YOUR QUICK TOUR

Follow up with purpose, not pressure

A useful follow-up helps a customer remember the decision, find missing information and choose a clear next step.

Meet Amina and the endless check-in 3

Use the helpful follow-up map 4

Earn permission to follow up 5

Choose timing and channel 6

Write a message worth opening 7

Build a calm cadence 8

Read signals and exit well 9

Use four practical templates 10

10 business ideas with first tests 11

Your seven-day follow-up sprint 13

Your follow-up worksheet 14

YOUR FINISH LINE

One clear reason to contact, one useful message, one suitable time, one easy reply and one respectful stopping point.

01 / MEET YOUR GUIDE

Amina replaces check-ins with helpful choices

Fictional example: Amina, her catering business, customer and messages are invented.



THE ENDLESS CHECK-IN

Amina sends “just checking” every two days after a corporate lunch enquiry. Each message asks for a decision but adds no useful information.

THE BETTER FOLLOW-UP

She sends a short recap, a sample menu and three choices: book a tasting, revisit next month or close the enquiry. The customer can respond without feeling trapped.

THE LESSON

Follow-up should reduce work for the customer. Repeating the same request more loudly does not create more value.

02 / GIVE EVERY MESSAGE A JOB

Use the helpful follow-up map

Before sending anything, check that the message has a reason, a useful detail and a simple next action.

CONTEXT

Remind the person who you are, what was discussed and which decision or task is still open.

VALUE

Add something that helps: a recap, answer, comparison, example, deadline clarification or missing document.

CHOICE

Offer a small, specific action and make later, not now or no fit acceptable replies.

SPACE

Use a sensible interval, respect the chosen channel and stop when permission ends or the opportunity is closed.

ONE-MESSAGE FORMULA

Context + useful update + simple question + clear choices + respectful exit.