

# FIX YOUR FOLLOW-UP SEQUENCE

MOST OF YOUR LOST REVENUE IS SITTING IN MESSAGES YOU NEVER SENT.

FOLLOW-UP SEQUENCE

## HOW TO USE THIS WORKSHEET

If Day 1 showed you where the pipeline was leaking and Day 2 fixed the opener, today you fix the second biggest revenue killer in your business: weak, inconsistent, or nonexistent follow-up. The goal is simple.

Build a 5-touch follow-up sequence that:

- Feels natural
- Gets replies
- Doesn't sound desperate
- Doesn't require chasing
- Moves people toward a call

Today's worksheet gives you the framework. Tomorrow we refine it with scripts.

## THE WORKSHEET:

### 1. Choose your follow-up philosophy

Pick one that matches how you want to sound.

- ☐ Direct but respectful
- ☐ Soft and curious
- ☐ Problem-first
- ☐ Value-first
- ☐ Momentum-based
- ☐ Reminder-based
- ☐ Pattern interrupt

Selected philosophy:

### 2. Identify the real reason your leads stop replying

Check the one that fits most often. This reveals the tone your follow-up should take.

- ☐ They got busy
- ☐ They lost interest
- ☐ They don't trust you yet
- ☐ Your first message wasn't strong enough
- ☐ You confused them
- ☐ They aren't clear on next steps
- ☐ They don't feel urgency
- ☐ They think you're about to pitch them

Write which one hurts your pipeline the most:

### 3. Write the ONE outcome you want your follow-up to achieve

Avoid overthinking. Your follow-up should do exactly one thing.

- ☐ Move them back into a conversation
- ☐ Get clarity on their timeline
- ☐ Nudge them toward a call
- ☐ Reopen a stalled thread
- ☐ Turn a soft lead into a warm one

Chosen outcome:

### 4. Map your 5-touch follow-up flow

You're going to build the structure first. Each touch has a purpose. You'll script them tomorrow.

Touch 1 — Light nudge or clarity question

Purpose: \_\_\_\_\_

Touch 2 — Reframe message (new angle)

Purpose: \_\_\_\_\_

Touch 3 — Value hit (insight, observation, or resource)

Purpose: \_\_\_\_\_

Touch 4 — Direct question to create movement

Purpose: \_\_\_\_\_

Touch 5 — Close-the-loop ("still want me to hold your spot?")

Purpose: \_\_\_\_\_

### 5. Choose the pattern interrupt for Touch 1

Pick one.

- ☐ "Circling back real quick."
- ☐ "Wanted to make sure I didn't miss your reply."
- ☐ "Quick follow-up on this."
- ☐ "Dropping this back on your radar."
- ☐ "Curious where your head landed on this."

Selected line:

### 6. Build your "value hit" for Touch 3

This is where most people blow it. You're not teaching. You're not pitching. You're simply proving you're not a random person DMing them.

Fill this in:

"The biggest mistake I see \_\_\_\_\_ struggling with is \_\_\_\_\_. Curious if that's happening on your end too."

Example:

"The biggest mistake I see agents struggling with is thinking their lead problem is volume when it's actually a follow-up issue."

Now create yours:

### 7. Build your "direct movement" question for Touch 4

This question should force a yes-or-no answer. No fluff.

Examples:

"Are you still focused on fixing \_\_\_\_\_ this month?"

"Should I hold a spot for you?"

"Is \_\_\_\_\_ still a priority for you right now?"

Write yours:

### 8. Build your "close the loop" final message

This one gets stupidly high replies when done right because it removes pressure.

Template:

"Hey, not sure if the timing is off or your priorities shifted. Want me to close this out on my end, or should I keep you on my list?"

Write yours:

### 9. Check your 5-touch sequence for friction

Rate each 1–5 (5 = strong)

Touches are short: \_\_\_\_\_

Touches are clear: \_\_\_\_\_

Touches create motion: \_\_\_\_\_

Touches avoid neediness: \_\_\_\_\_

Touches stay human: \_\_\_\_\_

Touches align with your avatar: \_\_\_\_\_

If any item scores under 3, revise the entire sequence.

### 10. Finalize your 5-touch follow-up map

Rewrite your cleanest version here:

Touch 1: \_\_\_\_\_

Touch 2: \_\_\_\_\_

Touch 3: \_\_\_\_\_

Touch 4: \_\_\_\_\_

Touch 5: \_\_\_\_\_

## Why This Matters:

People don't reply because you're inconsistent, unclear, or too soft. A strong follow-up sequence reactivates the pipeline you thought was dead and makes you look like the most reliable person in their inbox. You fix this, you print money. Tomorrow we build the scripts that put this whole system into motion and get you replies within 24 hours.

If you want me to help you rebuild a follow-up system that actually books calls instead of leaving you ghosted:

<https://square1grp.com/brainstormsession>