DAY 4: BUILD YOUR 30-DAY FOLLOW-UP RHYTHM

FOLLOW-UP ISN'T A FEELING. IT'S A SYSTEM.

FOLLOW-UP RHYTHM

HOW TO USE THIS WORKSHEET

The last 3 days exposed the truth:
Your leads aren't the problem.
Your response time isn't the whole problem.
Your inconsistency is the REAL problem.
Today, you build a 30-day rhythm that:

1. Removes thinking
2. Removes guessing
3. Removes excuses
4. Removes inconsistency
5. Keeps leads warm for 30+ days
6. Protects you from "busy weeks" and burnout

This is the system that's going to make your pipeline feel alive again.
You will create:

1. **A weekly rhythm**
2. **Daily touch types**
3. **A 30-day cadence**
4. **A batching plan so you never fall behind**

Fill in every section.

THE WORKSHEET:

1. Choose Your "Primary" Follow-Up Channel

(The one that feels easiest and fastest for you.)

☐ **Text**
☐ **Call**
☐ **Email**
☐ **Social DM**

Example: "Text — fastest and least friction."

2. Choose Your "Secondary" Channel

(The backup that increases your touch count.)

☐ **Call**
☐ **Email**
☐ **Social DM**

Example: "Call — adds seriousness without too much work."

3. Choose Your Weekly Follow-Up Rhythm

Pick ONE that fits your capacity:

A) Light Rhythm (for busy founders)
1. 3 touches/week
2. 1 big follow-up day + 2 light touches

B) Standard Rhythm
1. 5 touches/week
2. Text/Email M–F
3. Calls on Wed or Thu

C) High-Intent Rhythm
1. 7 touches/week
2. Daily micro-touches
3. Calls twice/week

My rhythm: _____

Most solos should choose **Standard** *— sustainable but effective.*

4. Map Your Follow-Up Touches for the Week

(Fill in the blanks.)

Monday (channel + action): _____
Example: "Send value text + ask a micro-question."
Tuesday: _____
Example: "Send 1-minute video."
Wednesday:_____
Example: "Call + voicemail + text bump."
Thursday: _____
Example: "Email with resource."
Friday: _____
Example: "Short bump text."
Weekend (optional): _____
Example: "Soft nudge asking if timing is better next week."

5. Create Your 30-Day Follow-Up Cadence

(Circle one that feels doable):

Option A — "The Bump Factory"
1. 12–16 short touches
2. Mostly text + email
3. Built for speed + volume

Option B — "Hybrid Conversion"
1. 8–10 texts/emails
2. 4 calls
3. Perfect for service pros with triage → strategy calls

Option C — "Long Warm-Up"
1. 20+ mixed touches
2. Perfect for high-ticket offers

My choice: _____

6. Write Out Your Next 7 Days of Follow-Up Messages

These are NOT scripts — only prompts to help them write their own.

Make them fill-in-the-blanks so they actually think.

Fill these out:

Day 1: "I noticed you were looking into ___. What's the main thing you're trying to fix right now?"

Day 2: "Quick question — if I could help you solve ___without ___, would that be worth a quick chat?"

Day 3: "Here's a resource that helps with ___: <link>. Curious — what's your biggest roadblock with this?"

Day 4: "Most people I work with struggle with ___OR ___. Which one sounds like you?"

Day 5: "Hey, circling back. Did you already solve ___or is it still on your radar?"

Day 6: "Real talk — what's the biggest thing slowing you down from fixing this? Be blunt."

Day 7: "I'm building something that could help with ___. Want me to send it to you when it's ready?"

These 7 messages = one week of consistent momentum.
Stack 4 weeks → 30-day cadence complete.

7. Identify Your "Consistency Booster"

Pick the one that will make your system idiot-proof:

☐ **Daily reminder in CRM**
☐ **Weekly batching session**
☐ **Automation for Day-1 text**
☐ **Pre-written message bank**
☐ **Calendar block for follow-up**

My booster: _____

8. What's your commitment level?

(Choose the honest one.)

☐ **I will follow this system for 30 days**
☐ **I will TRY (aka I won't actually do it)**
☐ **I need automation to survive**
☐ **I need accountability**
☐ **I want the done-with-you system**

This sets up your pitch later.

Why This Matters:

Because the #1 reason your avatar isn't booking calls isn't leads. It's not targeting. It's not messaging. It's not offer clarity. **It's the inability to follow up like a pro — consistently and methodically**. This worksheet builds the muscle. Day 4 builds the system. Friday/Saturday's workbook turns all of this into a 30-day follow-up machine they can actually run.

If you want the exact follow-up automation + scripts + cadence that books calls:

square1grp.com/brainstormsession