

Step 6: Following Up



Following up

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Unless your prospects are very engaged on LinkedIn, many of the calls will come from following up.



If you're worried that following up will make you come across as salesy, here's what we advise our clients:

If you believe you can truly help this person...
Then it's a *disservice* not reminding them that you exist.
Sometimes people just need a few reminders to reply :)

Here's how to follow up:

Stage 1: If they don't reply to your first message →

Wait 24 hours.

Then, send this:

| *Hey [name], just bumping this up your inbox :)*

If they don't reply to this message, leave them.

Stage 2: If they reply then ghost you, bump them up three times →

Bump 1: Hey [name], just bumping this up your inbox :)

Wait 24 hours.

Bump 2: I know the inbox gets busy, just moving this up :)

Wait 24 hours.

Bump 3: [Name]?

