

BLANK TO LISTING — PACKET N° 3

The Follow-Up Pack

The follow-up system for quotes, proposals, and good conversations gone quiet: when to write, what to say, and when to walk away with the goodwill intact.

WHAT'S INSIDE

- The system: the timing ladder, the tone rules, the breakup
- All 10 follow-up emails, printed here in full
- Tool 1 — The 10 emails as a copy-paste file (separate file)
- Tool 2 — The Follow-Up Tracker (separate file)
- Tool 3 — The Timing & Tone Cheat Sheet (separate file)
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A note on scope: this packet is for chasing REPLIES — quotes, proposals, inquiries, pitches. Chasing money already owed is Packet N° 1's job (Get Paid Faster), and its ladder lives there.

Silence usually isn't a rejection

When a quote goes out and nothing comes back, the mind writes the worst story first: they hated it, the price scared them off, a competitor got there sooner. Most of the time the true story is duller. Your email is sitting under forty others. The person who asked for the quote is not the person who approves it. The budget meeting moved. A parcel went missing, a child got sick, the week simply ate them. Silence is usually a scheduling problem, not a verdict — and treating it like a verdict makes sellers quit one email before the reply. This is the first skill of following up: reading quiet as “not yet,” not “never.” It changes how you write. A person who believes they were rejected writes defensively, apologises for existing, or goes sharp. A person who believes the thread just got buried writes a short, friendly note that makes replying easy. Same silence, two very different emails — and only one of them tends to get answered. So start here: assume good faith, assume a buried inbox, assume your job is not to win an argument but to float a good conversation back to the surface where it can be finished.

The timing ladder

Following up fails in both directions: too soon reads as frantic, too late reads as forgotten. The ladder in this kit spaces your emails so each one lands like a tap on the shoulder, not a tug on the sleeve. Send the first bump two or three business days after your quote or message — long enough that they have had a working chance to reply, soon enough that the conversation is still warm. Give the second bump four or five more days. By the third, stretch to a full week, and let the later bumps breathe a week apart as well. The gaps grow because your urgency should shrink as theirs does; a steady, widening rhythm says you are busy too, and your time is worth something. Count business days, not calendar days — a quote sent Friday afternoon has barely been seen by Monday morning. And hold one exception: if the other person named a date — “we decide Thursday” — the ladder bends to their date, and your bump lands the morning after it passes. Dates they gave you are promises; dates you invent are just pressure. The ladder's whole job is to keep you present without ever making you a pest.

Tone rules: kind, firm, and short

Every follow-up you send is a small portrait of what it is like to work with you. Three rules keep that portrait flattering. Kind: assume the best reason for the silence, say so lightly, and never guilt, shame, or keep score out loud — “this is my third email” helps nobody. Firm: each email still asks for one clear thing — a yes, a no, a date, a name — because warmth without an ask is just weather. A friendly email that never says what happens next gets a friendly silence back. Short: three to five sentences does the job. Every extra paragraph is another reason to “reply later,” and later is where threads go to die. The practical test before sending: could a busy person answer this from their phone, in one line, while a kettle boils? If yes, send it. If your email needs them to scroll, re-read your original quote, or make three decisions, cut it until it doesn't. Kind, firm, and short is not a personality transplant. It is a discipline — the same plain courtesy you would want from someone whose quote sat unanswered in your own inbox during your worst week.

Every bump must carry something

A follow-up that says only “just checking in” asks for attention and offers nothing in trade. It is the email equivalent of tapping a stranger's window. The rule in this kit: no bump leaves your outbox empty-handed. Each one carries a small, real gift for the reader's time. It might be a detail they will need anyway — the lead time, the care instructions, the answer to the question buyers always ask next. It might be a smaller way to start: a sample size, a trial batch, the first step of the project split from the rest. It might be an honest piece of news — a slot opening, a season approaching, a material back in stock — so long as it is true. What it may never be is manufactured urgency. Invented deadlines and fake scarcity work exactly once, and the smell of them lingers on everything you send afterwards. Carry something real, and your bumps stop feeling like reminders and start feeling like service. That is the whole trick, and it is not really a trick: a follow-up that helps is welcome, and a follow-up that only asks is homework. Send the first kind.

The breakup email

The last email in the ladder is the one most sellers never send, because it feels like surrender. It is the opposite. The breakup email politely closes the loop: it says you will stop writing, wishes them well, and leaves the door standing open if things change. Three things make it work. It is genuinely final — you do not send it and then sneak one more “any update?” a week later, or the word “final” means nothing ever again. It is gracious — no frost, no guilt, no parting lecture about your time being valuable; they can feel that without being told. And it is easy to answer, often a single line, because people who were never going to reply to a paragraph will reply to a door closing. Many sellers find the breakup draws more replies than any other bump: not because it is a clever reverse-psychology device, but because clarity is a kindness. It frees the other person from an unanswered thread they felt vaguely bad about, and a surprising number would rather say “not yet — try me in spring” than let it close. Write it like you mean it, then mean it.

When to walk away

The breakup email is a promise, and walking away is how you keep it. After it sends, the thread is closed — not paused, not "soft-closed," closed. If they return one day, wonderful; start a fresh conversation like a professional who was never offended. Until then, your job is to stop spending your best hours drafting ever-better emails to people who have, in every way available to them, already answered. Know the other stop signs too. A clear no is a complete sentence: thank them, mean it, and go. Two breakups across two separate conversations with the same person means your offer and their needs simply do not meet — that is information, not failure. And anyone who turns rude when reminded politely has told you what working with them would be like; believe them the first time. Walking away is not bitterness and it is not a tactic. It is arithmetic. There are more buyers, shops, and collaborators in the world than you will ever have hours to write to. The sellers who last are the ones who spend those hours where the replies are. Close the thread, keep the goodwill, go find them.

Track it, or lose it

None of this works from memory. A follow-up system that lives in your head lasts until your first busy week, and then three warm threads quietly become three cold ones. So the last piece of the system is a record — simple enough that you will actually keep it. One row per conversation: who it is, what you are waiting on, when you last wrote, which stage of the ladder you are on, and when the next bump is due. The tracker in this kit does the date arithmetic for you; your only job is to update the stage when you send and close the row when the story ends. Then give it ten minutes a week — the same sitting, the same day — to send whatever is due and glance at what the record is teaching you. Your own numbers are the only statistics worth trusting here: how many of your threads answer at bump one, which stage earns the most replies, which kind of ask goes quiet. Nobody can hand you those figures, because they belong to your shop and your buyers. Track them, and the ladder stops being advice. It becomes your system, tuned by your evidence, quietly working every week.

THE EMAILS

Ten emails, bump to breakup

The same ten emails live in the copy-paste file (Tool 1). They are printed here too, so the guide reads whole on its own. Fill the [BRACKETS], keep them short, and send them on the ladder's schedule.

EMAIL 01 — STAGE 1 — THE GENTLE BUMP

Send when: 2–3 business days after you sent the quote, proposal, or first message

Subject: Floating this back up — [WHAT YOU SENT, e.g. the quote for the autumn candles]

Hi [NAME],

Floating my [QUOTE/PROPOSAL/MESSAGE] from [DAY] back to the top of your inbox — I know how fast these bury themselves.

No action needed beyond a steer: is it a yes, a not-yet, or a pass? Any of the three is fine by me.

Thanks,
[YOUR NAME]
[YOUR SHOP OR BUSINESS NAME]

EMAIL 02 — STAGE 2 — THE EASY-REPLY BUMP

Send when: 4–5 days after the Gentle Bump, still no reply

Subject: One-word answers welcome

Hi [NAME],

Making this one as easy as possible — reply with a single word and I will do the rest:

YES — send over the next step
LATER — I will check back on [DATE A MONTH OR SO OUT]
PASS — no hard feelings, I will close the thread

The [QUOTE/PROPOSAL/OFFER] is still held for you in the meantime.

[YOUR NAME]

EMAIL 03 — STAGE 3 — THE VALUE BUMP

Send when: About a week after the Easy-Reply Bump

Subject: One thing worth knowing about [THE ITEM OR PROJECT]

Hi [NAME],

While the [QUOTE/PROPOSAL] sits with you, one detail that may help the decision: [A GENUINELY USEFUL FACT — lead time, care notes, sizes, what the first step costs, how other buyers use it].

And if the full thing is more than you want to start with, there is a smaller way in: [SMALLER OPTION — a sample, a trial batch, step one on its own].

Happy to start there, or talk it through.

[YOUR NAME]
[YOUR SHOP OR BUSINESS NAME]

EMAIL 04 — STAGE 4 — THE HONEST DEADLINE

Send when: About a week after the Value Bump — only when the deadline is real

Subject: A real date on my side: [DATE]

Hi [NAME],

A plain heads-up, because I would rather say it than surprise you: [THE TRUE REASON — I hold quoted prices until DATE / my making slots for SEASON close on DATE / this batch is made until DATE].

If you would like the [QUOTE/OFFER] as it stands, a yes before [DATE] keeps everything exactly as quoted. After that I am glad to re-quote — the numbers may simply move.

No pressure either way — just honest timing.

[YOUR NAME]

EMAIL 05 — THE FRESH THREAD

Send when: Any stage, when the original thread may be buried or filtered — send as a NEW email, not a reply

Subject: Starting fresh — [YOUR NAME] from [SHOP/BUSINESS], re: [THE THING]

Hi [NAME],

Starting a fresh thread in case my earlier note landed in a filter somewhere — it happens to my own inbox weekly.

The short version: on [DAY] I sent [WHAT YOU SENT] about [THE THING], and it is still open whenever you are ready. Full details are in that email if it surfaces; if not, say the word and I will

resend them here.

[YOUR NAME]
[YOUR SHOP OR BUSINESS NAME]

EMAIL 06 — THE SALE-INQUIRY CHECK-IN

Send when: 2–3 days after you answered a buyer's question about a listed item and heard nothing back

Subject: Re: [ITEM NAME] — anything else you'd like to know?

Hi [NAME],

Thanks again for asking about the [ITEM NAME]. Just closing the loop on my side: it is [STILL AVAILABLE / still here as of today], and the details you asked about are [THE ANSWER, IN ONE LINE].

If you are comparing a couple of options, I am happy to send [AN EXTRA PHOTO, exact measurements, a short video of it in hand] — just say which would help.

And if you have decided to pass, no reply needed at all. Thanks for looking.

[YOUR NAME]

EMAIL 07 — THE STOCKIST FOLLOW-UP

Send when: About a week after a shop showed interest in stocking your work (or after you sent a wholesale sheet)

Subject: For [SHOP NAME]'s shelves — a small way to start

Hi [NAME],

Following up on [OUR CHAT / the wholesale sheet I sent on DAY] about stocking [YOUR PRODUCT LINE] at [SHOP NAME].

Most shops I work with start smaller than the full sheet: [STARTER OPTION — a small opening order, a trial selection, sale-or-return on the first batch, whatever you genuinely offer]. That way the shelf tells us both what your customers think before either of us commits.

Want me to put a starter selection together for a look?

[YOUR NAME]
[YOUR SHOP OR BUSINESS NAME]

EMAIL 08 — THE COLLAB CHECK-IN

Send when: About a week after you pitched a collaboration to another creator and heard nothing

Subject: That [COLLAB IDEA] idea — still fond of it

Hi [NAME],

Checking in on the idea I sent last week — [THE IDEA, IN ONE LINE, e.g. a joint bundle for our shops / a shared post series / swapping guest spots].

Still fond of it, and still flexible: if the full version is too much for your schedule, a smaller first version works too — [THE LIGHTER VERSION]. I am glad to handle [THE FIDDLY PART] on my side.

And if the timing is simply wrong, say so and I will happily ask again in [SEASON]. No chasing, promise.

[YOUR NAME]

EMAIL 09 — THE LAST FRIENDLY WORD

Send when: About a week after your last bump — the one before the breakup

Subject: One more note from me, then I'll hush

Hi [NAME],

I have written a few times about [THE THING], and I do not want to become a fixture in your inbox — so one more note after this one, and then I will close the thread on my side.

If something about the [QUOTE/PROPOSAL/OFFER] itself is the sticking point — the size of it, the timing, the price — tell me plainly and I will see what can be adjusted. Silence I cannot fix; a reason, I often can.

[YOUR NAME]

EMAIL 10 — THE BREAKUP

Send when: About a week after the Last Friendly Word — the final email in the ladder

Subject: Closing the loop on [THE THING]

Hi [NAME],

I will close the loop on [THE THING] from my side — no reply needed, and no hard feelings at all. I am assuming the timing or the fit just is not right, which happens to every good offer somewhere.

If things change — a new season, a gap on the shelf, a project that fits better — my door is open and the conversation can pick up fresh. You will always find me at [YOUR EMAIL OR SHOP LINK].

Wishing you and [THEIR SHOP / THEIR PROJECT] a good [SEASON].

[YOUR NAME]
[YOUR SHOP OR BUSINESS NAME]