Follow-Up Sequence Templates

Standard Follow-Up Sequence

*For initial outreach with **no response***

Day 2: Gentle Bump

Subject: Re: [original subject]

Hi [Name],

Just bringing this back to your attention in case it got buried in your inbox.

Best,

[Your name]

[Include original email thread]

Day 5: Value-Add Follow-Up

Subject: [Industry insight] that reminded me of [their recent work]

Hi [Name],

I noticed [their company/recent project] approach to [specific element], and it reminded me of an interesting trend in [relevant industry insight].

[One sentence about why this matters to their work]

Would you mind hitting reply to let me know you got this?

Best,

[Your name]

Day 12: Content Share

Subject: Thought you'd find this interesting, [Name]

Hi [Name],

Just came across this [article/case study/industry piece] about [relevant topic]. Given your work on [specific project], I thought you might find the insights about [specific element] particularly relevant.

I'd love to keep in touch and see if there's a way we can collaborate on a future project.

Best,

[Your name]

Day 21: Final Value Proposition

Subject: One last thing re: [original subject]

Hi [Name],

I wanted to share a recent project where I helped [similar company type] achieve [specific result] with my voiceover services.

If you're interested in similar results for [their company], I'd love to have a quick chat.

Best,

[Your name]

Day 30: Permission to Stay in Touch

Subject: Future updates?

Hi [Name],

I understand timing might not be right for a conversation now. Would it be okay if I check in quarterly or so with relevant industry updates at the intersection of voiceover and [their industry]?

Best,

[Your name]

Warm Lead Follow-Up Sequence

For prospects who showed initial interest but didn't schedule

Day 1: Thank You + Next Step

Subject: Thanks for your interest in [topic discussed]

Hi [Name],

Thank you for your response about [specific topic]. [optional: include a sentence or so commenting on something you enjoyed about your previous interaction.] I'd love to learn more about your needs for [project type].

Here's my calendar link to schedule a brief chat: [Link]

[Include relevant portfolio samples]

Best,

[Your name]

Day 3: Value Reinforcement

Subject: Re: Thanks for your interest in [topic discussed]

Hi [Name],

Just following up about scheduling our chat. I've helped other [industry type] companies like yours [achieve specific result], and I'd love to discuss how we might collaborate on your upcoming projects.

Here's that calendar link again: [Link]

Best,

[Your name]

Day 7: Social Proof

Subject: Quick update re: voice over collaboration

Hi [Name],

I wanted to share a recent testimonial from [similar company type] about their experience working with me on [project type]:

[Brief testimonial quote]

Would still love to discuss how I could bring similar results to your projects.

Best,

[Your name]

Day 14: Final Calendar Push

Subject: Still interested in connecting?

Hi [Name],

I know schedules can get busy. If you're still interested in discussing [specific value proposition], I have a few available time slots next week.

Calendar link: [Link]

Best,

[Your name]

Post-Meeting Follow-Up Sequence

For prospects after initial conversation

Day 1: Meeting Thank You

Subject: Thanks for your time today, [Name]

Hi [Name],

Thank you for taking the time to discuss [specific topics covered]. I especially enjoyed learning about [specific detail from conversation].

As promised, here are the resources we discussed:

- [Relevant sample]

- [Other promised materials]

Would [suggested next step from meeting] work as our next step?

Best,

[Your name]

Day 3: Additional Value (If No Response)

Subject: Additional thoughts re: [specific project discussed]

Hi [Name],

After our conversation, I had some additional thoughts about [specific challenge/opportunity discussed].

[Brief insight or suggestion]

Would you like to explore this approach further?

Best,

[Your name]

Day 7: Check-In (If No Response)

Subject: Quick check-in re: [project/collaboration]

Hi [Name],

Just checking in to see if you've had a chance to review the materials I sent over.

I'm happy to clarify any questions or discuss next steps.

Best,

[Your name]

Long-Term Nurture Sequence

For future opportunities

Month 1: Industry Insight

Subject: Interesting trend in [their industry]

Hi [Name],

I've been following some interesting developments in [their industry] regarding [relevant trend].

Given your work on [specific project/initiative], I thought you might find this perspective valuable: [brief insight]

Would love to hear your thoughts on this trend.

Best,

[Your name]

Month 2: Project Share

Subject: Recent [project type] you might find interesting

Hi [Name],

I recently completed a project for [similar company type] that reminded me of our previous conversation about [specific topic].

Here's a quick sample: [Link]

Would love to discuss how a similar approach might work for your upcoming projects.

Best,

[Your name]

Month 3: Check-In

Subject: Touching base re: [their company] projects

Hi [Name],

I noticed [company's recent news/project/update] and wanted to congratulate you on [specific achievement].

I'd love to learn more about your upcoming plans for [content type] and discuss how I might be able to support your goals.

Best,

[Your name]

Sequence Guidelines

Customization Rules:

1. Always reference previous interactions

2. Include specific observations about their work

3. Provide genuine value in each touch

4. Maintain professional tone

5. Keep messages brief

6. Personalize each template

7. Adjust timing based on response patterns

8. Include relevant portfolio updates

Response Handling:

- Any response pauses sequence

- Customize next steps based on response

- Track engagement patterns

- Adjust approach as needed