

# Follow Up Without Feeling Pushy

*The simple follow-up framework that keeps leads warm.*

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Most people do NOT lose leads because their content is bad. They lose leads because they never follow up, wait too long, overthink what to say, or assume silence means rejection.

It usually doesn't. People are busy. That's why follow-up matters.

## **RULE 1: Don't Follow Up With Pressure**

**Bad follow-up:** "Just checking if you saw this?"

**Better follow-up:** "Thought of you after seeing this and figured I'd send it over."

*Keep it light. Keep it conversational.*

## **RULE 2: Add Context**

Don't just "bump" the message. Give them a reason to re-engage:

- share a quick insight
- ask a question
- reference their business
- mention a recent post
- send a helpful resource

## **RULE 3: Follow Up Faster Than You Think**

Most people wait WAY too long. The suggested rhythm:

**Day 1** – Initial message

**Day 3** – Light follow-up

**Day 7** – Value-based follow-up

**Day 14** – Simple reopen or close-the-loop message

Four touches over two weeks, zero pressure. Then let it rest.

## **FOLLOW-UP TEMPLATES**

**Light Follow-Up** "Hey [NAME], circling back because I know inboxes get chaotic."

**Value Follow-Up** "Saw this and immediately thought of our convo about [TOPIC]."

**Soft Reopen** "No pressure at all, just wanted to check back in because I think this could actually help."

**Close-The-Loop Message** "All good if now's not the right time. Happy to reconnect later down the road."

## **The mindset shift**

Following up isn't bothering people. The person who replied warmly on Tuesday and went silent on Wednesday didn't change their mind about you – they got pulled into their week.

Your **follow-up is a kindness**: it saves them the awkwardness of restarting the conversation.