



Tips & Tricks For Using These Scripts

Following up doesn't have to be dreadful and time consuming. And it really works! These scripts banked me an extra 17k in February, woohoo! Also following up costs you nothing but time so give it a go!

First, make a list of ANYONE you've ever worked with or spoken with about potentially working together.

Block out 2 hours [1x a week] for follow ups. Start by reaching out to your most recent prospective client.

If you've got discovery calls on the books and any of them are no shows start with email #1.

Once you hear back - you can send them another invite with your calendar for them to book a call within the week.

Save these template emails in a folder so you can quickly access them instead of having to rewrite them each time.

Email #2 is basically a "what's up!" email.

You're reestablishing contact seeing how they are, what they're up to and if they need any help.

If it's been a long time, that's ok!

Any reason to reach out is a good reason. I used the start of a new year but think about whatever is true for you.

These scripts are a good way to get started but of course the more personal you make your follow ups the better. I always appreciate a personal follow up.



To: Your Future Client
Email #1: Follow Up Email Script [send within 24 hrs]
Use This: When a consult is a no show
Subject: Today's call...

Hi NAME,

I had you down for a call this morning.

Did you mean to miss our appointment?

We can definitely reschedule...I just want to make sure you're okay.

Looking forward to connecting soon.

Warmly,

Your name xx



To: Your Future Client
Email #2: Follow Up Email Script [send anytime]
Use This: When a past consult has not become a client
Subject: Thought of you...

Here's a sample of what I sent to someone who I'd done a discovery call with over a year ago but never became a private client.

After a quick call - she signed on and paid in full.

So it's never too late to follow up...timing is everything).

Hi NAME!

I can't believe this was almost a year ago! How are things going?

I know you were [mention something specific from previous contact] last we spoke...would love to hear where you are with [insert the reason they booked a call with you] and any updates!

Let me know if there's anything you need help or support with.

Hope all is well and to catch up soon.

Happy New Year [or any personal greeting]!

Carla xo



To: Your Future Client
Email #3: Follow Up Email Script [send anytime]
Use This: When following up with past paying clients
Subject: Thought of you

For past clients I either offered to hop on a 15 minute call with them to help with one specific thing in their biz or asked if they would be willing to do an interview with me so I could share their case study or success story with my audience.

Think of a way you could authentically re-engage with your past clients and offer them something of value.

Interviewing clients to celebrate their wins is my favorite way!

Hey Name,

Happy New Year! How are you?

Life looks great (from what I see on FB) :). I miss our Skype calls!

I'm planning an interview series with past/current clients and would love to feature you. General questions about being an entrepreneur and building an online biz.

If you're interested I'll send over my calendar and we can set up a time.

Either way, would love an update when you have a chance! And let me know if you need anything.

Carla xx



To: Your Future Client
Email #4: Follow Up Email Script [send within 24 hrs]
Use This: To make an offer to an interested prospect
Subject: Private Coaching Details Inside...

Hey NAME!

Here's what I've mapped out! Let me know your thoughts.

We can...(this is where I give the nuts and bolts of the offer)

Ex: Meet for a day long intensive on March 7th.

Priority is... (what they said they most need help with on the call)

Ex: Setting up your FB ad, driving traffic to your lead magnet, revamping your sales page

Second is.....(once that's done - here's what we'll get done next)

Ex: Mapping out your launch plan for both your existing offer to automate things and your launch plan for your newest offering.

When we're done you'll have:

Bullet point list of what their world looks like when done working with you.

Ex:

An automated system

An ad you can continuously run as a list builder

A step-by-step launch plan for your team to implement.



To: Your Future Client
Email #4: Follow Up Email Script [send within 24 hrs]
Use This: When a consult is a no show
Subject: Today's call...

Throw in bonuses and recap all that's included:

Ex: Together we'll set up everything from A to Z and you'll have an additional month of support as things get rolling.

I will also oversee your ads campaign and check all stats across social media so we can see what's working best.

Include Payment Details

Ex: You can pay in full or if you prefer an extended pay plan it would be [insert payment details]

Get them on board & excited about starting now

Ex: We can have our kick off session on the 5th but I can get started on a few things the week prior (get them onboard with starting now).

Would love to work with you and help you [insert desired result]!!

Let me know your thoughts and we'll take it from there.

Your Name xo



To: Your Future Client
Email #5: Follow Up Email [send after final session]
Use This: Convert a mini package into a longer package
Subject: Let's keep the momentum...

Hey NAME,

Congrats on [insert a win from your work together].

It's been great working with you the past few weeks.

We'll be wrapping up the [name of your mini package] on [insert date].

It's been inspiring to see how much you've [insert 3 things they've done or improved upon]!!

I hope you're able to recognize this and applaud yourself for it.

When we finished up our session the other day I know you were feeling ready to commit to [what is the next step or current desire for them].

I would LOVE to continue our work together and help you [insert what it is you help your clients achieve].

If you want to continue working together here's a recap of what's included in my [Name of your larger package]:

- Bullet points to state what is included
- Make sure to include why these things are important
- Three to five bullet points are a good starting point
- Focus on benefits & results
- Include anything your client needs to succeed



To: Your Future Client
Email #5: Follow Up Email [send after final session]
Use This: Convert a mini package into a longer package
Subject: Let's keep the momentum...

I'm confident that I can help you move from feeling [negative state] to [desired outcome] so we can get you [insert the #1 result you provide].

I'd be happy to support you in these areas and help you clear anything that get's in the way of you continuing to show up for yourself.

Remember if you book in by Wednesday noon PST, we'll have an extra month of coaching as a bonus. :)

How can I help you make the best decision in moving forward?

Let me know...I'm happy to help however I can!

Best,

Carla xx



To: Your Future Client
Bonus 6&7: Follow Up Email Script [send within 24 hrs]
Use This: To get your maybe to a Hell Yaassss!
Subject: Personalize it

Question #1 to move your maybe client to a yes

What do you need to feel confident or comfortable in moving forward?

Question #2 to move your maybe client to a yes

What needs to be included in this package to make it a definite Hell Yes for you?

Make sure to join me for the LIVE WORKSHOP this week for the only 3 steps you need to take for unlimited clients! Follow me here so you don't miss a thing...