

THE 5-MINUTE FOLLOW-UP

MARKET PROCESSES AND CHALLENGES



GLOBAL CREATIVE SERVICES

7 “COPY & PASTE” EMAIL SCRIPTS TO RE-ENGAGE OLD LEADS

If you’ve ever stared at your inbox thinking, “I should follow up... but what do I say?” this kit is for you.

Most business owners lose potential clients not because of bad offers, but because they don’t

follow up consistently. The truth is: the fortune is in the follow-up.

This “Copy & Paste” Follow-Up Kit gives you 7 proven email scripts you can use immediately to

re-engage cold leads, nurture warm ones, and revive lost opportunities all in under 5 minutes a day.

HOW TO USE THIS KIT

1. Pick the Right Template: Choose the email that fits your situation.
 2. Customize the [brackets]: Add your name, client’s name, and details specific to your business.
 3. Send and Track: Email or message your leads using your CRM, Gmail, or any automation tool.
 4. Be Consistent: Follow up every 3–5 days until you get a reply.
- Pro Tip: Most sales happen after the 5th follow-up – stay polite, short, and human.



THE “JUST CHECKING IN” (FOR A NEW LEAD)

Subject: Just checking in ■

Hi [First Name],

I just wanted to check in to see if you had a chance to look at what I sent earlier. I'd be happy to

answer any questions or help you decide if it's a good fit for [their situation/problem].

Would you like me to resend the info or schedule a quick call?

Best,

[Your Name]

[Your Business Name]



THE “VALUABLE RESOURCE” (SENDING A HELPFUL ARTICLE)

Subject: Thought this might help you

Hi [First Name],

I came across this [article/video/resource] about [topic related to their problem], and it made me

think of you. Here's the link: [insert link].

It's a quick read — I think you'll find it useful.

Would love to hear your thoughts after you check it out.

Best,

[Your Name]



THE “90-DAY REVIVAL” (FOR A VERY OLD LEAD)

Subject: Are you still interested in [main offer/service]?

Hi [First Name],

It's been a while since we last connected, and I wanted to check in to see if [problem they were

facing] is still something you're looking to solve.

We've helped several clients recently achieve [result], and I'd be happy to share how.

Would you like to reconnect for a quick update call?

Best,

[Your Name]



THE “FRIENDLY NUDGE” (AFTER NO REPLY)

Subject: Quick nudge — did you see my last message?

Hey [First Name],

I know things get busy (we’ve all been there!). Just giving you a friendly nudge to see if you’re still

interested in [product/service].

No pressure — just wanted to make sure my email didn’t get lost.

Warmly,

[Your Name]



THE “BREAK-UP” (POLITE LAST CHANCE EMAIL)

Subject: Should I close your file?

Hey [First Name],

I haven't heard back from you, so I'll assume the timing isn't right. That's totally okay!

I'll go ahead and close your file for now, but if things change, you can always reach out – I'd be

glad to help.

Wishing you all the best,

[Your Name]



THE “TESTIMONIAL” (SHARING A CLIENT SUCCESS STORY)

Subject: Thought you’d love this success story

Hi [First Name],

One of our clients recently [describe success briefly – e.g., “doubled their leads in 30 days”], and I

thought you might find it inspiring.

They were facing a similar challenge to yours – [describe briefly]. After we implemented [your

service/product], the results were amazing.

Would you like to see what we did for them?

Best,

[Your Name]



THE “QUICK QUESTION”

Subject: Quick question for you

Hi [First Name],

Are you still looking for help with
[problem/goal]?

If so, I can share a few quick ideas that have
worked well for others in your situation.

Would you prefer I email them or jump on a
10-minute call?

Cheers,

[Your Name]



ABOUT GLOBAL CREATIVE SERVICES

Global Creative Services LLC empowers small businesses by providing affordable offshore support once available only to large corporations. Founded on real-world experience, we help entrepreneurs grow with digital marketing, virtual assistance, and business process solutions – combining strategy, creativity, and technology to achieve measurable results.