it's also your trap.

She didn't say it out loud. But she thought it:
"I'm tired of being the operator. I want to be the strategist."

[Explore our iterative product updates]() — designed to help finance lead, not just react.

Stay tuned,
{{sender_name}},

Email 4:

{{first_name}},

Two weeks later, things got worse.

The board wanted a new scenario.
Sales changed their targets.
And someone copied an old assumption by mistake.

Now the model was completely off. Not just wrong — misleading.

And it was her name on the final numbers.

This is how credibility erodes: One versioning issue. One late input. One formula that no one noticed — until it was too late.

She knew the model wasn't scalable. She just didn't realize how close it was to breaking.

That's when she knew she needed a better way — and reached out to Runway

Runway was built for finance teams who've hit this wall, who want to lead with confidence, not cross their fingers when the forecast hits the boardroom.

If you’re ready for the same peace of mind, let’s schedule a quick call.

[Insert a handful of proposed meeting times]

Do any of these times work for you?

Talk soon,
{{sender_name}}