

Follow-Up Playbook: Where the Work Comes From

The Hard Truth

Most jobs don't come from the first email.

They come from the second, third... sometimes the fourth.

If you don't follow up, you didn't really reach out.

The Follow-Up Framework

Touch 1 — Initial Email

Touch 2 — Follow-Up #1 (3–5 days)

Touch 3 — Follow-Up #2 (5–7 days)

Touch 4 — Follow-Up #3 (7–10 days)

Touch 5 — Follow-Up #4 (30+ days)

Examples

Follow-Up #1: Quick bump, no pressure.

Follow-Up #2: Add value or idea.

Follow-Up #3: Close the loop respectfully.

Follow-Up #4: Re-enter with something new.

Cadence

- 1 Day 1 — Initial Email
- 2 Day 4 — Follow-Up 1
- 3 Day 10 — Follow-Up 2
- 4 Day 18 — Follow-Up 3
- 5 Day 45 — Follow-Up 4

Mindset Shift

You are not chasing. You are staying visible.

Silence is not rejection. It's just silence.

Optional: More Direct Version

For those ready to push harder.

- 1 Be concise
- 2 Be specific
- 3 Ask for a next step

Example (Direct)

Hey [Name],

I have a quick idea that could improve your product visuals for online sales.

Would you be open to a 10-minute call this week?

— Don

Tracking (Non-Negotiable)

- 1 Name / Company
- 2 Date of contact
- 3 Follow-up stage
- 4 Notes

Final Thought

The first email introduces you.

The follow-up gets you hired.