



# 3 STEPS TO MAXIMIZE FOLLOW UPS (INCLUDING SWIPE COPY)

**CONGRATULATIONS** on plugging one of the biggest revenue leaks in your business – lack of follow up with prospective clients!

This quick guide was created for YOU – the driven and ambitious entrepreneur who wants to make the most of their time and generate more revenues, by laserizing in on exactly who you can follow back up with, and then leverage converting swipe emails for you to get the conversation back on track (and close new clients!).

**Let's get to it!**

## **PART 1 – WHY**

There are two primary reasons **WHY** people don't follow up with previous leads.

The first is the mere thought of following up with people, makes us feel like we are imposing on them. But if we changed our perspective on that, and instead saw it as a way of supporting and providing value, then we are doing a great service by reaching back out to as many people as possible.

The second is that people don't have a systematized approach or process to track and follow up with potential clients, allowing sales to slip through our fingers.

## **PART 2 – WHO**

With that in mind, **WHO** can you reach back out to? Below you'll find a list of 15 different kinds of low hanging fruit laying around right in front of you.

Check off the ones you want to pursue, write up and list of names and emails, and go get some new clients! 😊

- Previous Clients
- Current Clients
- Members Of Your Social Media Group(S)
- People You've Had Strategy Calls With
- Fans/Followers On Your Social Media Accounts
- Colleagues/Peers You Know You Can Help
- Event Attendees
- People Who Filled Out A Strategy Session Form And No-Showed Or Didn't Book An Appt
- Mastermind Partners
- Webinar Attendees
- Vendors Or Strategic Partners
- Guests - Podcast Or Blog
- Stack Of Business Cards On Your Desk
- LinkedIn Connections You've Messaged Back And Forth With
- Previous Prospect Who May Have Said "No" To A Previous Offer



## **PART 3 – HOW**

Now that we covered who you can reach out to... let's overcome the next obstacle... the **HOW!** Below you will find some swipe copy to leverage as part of re-engaging people you identified above. The purpose of re-engaging them is to find a way that you can continue to serve and add value to them, which will eventually lead to a sales call... but first, let's connect!

### **Checking In And Adding Value**

Hey [NAME],

I know that you work in [X role or industry], and ran across this article that I think you might find of interest. It addresses [X role or industry].

The author made a very interesting point about [details on the points author made].

Is this something you've implemented or considered implementing?

[SIGN OFF]

### **Respond To A Social Media Post They Made**

Hey [NAME],

I saw your recent post on [social network] about [topic]. I thought your perspective was [insert your opinion].

I'd love to hear your thoughts on [insert another topic related to a specialization you have].

Looking forward to your reply,

[SIGN OFF]

### **Reengage With Previous Prospect**

Hi [NAME],

You [previously downloaded or read X piece of content related to Y problem]. I thought you might be interested from this [insert your piece of content topic] that I just published [insert title of article/blog/lead magnet].

One of my favorite parts is the tip/hack related to X. It's the part I've gotten the most feedback on, and may be useful for you.

[SIGN OFF]



## Invitation with value add

Hi [NAME],

Last time we spoke, you mentioned you're currently focused on [improving X/solving Y/refining Z]. I thought that you might want to attend a webinar\* I'm hosting [topic related to what you previously discussed]. It's kicking off on [insert date and time] – here's the link to sign up.

Looking forward to seeing you there!

[SIGN OFF]

\*You can also plug a new lead magnet instead.

## Pick Up Where You Left Off

Hey [NAME],

I was wondering how it was going with [X goal they wanted to achieve]. A recent client had the same goal and was able to [result client achieved working with you].

Are you still interested in achieving X goal?

If you'd like to know exactly how [previous client name] did it, I'd be happy to share the exact steps they took, we can set up a call to chat – feel free to pick a date and time that works for you on my calendar: [INSERT LINK]

Looking forward to chatting soon!

[SIGN OFF]

## CONCLUSION

There are lots of "low hanging fruit" opportunities in your business, if you want to scale an streamline your business so that you have even more consistent income coming in, then you may be a great candidate for my Potential to Profit program, where we'll turn up the volume (and revenues) in your business in 90 days.

If you want to know how clients have generated \$65,000 - \$130,000 in just 90 days... then schedule your no obligation call to see if you've got what it takes to crush your next 90 days....

[www.actionincubator.com/schedule](http://www.actionincubator.com/schedule)

Looking forward to talking to you soon!

~Cat  
Revenue Acceleration Expert  
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