

## Creating Your Follow Ups



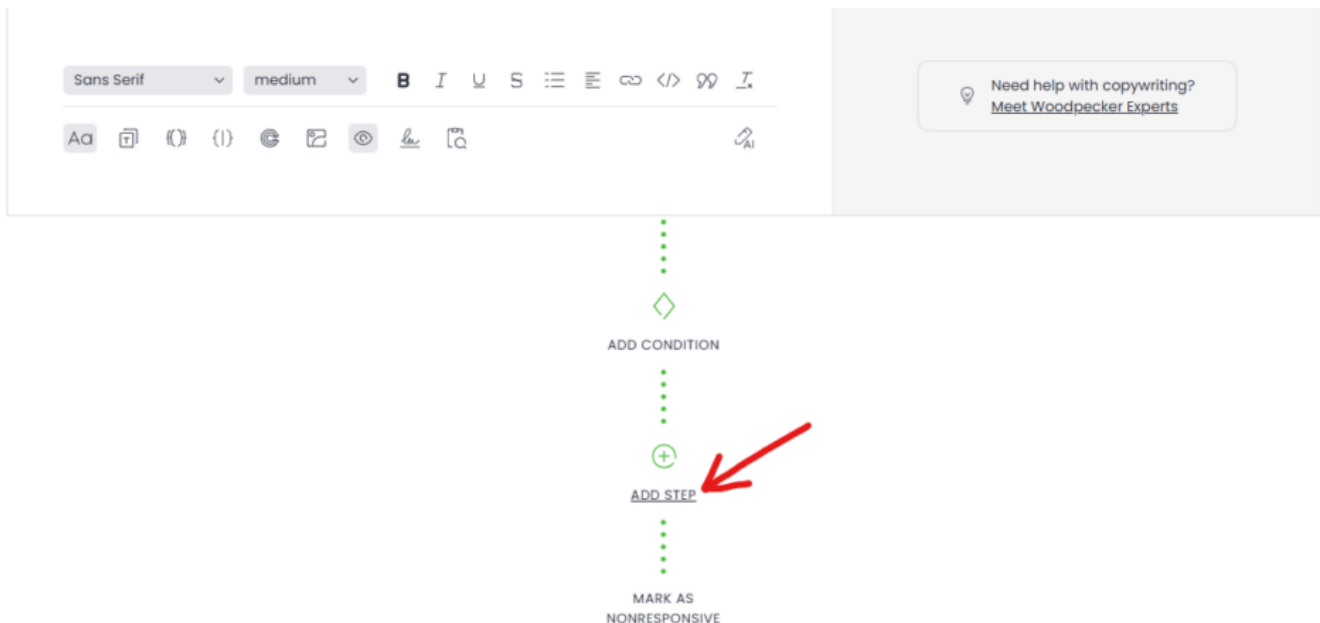
Follow-ups are essential in cold emailing, as most responses don't come from the first email. Busy professionals might overlook your message, so timely follow-ups remind them about your offer and give you multiple chances to engage. Without follow-ups, you're losing potential clients. But it's crucial to follow up in a way that doesn't annoy the prospect.

**For now, I recommend you to create 3 follow up emails using the strategies below.**

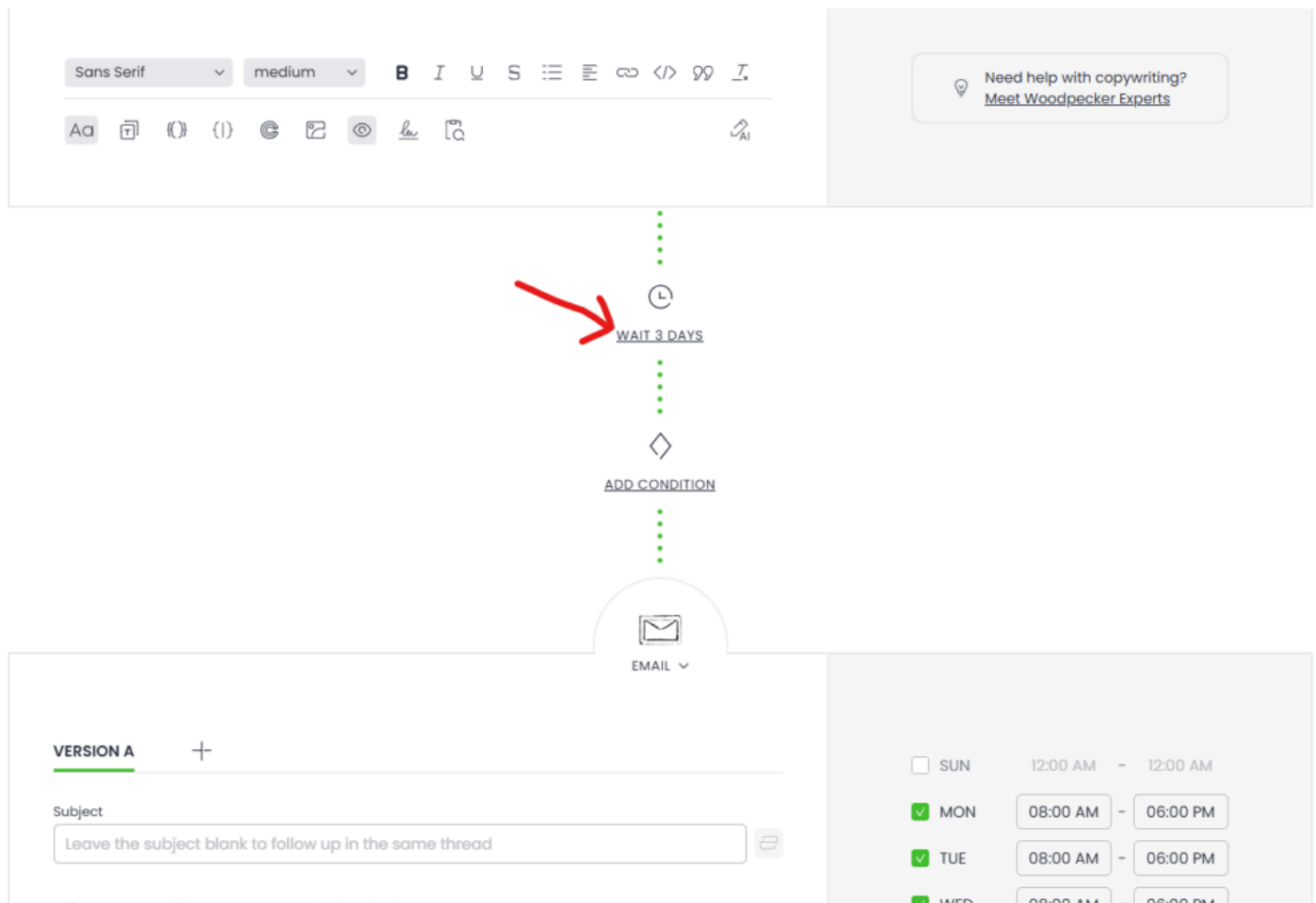
Always assume that the sender has NOT read your email if they haven't replied back to you. Not only will this put you in the right mindset, but it also look more sincere to the recipient.

## Creating Follow Ups in Woodpecker

To create a follow up in Woodpecker, scroll down after your initial email message and you'll see a button that says "Add step", click that.



A new email window will pop up, this is our first follow up. You can also change for how long Woodpecker should wait before sending this email, this option is only visible *after* you've added the follow up. You can keep the default settings.



## Effective Follow-Up Strategies

When following up on a cold email, it's important not to simply repeat what you've already said. The goal is to keep the conversation alive by offering new value, insights, or solutions that are relevant to your prospect.

For my first follow up, I always do a polite reminder that I sent them an email a few days ago and just want to check in if they had the time to read it.

*"Hello again, [Name]. Just wanted to check if you saw my previous email? If so, what do you think?"*

For the coming follow ups, we have several options to choose from. Take note that not all of the strategies presented may be suitable for your services or the industry you work in.

### Address Pain Points with Actionable Advice

Another great way to follow up is by offering specific, actionable tips that show you understand your prospect's business. This could be advice on solving a common pain point they might be experiencing or a simple suggestion that could lead to an immediate improvement.

For example, you could say:

*"I know many businesses in your industry struggle with conversion rates on their website. One quick change you could make is adjusting your checkout process, which could help reduce abandoned carts. If*

*you're interested, I'd be happy to show you how."*

This shows you're genuinely trying to help, not just sell, and it builds trust with the prospect.

## **Highlight New Benefits or Updates to Your Offer**

By the time you send a follow-up email, your offer might have evolved. Maybe you've added a new feature or have a special promotion that could benefit them. Be sure to remind them of these updates to keep the conversation fresh and exciting.

For example, you could say:

*"Since I last reached out, we've introduced a new feature that could significantly improve your team's communication and workflow. Here's how it works..."*

This gives your follow-up a clear reason for being and makes your offer more relevant to their current needs.

## **Always Maintain a Polite, Persistent Tone**

While it's crucial to be persistent in your follow-ups, it's just as important to be polite. Your goal should be to remind the prospect of the value you're offering without coming off as pushy. Make sure you're respecting their time and gently nudging them toward action.

For example:

*"I know your time is valuable, so I'll keep this brief. Just wanted to follow up and see if this solution aligns with your current goals. If you'd like to chat further, I'd be happy to schedule a quick call. Please let me know your thoughts."*

By maintaining a professional and respectful tone, you'll increase the likelihood of a positive response.