

Best Follow-Up Templates to Start Conversations and Book More Jobs

SUMMARY

Mastering follow-up is key to turning more leads into appointments. Based on proven strategies, here are some of the best examples of text and email templates you can use to reconnect with potential customers and move conversations forward.

Text Templates to Start Conversations

- Hi [Customer Name], it's [Company Name]! Still thinking about your project? We'd love to help with a free quote, ideas, or any questions you have. What's a good time to connect?
- Hi [Customer Name], just following up from our last chat. Ready to set your appointment? Let us know what works best, we're here to help!
- Hi [Customer Name], we were scheduled to check in. Any questions or concerns we can help with before getting started?

Why These Work:

- They are open-ended and encourage a natural reply.
- They sound helpful, not pushy.
- They clearly invite the next step without creating pressure.

Email Follow-Up Templates

Subject: Just Checking In - Still Interested?

Hi [Customer Name],

Hope you're doing well! I just wanted to check in and see if you're still considering moving forward with your project.

If you have any questions or want to explore your options, feel free to reply here or call us at [Phone Number].

Best,

[Your Name]

[Company Name]

Subject: Let's Set Up a Time to Chat!

Hi [Customer Name],

I'd love to connect and talk through the next steps for your project. Here are a few dates/times that work on our end:

[Date & Time 1]

[Date & Time 2]

[Date & Time 3]

Do any of these work for you? If not, feel free to suggest another time!

Looking forward to hearing from you,

[Your Name]

[Company Name]

Subject: Final Check-In – Your Project Plans

Hi [Customer Name],

Just following up as promised. I've tried reaching out but haven't heard back yet. Let me know how you'd like to proceed, or feel free to call me directly at [Phone Number].

Thanks again,

[Your Name]

[Company Name]

Conclusion:

The real goal of follow-up isn't just to "check in", it's to restart real conversations.

When you use these text and email templates:

- You sound professional and approachable
- You encourage a response without pressure
- You keep your company top-of-mind when the customer is ready

The stronger your follow-up strategy, the more appointments and wins you'll secure for your team.

All the best,

Martin Walsh

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