



EVOLVV STRATEGIES

A FREE DOWNLOAD FROM GROWTH BY DESIGN

5-Touch Follow-Up Templates

The five-touch follow-up sequence in email and SMS with timings, plus the review, referral, and repeat-ask scripts.

Part of the free Growth by Design course · by Evolv Strategies · evolv.io

Want this working in your business instead of on your reading list?

Book a free strategy session →

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5-Touch Follow-Up Templates

Growth by Design — Kit piece 3 of 5. Write once, automate the first reply, put it on rails. Fill the brackets, paste into your tool, done. Helpful, not pushy — no fake urgency.

The email sequence

Touch 1 — Minute 0 (automated). Instant acknowledgment.

Hi [name] — got your message, thank you. I'll have a real answer to you within [the hour / today]. — [you]

Touch 2 — Hour 1. The real answer or quote.

Hi [name], here's [the answer / your quote for ____]. [One specific detail that shows you read their note.] Happy to jump on a quick call if that's easier — here's my calendar: [link].

Touch 3 — Day 2. The gentle check-in.

Hi [name], any questions on that? The one thing people usually ask is [common question + short answer]. No rush — just didn't want it stuck in your inbox.

Touch 4 — Day 5. A useful nudge.

Hi [name] — thought this might help: [a relevant example, a short tip, or a bit of proof]. Whenever you're ready, I'm here.

Touch 5 — Day 12. The graceful close.

Hi [name], I'll stop here so I'm not a pest. If the timing's just off, reply any time and I'll pick right back up. Wishing you well either way. — [you]

The SMS sequence (shorter)

- **Min 0:** Got it [name], thanks! Real answer to you within [the hour]. —[you]
- **Hr 1:** Hi [name], here's [quote/answer]: _____. Easier to chat? [link]
- **Day 2:** Any questions? Most people ask [X] — quick answer: _____. No rush!
- **Day 5:** Thought this might help: [tip/example]. Here when you're ready.
- **Day 12:** I'll stop here so I'm not a pest — reply any time and I'll pick back up.

The standing ask (make it a fixed step, not a brave moment)

Review (*send at peak happiness — right after you deliver the win*):

[name], so glad that worked out. If you've got 30 seconds, a quick review really helps a small business like mine: [direct link]. Thank you!

Referral (*specific beats "tell your friends"*):

If you know one other [type of person] who'd find this useful, I'd love an intro.

Repeat (*on a sensible interval*):

Hi [name] — it's about time for your next [service]. Want me to get you booked?

Evolv Strategies — Growth by Design. evolv.io



EVOLVV STRATEGIES

THE NEXT STEP

You've got the playbook. Want it running by next month?

Five fixes, one system. If you'd rather have them installed than just diagnosed, that's the conversation.

Evolv Strategies builds the growth systems these resources teach — done for you, documented, and handed over. We build it, we teach you to run it, and we hand you the keys. No lock-in, no retainer treadmill.

Book a free strategy session — a straight conversation about where your growth leaks and what to fix first. No pitch, no pressure.

Book a free strategy session →

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We also do **free custom website mockups** — see your new site before you spend a cent — and **free custom-app consults** for the busywork you want automated. Same link, just say which.

Pete Stevenson · Founder, Evolv Strategies · evolv.io