

A top-down view of a person's hands typing on a laptop keyboard. A large, semi-transparent blue circle is centered over the keyboard, containing the text "Follow-up Emails" in white. The background is a grayscale image of a desk with a laptop, a small potted plant, a pair of headphones, and a book.

Follow-up Emails

A person wearing a grey sweater is holding a smartphone. A large blue diamond is overlaid on the image, containing white text. The background is a blurred indoor setting.

**Remember
Principle 2: Make a
Campaign**



Four Types of Follow-up emails:

1. Short and Sweet
2. More Info
3. Super Personal
4. The Breakup Email



Let's go back to this example

Hi Elliot,

I am reaching out because I came across your profile on LinkedIn and noticed that you studied Russian in college. How cool! Привет мой друг!

I am the founder of a successful tech blog that can help drive valuable traffic to Udemy and I wanted to see if you are available to chat about how we can help grow your user-base.

Are you free next Tuesday or Wednesday at 10am or 1pm PT? Let me know works best and we can discuss more.

Talk to you soon,
Good Prospector

A person is holding an open book, and the right side of the image is covered by a semi-transparent blue overlay. The book's text is visible on the left side, and the blue overlay contains white text.

Short and Sweet:

Hi Elliot,

I'm reaching out again to see if you can chat about driving our engaged tech audience to Udemy. It looks like tech courses are a big part of your business, so I think there could be a great audience fit.

How does next Wednesday at 11am or 2pm PT work for a quick chat? Let me know and I'll send over a calendar invite.

Best,
Good Prospector



More Info:

Hi Elliot,

Following-up on my last email, I want to send over a little more info about how we can drive our tech students to Udemy.

Techblog.com is a top 10 blog in the web development space and a significant percentage of our audience is looking to learn more about the latest web development technologies. Given the large number of web development courses on Udemy, we think there could be a great fit to partner with you.

Are you free next Monday at 10am or 11am PT for a 15 minute intro chat?

Best,
Good Prospector

Super Personal:

Hi Elliot,

I stumbled across this awesome blog article on the Udemy Blog and it reminded me to follow-up about a potential partnership between our organizations:



Start Learning iOS 11 Now: Udemy Offers Freshest Courses in 10+ Languages

July 25, 2017 By Romina Varriale

[Udemy News](#)



As I mentioned in my last email, our large audience of engaged tech enthusiasts are looking for ways to increase their skills. When I saw that you offer dozens of courses in 10+ languages on iOS 11 it reminded me of how great a fit a partnership could be between our organizations. Over 1/3 of our audience is interested in mobile app development and are looking for opportunities just like this to learn more.

Can we chat for 30 minutes this Thursday or Friday at 2pm PT? Let me know which works best and I'll send over a calendar invite with call-in details

Best,
Good Prospector|

A hand holding an open book with a blue overlay on the right side. The book's pages contain text, including a section titled 'The Breakup Email - Closing Your File:'.

The Breakup Email - Closing Your File:

Hi Elliot,

Not trying to bother you, but I have reached out a few times about partnering to drive traffic to Udemy and I haven't heard back from you. If you're not interested, can I close out your file and stop reaching out?

If you are interested, what do you recommend as the next step?

Thanks,
Good Prospector



The Breakup Email - Humor:

Hi Elliot,

I've tried reaching out a few times to chat about how our tech traffic can grow your user base, but haven't heard back which means one of three things:

1. You're not interested and I should stop reaching out
2. You're still interested, but haven't had time to respond yet
3. You've fallen and can't get up in which case you can call me and I'll get someone to help.

Please let me know which one applies to you (especially if you need help)!

Best,

Good Prospector



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