

Checklist: How To Create Follow Up Sequences That Convert

Objective:

Follow-ups is where you maximize the success of your cold email campaigns. It usually takes as much as 6-8 follow-ups to get someone to respond. So follow this checklist to create killer follow up sequences that get results.

Tools you will need:

- Computer with internet access
- Google Docs or other writing software
- A (free) Gmail account

Time required:

40-60 minutes

Procedure:

- You want to write and send 6-8 follow-ups to maximize your cold email results. Don't be shy about it, it works and it won't be annoying if you follow this process.
- Think about writing your follow-ups like this: are you annoying or are you adding something new, possible benefits to their company?
- Don't say "just checking in, just trying to be not too annoying" because it's super annoying.
- Never repeat the same message. Word your follow-ups differently, try new angles to describe your benefits.
- Customer success stories and mini case studies on success that their competitors had usually work great. So does using current events.
- End your sequence with a lighthearted "Break up email" in which you ask them to choose from "A, B, or C" option to qualify or disqualify themselves:
 - A: I'm all set, I'm not interested.
 - B: I'm interested but didn't have a chance to respond.
 - C: Check back in X amount of months
- Watch the "Follow-up Sequence Breakdown" lesson to get inspiration from how Mike does follow-ups and see examples
- Decide on how often do you want to send your emails
 - Mike's example: day 1, day 7, day 14, day 21, day 28, day 42, day 56, day 70 (can do once a month after if you want)
 - It's not a hard and fast rule
 - The only one rule: stay consistent upfront and then reduce the frequency as time goes
- You can use humor in your follow-ups, but be careful about it.
 - Example 1: Subject line: Coming in ice-cold, but hoping to help!

- Example 2: "In exchange for the contact information, you can choose of the following prizes:
 1. My 1997 All Star baseball Card from when I was 10 years old (Mint condition)
 2. A two dollar off coupon for an appetizer at Dennys. Choose wisely. This is a once in a lifetime opportunity."
- Run it by a couple of people first to see if they think it's funny