

LEAD FOLLOW-UP SEQUENCE

Stop losing leads to silence. The 5-touch cadence that closes them.

The exact follow-up rhythm I use for service businesses, with sample copy you can paste into your CRM today.

Freeland Marketing & Entertainment

Built for owners who get inquiries but don't have time to chase every one.

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Why most leads ghost

It's almost never the lead. It's the response time.

The inquiries you're losing aren't bad leads. They're people who got a faster reply from your competitor, or who never heard back at all. The fastest follow-up wins more business than the best sales pitch.

IF YOU REPLY IN...	CONVERSION RATE VS. BASELINE
Under 5 minutes	~9x more likely to close
Under 1 hour	2 to 3x
Same day	Baseline
Next day or later	~80% lost

If you can only do one thing on this whole page, do touch #1 within 5 minutes.

The 5-touch cadence

Five touches over 30 days. After that, move them to the long-term nurture (monthly tip email).

TOUCH 1 · WITHIN 5 MINUTES **TEXT OR CALL**

Acknowledge fast, set expectations

Goal: stop them from shopping further. Confirm you got it and tell them what happens next.

SAMPLE TEXT

Hey [Name], this is Kevin with Freeland Marketing. Got your inquiry about [service]. I'll send you a quick proposal in the next hour. What's the best number to reach you on?

TOUCH 2 · DAY 3 **EMAIL OR TEXT**

Add value, not pressure

Goal: stay top of mind without being annoying. Give them something useful.

SAMPLE MESSAGE

Hey [Name], following up on the proposal I sent. Wanted to share one thing I noticed reviewing [their business / their site]: [one specific observation]. Happy to walk through it on a 15-minute call if useful. No pressure either way.

Pick up the phone

Goal: a real conversation. Voicemail is fine if they don't answer.

IF THEY ANSWER

Hey [Name], it's Kevin. Wanted to circle back on the [service] proposal. Got a couple of minutes? I want to make sure I answered any questions before this just sits.

IF VOICEMAIL

Hey [Name], Kevin from Freeland. Just calling to follow up on the proposal. No worries if the timing isn't right, but if you have questions or want to tweak anything, I'm here. I'll send a quick text too.

Soft "still interested?" check

Goal: get a yes, no, or "not now." All three are useful. Silence is not.

SAMPLE EMAIL

Subject: Still on your radar?

Hey [Name],

I don't want to keep showing up uninvited. Quick yes / no / not yet would help me know whether to keep this on my list:

1. Yes, let's talk
2. Not interested, please stop
3. Bad timing, check back next quarter

Either way, appreciate you considering us.

Kevin

The breakup message

Goal: this is the one that actually gets replies. People respond to clarity.

SAMPLE MESSAGE

Hey [Name], closing the loop on the proposal I sent. I'm assuming the timing wasn't right and I'll stop reaching out. If anything changes, you have my number. Wishing you the best with [their business].

Hot vs. cold triggers

How to know when to escalate vs. when to back off.

HOT SIGNAL	COLD SIGNAL
Replies within 24 hours	Read receipt only, no reply in 7 days
Asks specific questions about your offer	Generic "thanks, will think it over"
Mentions a deadline or trigger event	No timeline mentioned, vague urgency
Asks about price, timing, or next steps	Asks for "more info" without engaging on what you sent
Forwards to a partner or decision-maker	Goes radio silent after the proposal

Hot leads get a same-day phone call. Cold leads stay on the cadence above and don't get extra touches in between.

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What NOT to do

The follow-up patterns that actively make leads ghost faster.

DON'T DO THESE

Don't send "just checking in" with no new value. Don't send the same message reworded three times. Don't guilt them ("I noticed you haven't replied"). Don't send group emails that show 30 BCC names. Don't follow up more than once a week. Don't ghost them after they ghost you. Always close the loop with the breakup message.

Want me to build this for you?

I set up automated lead follow-up sequences inside CRMs and SMS tools so this all happens without you remembering. Comment CRM on any post and I'll send you a sample setup for your business.

DM @freelandmarketing or comment CRM

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