

NOVABUZZ

The four message **follow up**

Copy paste it. Change the details, keep the shape.

Most quotes get one follow up and then silence. This is four messages over three weeks and then a hard stop. The stop is what keeps you welcome, and it is the message that gets the most replies.

Free. No email, no call, no pitch. You asked by commenting **FOLLOWUP**, so here it is. Share it with anyone who needs it.

The four messages

DAY 1, THE SAME DAY

Hey it was good talking. Sending the quote now so you have it in writing. Any questions just text me here, I would rather you ask than wonder.

DAY 3, THE NUDGE

Just checking you got the quote. No rush at all. If the timing is off tell me and I will follow up whenever suits you better.

DAY 7, GIVE BEFORE YOU ASK

Thought of you today. Most people in your spot ask about how long the work takes and whether we can phase it over two visits. Happy to break either down if that is useful.

DAY 21, CLOSE THE LOOP

I am going to stop chasing so I am not a nuisance. If it comes back around you know where I am. Either way good luck with it.

Why each one works

- 1 Day 1 sets the expectation that you are reachable and quick.
- 2 Day 3 is short and gives them an easy out. No guilt, no pressure.
- 3 Day 7 gives something away before asking for anything. It is the only one that teaches.
- 4 Day 21 releases them, which is exactly why they reply to it.

Never send more than four. The fifth message is where you stop being persistent and start being the person they avoid.

Rules that keep it human

- ☐ Read every message aloud before you send it. If you would not say it, rewrite it.
- ☐ No exclamation marks stacked up, no just following up again, no circling back.
- ☐ Never mention that it is automated.
- ☐ If they reply at any point, the sequence stops and you take over.
- ☐ Send from the same number or address every time.

Make it yours

The day 7 message is the one to customise. Put in the two questions your customers genuinely always ask.

The two questions your customers always ask

Your day 7 message, rewritten

Nova Buzz Marketing. Built to be used, not sold. If it helped, pass it on.