

BONUS 1

Follow-Up Templates

5 copy-paste messages that actually get replies



These templates are starting points — not scripts. Personalise the [bracketed] fields with real details from your conversation. The more specific you are, the better the response rate.

■ THE WALLFLOWER · First follow-up after an event

SUBJECT: Great to meet you at [Event Name]

Hi [Name],

Really enjoyed our conversation about [specific topic] at [event].

[It was refreshing to meet someone who also thinks about X / I loved your take on Y.]

Would love to continue the conversation sometime — no pressure at all.

Either way, wishing you well with [thing they mentioned].

[Your Name]

TIP: Reference ONE specific thing from your chat — this proves you were listening.

■ THE GHOST · Re-engaging after going quiet (2–8 weeks)

SUBJECT: Picking up where we left off

Hi [Name],

I know it's been a while — life got busy, but I've been meaning to reach out.

I [came across this article / thought of you when X happened] and it reminded me of what you shared about [topic].

[Link or one-sentence share — optional]

How are things going with [project / goal they mentioned]?

[Your Name]

TIP: No apology needed for the gap — just pick up naturally. They've been busy too.

■ THE DEPTH-SEEKER · Requesting a 1:1 follow-up conversation

SUBJECT: That conversation made me think — coffee?

Hi [Name],

Our conversation at [event/place] stuck with me — specifically what you said about **[specific insight or problem they shared]**.

I'd genuinely love to dig into that more. Would you be open to a 20-min call or coffee sometime in the next few weeks?

No agenda — just curious to hear more about [their work/challenge].

[Your Name]

TIP: Lead with what *they* said, not what you want. Curiosity is the open door.

■ THE STRATEGIST · Following up with a specific ask or offer

SUBJECT: Re: [Topic from your conversation]

Hi [Name],

Good to meet at [event]. As I mentioned, I work with [brief description].

I think there's a real overlap between what you're building and what I do — specifically around [specific area].

[I'd love to explore whether X makes sense / Here's something that might be useful: Y]

Worth a 15-minute call this week or next?

[Your Name]

TIP: Be specific about the value exchange — vague asks get ignored.

▣ ALL TYPES · Sending something useful (no ask)

SUBJECT: Thought you'd find this interesting

Hi [Name],

Came across [article / tool / resource / opportunity] and immediately thought of you given what you shared about [their challenge or interest].

[Link or brief description]

No need to reply — just thought it might be useful.

[Your Name]

TIP: This is the single most powerful low-friction follow-up you can send. Use it often.

THE 3 GOLDEN RULES

1. Send within 48 hours while you're still fresh in their mind.
2. One specific reference to your conversation — always.
3. No ask on the first follow-up unless you discussed it in person.