

FOLLOW UP

The **'Offer'** Follow Up Chain:

- "Hey (name) how'd you go with that doc / video?"
- "Hey (name) just bumping this to the top of your inbox"
- "Hey (name) totally cool if (insert thing) isn't for you. Just let me know real quick & I'll stop follow up on this one"
- "Hey (name) wanted to circle back re our chat & see if you're still (insert relevant outcome they were interested in achieving?)

The **'creating FOMO'** Follow up:

- Hey (Name), Never heard back from you, did you want me to close your application?
- Hi! I doubt that your priorities have changed, did you just forget to reply?

The **'I'm Not Going Away'** Follow Up

- "Hey (name) wanted to follow up again. I'll make a note to check back in the future & see if you're still [looking for help with (insert goal)]. Feel free to reach out in the meantime if you need anything"

The 'Value Nudge' Follow Up:

- "Hey there! Been a while since we spoke. Wanted to check in & see how you're doing & also share this quick (YT video, FB post) that I / someone just dropped. I think you'll find it helpful.

>> Insert Link. << / ask: "do you want me to forward you the link?"

If you need anything - I'm here to help!"

Bonus Points: Piece of content SPECIFICALLY relates to problems / challenges you've discussed with them.

The 'Limited Time Offer' Follow Up:

- "Hey (name) - hope you're doing well! Been a while since we spoke but wanted to let you know we're (insert thing) on / until (insert date).

If you'd like to (outcome) you can check out the details with the link below:

(Insert Link)

If you have any other questions I'm always here to help!"