

Follow-Up Sequence for Non-Responsive Prospects

Most prospects won't respond to the first message.

That's expected.

The key to effective follow-up is consistency without being annoying.

Each message should add value, create curiosity, or provide social proof.

We'll use a 4-step follow-up sequence spread over 10-14 days:

Follow-Up #1 (2 Days After Initial Message)

Reminder with a New Angle

Follow-Up #2 (5 Days Later)

Social Proof or Case Study

Follow-Up #3 (5-7 Days Later)

Urgency or FOMO (Fear of Missing Out)

Final Follow-Up (3-5 Days Later)

The 'Breakup' Message



Follow-Up #1: Simple Nudge

Subject: Just Checking Back

Hi [First Name],

I wanted to follow up on my last note. Have you had a chance to look at my message about digital scratch-off coupons for [Business Name]?

We're seeing strong results with local businesses, and I'd love to see if it could be a fit for you.

Let me know if you'd be open to a quick chat.

Best,

[Your Name]



Follow-Up #2: Social Proof or Case Study

Subject: [Industry] Business Saw [X]% Increase

Hi [First Name],

I just helped a [restaurant/retail store/etc.] increase [sales, foot traffic, or engagement] with a digital scratch-off coupon.

It's a simple, proven way to attract more customers—without slashing prices or running another generic promo.

Would it be worth a quick chat to see if this could work for [Business Name]?

Best,

[Your Name]



Follow-Up #3: Urgency & Scarcity (Soft FOMO)

Subject: Limited Test Spots Available

Hi [First Name],

We're currently rolling this out with a handful of [local businesses/restaurants/etc.], and I wanted to check one last time before we finalize our spots.

If you'd like to see how this could work for [Business Name], let's set up a quick call. No obligation—just an easy way to see if it's a good fit.

Let me know!

Best,

[Your Name]



Follow-Up #4: The Breakup Message

Subject: Should I Close Your File?

Hi [First Name],

I've reached out a few times and haven't heard back—I don't want to be a bother, so I'll assume this isn't a priority for [Business Name] right now.

If that's the case, no worries! If you'd still like to see how a digital scratch-off coupon could help drive more customers, let me know. Otherwise, I'll close this out for now.

Wishing you the best,

[Your Name]