*If your email to your prospect goes unanswered, start this series until you get a reply (either a yes or a no) or your "break-up" email doesn't elicit a response.*

**The Yes Goes Silent Sequence Timing**

*Day 1: This is the day you sent the After Sales Call Where Prospect Said Yes Follow Up*

*Day 3: Send Deadline Follow Up Email*

*Day 7: Send Checking In Follow Up Email*

*Day 14: Send Bump Email*

*Day 28: Send Meeting Time Email*

*At this point, you need to decide if you're going to continue the follow up or send a "break up" email. Continuing the follow up may result in a sale but it is more of your time and effort. A "break up" email is designed to get people to respond with a yes or no quickly.*

*To continue to follow up, send any relevant email from the 17 B2B Follow Up Email Templates (in the Email Sequences section of ScriptDoll) every 30 days until you get a yes or no response.*

*To "break up", send one of the Break Up emails (look for them in the Email Sequences section of ScriptDoll).*

**Day 3: Deadline Follow Up Email**

*Hit reply all to your previous email so that your original message is included. When you do this, you should remove your email address and change the subject line for the new email you're sending.*

*Choose a deadline for this email that is 6-8 business days away.*

**Subject:** Does <<insert deadline (example: Friday next week or Tues 2/3)>> work?

**Body:**

<<insert prospect's first name>>,

Super excited to help you grow your business and ${q9}.

Would love to help close things out by <<insert deadline>> if possible.

<<insert this question 'What are the next steps to make that happen?' or insert an action item that you know needs to happen to move the process along>>

Thanks,

${q5}

**Day 7: Checking In Follow Up Email**

*Hit reply all to your previous email so that your original message is included. When you do this, you should remove your email address and change the subject line for the new email you're sending.*

**Subject:** Checking in :)

**Body:**

Hey <<prospect first name>>,

Hope you're having an amazing week!

Wanted to see what you thought of my suggestion to move things along by <<deadline from the deadline email>>.

Thanks,

${q5}

**Day 14: Bump Email**

*This super short and friendly email is designed to bump your email back to the top of their inbox.*

*Hit reply all to your previous email so that your original message is included. When you do this, you should remove your email address and change the subject line for the new email you're sending.*

**Subject:** Buried?

**Body:**

Hi <<prospect first name>>,

Just wanted to follow up in case this email got buried.

Thanks,

${q5}

**Day 28: Meeting Time Email**

*This email is more direct to elicit a response. Giving them two choices makes it easier for them to respond. We suggest one morning and one afternoon option, as provided in the template.*

**Subject:** Wed @ 4 pm or Thurs @ 11 am?

**Body:**

Hey <<insert prospect first name>>,

Can we hop on a quick call Wednesday 4 p.m. or Thursday 11 a.m.?

Cheers,

${q5}

PS: thought you might find this article interesting <<insert link to interesting article>>