

# The \$10k email

## VARIATION 1:

**“Hey [first name], just wanted to follow up and see how your business is doing. Is there anything I can do to help grow your business? Give me a call if you need help :)**

**Talk soon,  
[Your name]**

## VARIATION 2:

**“Hey dude, how's the project coming along? Anything you'd like to bring me in on? Here to help**

## **Reason this email is brilliant:**

- This email seems ridiculously simple
- It's actually pure genius
- Nobody follows up with past clients
- Past clients are way more likely to buy from yo

# The retainer upset email

When a client asks what it will cost to make a change to their website in the future or "down the road," what they're really asking is if they can trust that you won't disappear the minute you hand off the project. They want to know you won't leave them out to dry.

This creates a perfect opportunity to up-sell a retainer agreement because you can position the retainer as a premium way of ensuring you're available to them if they need help:

**“For small maintenance updates like that it would probably be best to do some sort of small retainer. For example, some of my clients pay \$X00 every month to have me on call for up to 4 hours. They have that time reserved just for them no matter what.**

**Otherwise, I'd still be able to do pretty much any small updates you need (at my normal \$X00 hourly rate) – you would just need to wait in my queue if I have other clients.**

**For companies of your size I usually recommend option 1 because I can sometimes be booked weeks or months in advanced, and in that case, updates wouldn't be as fast to get done (with option 2).**

This positions you as a very in-demand freelancer yet you also get to remain flexible to their needs. It's great to have a handful of clients paying hundreds of dollars every month for minimal work too because you can count on that revenue.

In fact, recurring revenue like this is great for freelancing in general because it kills feast or famine.

# The Cold Email Template

**“Hi \_\_\_\_\_,**

**I read your article about X and I noticed that you're looking to optimize your website for conversions.**

**I've been doing landing page optimization for some great startups the past 3 years and I'd like to offer to help you redesign your website and optimize it for conversions.**

**That would make your users have a better experience, make you look more professional, get more conversions and leads, and you'd free up time that you could use to focus on creating new content X.**

**We can discuss the details, of course, but first I wanted to see if this is something you might be interested in.**

**If so, would it be okay if I sent you a few ideas on how I could help?**

# The Magic Followup Email

**“Since I have not heard from you on this, I have to assume your priorities have changed.**

That's it. Nothing else. Send just that one line. It's simple, intentionally vague, and absolutely effective. I get at least a 50% response rate with most of them being positive.

# The Old Leads Follow Up

**“Hey Rob, I saw your project from back in January about needing an assistant to help you find leads. I hope it resulted in what you needed, I’ve been following your company ever since and I think I can help find more ways to use leads.**

**Would you like to hear some thoughts on that?”**

Projects often need maintenance or supplemental work after a project happens. One of my clients, Eric Davis, looks for this work exclusively. He only emails clients months after their posting to follow up and see how they’re project turned out.