

5 COPY-PASTE EMAIL TEMPLATES

The Follow-Up Playbook

Most quotes die in silence — not because the answer was no, but because nobody followed up. Here's the exact 5-email sequence, ready to copy. Replace the highlighted parts and send (or better: automate it).

01 The same-day thank you

Send within 2 hours of the quote going out.

Subject: Your quote from {{Company}} — and one question

Hi {{FirstName}},

Thanks again for reaching out — your quote is attached. One question so I can tailor things if needed: what's the main outcome you're hoping this solves?

Any questions at all, just hit reply.

Why it works: the question invites a reply, which doubles response rates versus a plain "here's your quote".

02 The 3-day check-in

Short. No pressure. Day 3.

Subject: Quick check-in on your quote

Hi {{FirstName}},

Just making sure the quote landed and didn't get buried. If anything's unclear or the numbers need adjusting, happy to walk through it — takes 10 minutes.

Why it works: most deals are won here. People are busy, not uninterested — a gentle nudge is genuinely helpful.

03 The value add — day 7

Give something, ask nothing.

Subject: Thought this might be useful

Hi {{FirstName}},

Whether or not we end up working together, this might help: {{link to a relevant resource, example, or tip specific to their situation}}.

It covers the exact thing you mentioned about {{their pain point}}.

Why it works: you're the only vendor giving instead of chasing. This is the email prospects remember.

04 The direct ask — day 14

Respectfully direct. People appreciate clarity.

Subject: Where should we leave this?

Hi {{FirstName}},

I don't want to clutter your inbox. Is this still something you're planning to move on this quarter, or should I check back later in the year?

Either answer is completely fine — I'd just rather know than guess.

Why it works: the permission to say "not now" often produces a real timeline — which is worth more than silence.

05 The graceful close — day 30

Close the loop, leave the door open.

Subject: Closing the file (for now)

Hi {{FirstName}},

I'll assume the timing isn't right and stop the follow-ups here. The quote stays valid for {{60 days}} — if things change, one reply reopens everything.

Wishing you a great {{quarter/season}} either way.

Why it works: scarcity + zero pressure. A surprising number of "closed files" reply within a week.

Want this whole sequence to send itself?

We build follow-up automations that trigger from your quotes, adapt the timing, and stop the moment someone replies. Book a free 30-minute call — no pitch, just a plan.

Book a free call →