

Email Template — Follow-Up

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For following up after initial outreach with no response, or after a positive first conversation.

Version A: No Response to First Touch (Day 5–7)

Subject: Re: UAE execution — quick question

Hi [First Name],

Just following up on my note from last week. No worries if the timing isn't right.

If you'd like a quick look at how we work, here's our partner one-pager: [link or attachment]

The key idea: when your clients need UAE setup, we handle everything on the ground — you keep the relationship and earn commission. No minimum commitment.

Happy to chat whenever it makes sense.

Best,

[Your Name]

Version B: No Response (Day 14 — Final Follow-Up)

Subject: Last note on UAE execution

Hi [First Name],

I'll keep this short — wanted to send one final note in case UAE execution is relevant for your clients at some point.

We're WTP — we handle company formation, banking, and residency in the UAE for brokers and advisors. Banking-first approach, clear risk policy, partner protection built in.

If it's not a fit right now, no problem at all. If a case comes up in the future, feel free to reach out: email@wtp.uae

All the best,

[Your Name]

Version C: Post-Call Follow-Up (After Positive Conversation)

Subject: Next steps — WTP partnership

Hi [First Name],

Great speaking with you today. Here's a quick recap:

What we discussed:

- [Brief summary of conversation topics]
- [Specific client scenario or need mentioned]
- [Partnership model discussed: referral / white-label]

Next steps:

1. I'm sending our partner one-pager and process map (attached)

- 2. When you have a potential case, submit via [form link] or email — we'll do a free pre-screen
- 3. We can formalize the partnership terms after 1–2 pilot cases

No rush on the timeline — we're here when you have a case that fits.

Best,
[Your Name]
WTP | email@wtp.uae

Attachments: WTP_One_Pager.pdf, Process_Map.pdf

Version D: Post-Pilot Follow-Up (After First Case)

Subject: How did it go? Next steps

Hi [First Name],

We've completed the [delivery / pre-screen] for [Client Reference]. Here's a quick summary:

- **Status:** [Delivered / In progress / Advisory completed]
- **Timeline:** [X weeks from submission to completion]
- **Outcome:** [Bank account opened / Company registered / Visa issued]

I hope the experience matched your expectations. A few questions:

1. Was the communication cadence sufficient?
2. Anything we should adjust for the next case?
3. Do you have other clients who might benefit from a similar setup?

If you're happy with the pilot, we can formalize the partnership terms — I'll send over the agreement draft.

Best,
[Your Name]

Cadence Summary

TOUCHPOINT	TIMING	TEMPLATE
First touch	Day 0	02-email-first-touch.md
Follow-up #1	Day 5–7	Version A
Follow-up #2 (final)	Day 14	Version B
Post-call	Within 24 hours	Version C
Post-pilot	Upon delivery completion	Version D

Rule: Never send more than 3 outreach emails without a response. After Version B, move the lead to "Nurture" in CRM and revisit in 3 months.