

Follow up sequence templates

Multi touch follow ups for day 1, 3, 7, 14 and 30, for the four situations every outreach partner meets: the person who saw the message and did not reply, the one who replied with interest and went cold, the one who said no money or not now, and the one who registered but never funded. Five ready to paste messages per sequence, with the reason for each day's timing.

Most replies come after a follow up, not after the first message. Most reports come after the fourth. These sequences are built on that: three touches over two weeks, then silence, then one new reason a month later. Every message is shorter than the one before it and none of them ask for money.

How to use these

1. Find the situation. Start the day count from the first message (sequence 1) or from their last reply (sequences 2 to 4).
2. Send the message for that day only if nothing has changed. If they reply at any point, the sequence stops and the conversation continues.
3. "Nothing" means nothing. The silent days are part of the sequence.
4. After day 14, label them (Not now, with the date). Day 30 is a new, specific reason, not a repeat.
5. After day 30, stop. Three months later they can go back on the list with a new opener, if something new is true.

The timing, and why

Day	Why this day
1	Deliver what you promised, the same day. Set one next step.
3	The first follow up. Long enough not to be pressure, short enough that they remember. Most replies come here.
7	The last follow up. Saying it is the last is what makes it work.
14	Only for people who replied once. A polite close of the loop.
30	A new reason: a post, a challenge, a date. Never a repeat of the ask.
After	Silence. Three months later, a new opener if something new is true.

Saw the first message, did not reply

Day	Message	Why this timing
1	Nothing. Day 1 is the first message. Silence is normal.	Most replies come on day 3. A second message on day 1 reads as pressure.
3	No worries if you are busy. Was it the [topic] thing you were stuck on, or something else?	A question with a low cost answer. Gives them an easy way back in.
7	Last one from me on this. If it is ever useful, the beginner stuff is in [channel or link page]. All the best with it.	Says it is the last, which is why it gets replies. Gives the free thing with no ask.
14	Nothing.	You said last. Keep your word. Label: Not now.
30	Hi [name], [you] again, a month on. Not chasing. I posted a one page on [their topic] this week and thought of your question. Here if you want it: [link].	One month later is a new conversation, not a follow up. Something new and specific, then silence.

Replied with interest, then went cold

Day	Message	Why this timing
1	Here is the [checklist or course] we talked about: [link]. Did lesson one make sense?	Deliver the thing the same day. The question is about the thing, not about them.
3	How did lesson one go? The bit most people get stuck on is [thing]. Happy to go through it.	Assumes they started. Names the common blocker so they can say "yes that one".
7	No rush on any of this. What are you trading at the moment, or is it still demo?	Changes the subject to them. A question they can answer without having done the homework.
14	Still around if you have questions. Otherwise I will leave it here and you know where I am.	Closes the loop politely. Label: Not now.
30	Hi [name], a month on. I run a 30 day challenge from [date], one demo trade a day with a stop. Thought of you. Rules here if you want in: [link].	A reason to come back that has a date. Not a repeat of the ask.

Replied with "no money" or "not now"

Day	Message	Why this timing
1	Completely fair. Then nothing with real money. The course and the demo are free and that is where everyone should start anyway. Here is lesson one if you want it: [link].	Agree immediately. Remove the money from the conversation. The free path is the only path.
3	Nothing.	They said not now. Give it space.
7	Did you get a chance to look at lesson one? No pressure either way, it is 12 minutes and there whenever.	One gentle check, on the free thing only.
14	Nothing.	Label: Not now, with the date.
30	Hi [name], [you] here. You said not now a month ago, which was fair. Not asking again. I posted [specific useful thing] this week and it is free: [link]. Have a good one.	A month later, something free and useful, and an explicit "not asking again".

Registered on the platform but did not fund or trade

Day	Message	Why this timing
1	That is the account open, nice one. Before anything else: the demo. Twenty trades with a stop loss, no real money. Message me when you have placed the first one and I send the first week plan.	Set the next step immediately and make it the demo, not a deposit.
3	Did you find the demo? It is under [where]. If the platform is confusing I can walk you through it on a call, ten minutes.	Assume the blocker is practical, offer practical help.
7	Not chasing you for money, to be clear. Most people get stuck at "what do I even trade first". Lesson three of the course answers it, and the answer is: one instrument, smallest size, a stop. Want the link?	Say the thing they are worried you will say. Then answer the real question.
14	Still here if you want to do the first demo trade together. Otherwise no action needed, the account waits.	Low pressure close. Label: Registered, not active.
30	Hi [name], a month since the account opened. One honest thing: if you never trade it, that is fine. If you want to, the demo is the place and I am around. Risk is real and most people lose at first, which is why the demo matters.	The honest line as the follow up. No deposit ask, ever.

The lines that never go in a follow up

Never	Because
"Just following up"	Says nothing. Delete it and start with the question
"Did you see my message?"	They did. It reads as a complaint
A deposit ask, in any sequence	The deposit is their decision alone. Your follow ups are about the free step
A new link in every message	Links in follow ups to non contacts are a report trigger
Anything on day 2, 4, 5, 6 or 8 to 13	The silent days are the sequence
A fourth touch inside two weeks	Three is persistence. Four is a report

Key takeaways

- Day 1 deliver, day 3 ask a small question, day 7 say it is the last and give the free thing, day 14 close the loop, day 30 a new reason.
- Every message shorter than the last, none asking for money.
- The registered-not-funded sequence is about the demo, never the deposit.
- "Nothing" days are part of the sequence. Keep them.
- After day 30, silence. Three months later, a new opener only if something new is true.

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