

package.md

01-universal-assets/follow-up-scripts.md

PS> boring fix lead-followup

status: practical, transparent, no hype

Follow-Up Email Scripts

These scripts are intentionally plain. Customize them to match your business voice.

Rules for useful follow-up

- Be fast.
- Be specific.
- Ask one clear next question.
- Avoid fake urgency.
- Do not pretend AI wrote something personal if it did not.
- Make the next step obvious.

1. Instant response – general inquiry

Subject: Got your request — quick next step

terminal

Hey {{first_name}},

Thanks for reaching out about {{service_requested}}. We got your request and are looking it over now.

The fastest next step is usually {{next_step}}.

If helpful, you can also send over {{missing_info}} so we can give you a more useful answer.

– {{business_name}}

2. Instant response – quote request

Subject: We got your quote request

terminal

Hey {{first_name}},

Thanks for requesting a quote for {{service_requested}}. We have the request and will review it shortly.

To make the quote useful, could you send {{missing_info}}?

Once we have that, we can point you in the right direction.

– {{business_name}}

3. Five-minute manual follow-up

terminal

Hey {{first_name}},

Just wanted to personally confirm we saw your request about {{service_requested}}.

Based on what you sent, the next useful step is {{next_step}}.

Do you prefer to continue by email, text, or a quick call?

4. Same-day follow-up

Subject: Quick follow-up on {{service_requested}}

terminal

Hey {{first_name}},

Following up on your request from earlier today.

I had one quick question before recommending the next step:

{{qualifying_question}}

Once I have that, I can give you a more useful answer.

5. Next-day follow-up

Subject: Still need help with {{service_requested}}?

terminal

Hey {{first_name}},

Quick follow-up – are you still looking for help with {{service_requested}}?

If yes, reply with {{simple_reply_instruction}} and we can move this forward.

If not, no worries.

6. Three-day follow-up

terminal

Hey {{first_name}},

I did not want your request to disappear in the inbox.

If {{service_requested}} is still something you want help with, the next step is {{next_step}}.

If the timing changed, you can just reply "later" and we will leave it there.

7. Final follow-up

Subject: Closing the loop

terminal

Hey {{first_name}},

I am going to close the loop on this for now since we have not heard back.

If you still need help with {{service_requested}}, you can reply to this email and we will pick it back up.

– {{business_name}}

8. Need more information

terminal

Hey {{first_name}},

We can help point you in the right direction. We just need one or two details first:

1. {{missing_info_1}}
2. {{missing_info_2}}

Once you send those over, we can give you a better answer.

9. Not a fit / referral response

terminal

Hey {{first_name}},

Thanks for reaching out. Based on what you described, we are probably not the best fit for this specific request.

A better next step may be {{referral_or_alternative}}.

Appreciate you thinking of us.

10. Book-a-call response

terminal

Hey {{first_name}},

Thanks for the details. The simplest next step is a short call so we can understand {{service_requested}} and make sure we are pointing you in the right direction.

You can grab a time here:

{{booking_link}}

– {{business_name}}

> boring systems_

implementation package draft