



Proven Follow Up Cold Email Templates & Best Practices

A common mistake that many salespeople make when cold emailing is overlooking follow-up emails.

If this is you, then you might want to think differently.

Realize that your initial email, however well written, could get-

- lost in the crowd,
- is at the bottom of the priority list,
- is being considered,
- or ignored (as is often).

Research suggests that first follow-up emails are the most effective, garnering reply rates of about 40% in comparison to initial emails.

This means that your follow-up emails are as important as your first-touch emails.

So, how do you create kick-ass follow-up cold emails?

It is often said that success in the world of sales lies in tenacity.

However, there are ways to reduce effort and make your communication better by following best practices.

When done well, follow-ups can help you engage your prospects convincingly. Here are a few templates to help you get going.

New to cold emailing?

Download this [collateral](#) to know more about first-touch cold emailing.



Follow Up Cold Email Templates

First Follow Up - Template

Hi <CUSTOMER NAME>,

This is <YOUR NAME>! Just touching base with you again as I strongly believe that <PRODUCT> can help solve your <PRIMARY CHALLENGE> challenges with our <PRODUCT DESCRIPTION-short>.

Our product has been very well received by Industry Experts and our clients have given us rave reviews. Do drop in a line and I would love to have a conversation with you about your business plans.

Would you like to set up a quick call?

[» Yes, I'd like to](#)

Regards,

<SIGNATURE>

First Follow Up - Kylas Sample

Hi Luke,

This is Darth! Just touching base with you again as I strongly believe that ProTex can help solve your water conservation challenges with our Soil Moisture Meter.

Our product has been very well received by Industry Experts and our clients have given us rave reviews. Do drop in a line and I would love to have a conversation with you about your business plans.

Would you like to set up a quick call?

[» Yes, I'd like to](#)

Regards,

Darth Vader

Second Follow Up - Template

Hi <CUSTOMER NAME>,

I wanted to reach out to you one more time as I am convinced that our <PRODUCT DESCRIPTION-short> can help your business scale faster.

Which is why I am including some recent case studies on how we have helped our clients benefit from our product.

It would be great if you could tell us what you think about our proposition. Just say the word and I will set up a call with you and your team.



Regards,

<SIGNATURE>

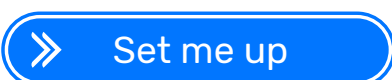
Second Follow Up - Kylas Sample

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Which is why I am including some recent case studies on how we have helped our clients benefit from our product.

It would be great if you could tell us what you think about our proposition. Just say the word and I will set up a call with you and your team.



Regards,

Last Follow Up - Template

Hi <CUSTOMER NAME>,

I wanted to reach out to you one last time. If I don't hear from you, I'll understand that you don't need our help at this point.

If you change your mind though, I'd be happy to assist you in any way I can.

Thanks for your time, <CUSTOMER NAME>!

Regards,

<SIGNATURE>

Last Follow Up - Kylas Sample

Hi Luke,

I wanted to reach out to you one last time. If I don't hear from you, I'll understand that you don't need our help at this point.

If you change your mind though, I'd be happy to assist you in any way I can.

Thanks for your time Luke!

Regards,

Darth Vader

Now, let's quickly look at with some best practices for follow-up emails.



5 Follow Up Cold Emailing Best Practices

1. Keep it *short*

The shortest cold emails generally are 4 lines long (counting the body only) and can increase from there. Your follow-up emails must be shorter or the same length (approximately) if your cold email is 4 lines long.

Mistake to avoid – Keep it short but don't skip the pleasantries.

2. Get your *timing* right

Take a look at all your follow-up communications. You may find a pattern where the open rates were higher. For example – Follow-up emails sent on Monday at 5 pm have higher open and click rates than the rest.

You can get the timing right for each of your communications, including your first-touch emails.

Mistake to avoid – Don't send cold emails daily. Give your prospect time to think and breathe. Ideally, follow-ups must be sent within 3 days to keep recall alive.

3. *Acknowledge* their action

You may be using an email marketing platform like MailChimp to track email performance. Let your prospect know that you are tracking it and acknowledge their action.

Example – I notice that you checked-out <WEBSITE>.

4. **Add value** to nudge them forward

It is the age of information...free information that is.

Share with them some statistics, research insights and relevant content that can help them improve, or at least give them food for thought.

You may also craft the content around-

- Pain-points
- Benefits
- Trigger events
- Client testimonials

Example – Here are some key findings that I think you will find helpful...

Mistake to avoid – Don't flood your prospect's inbox with messages. By doing so you are increasing the probability that they may label you as a spammer.

5. Don't push. Be **graceful**.

Ideally, this should be your last follow-up email to the prospect. While the ideal number of follow-up emails is at 3, there are some markets that recommend up to 8 total communications.

You see a dead end and makes sense to reserve your efforts. Give it a last shot and call it.

Example – Maybe this isn't the best time...

Mistake to avoid – Don't be that person who just copy-pastes content from the initial email in the follow-up email. Create a sequence to your follow-up emails that are set at least 2 days apart.

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