

The Follow-Up Swipe File

10 Proven Templates to Close More Clients — Automatically

Copy. Paste. Customize. These are the exact follow-up scripts that replaced a part-time assistant in my agency.

Andrew Druckman

AffiliateMagik.com

Why This Works

The average sale takes **5-7 touch points**. 80% of sales happen after the 5th follow-up. But most people stop after 2.

Why? Because manual follow-up is exhausting. You forget. You get busy. You put it off.

These 10 templates remove the guesswork. Load them into GoHighLevel once, set the timing, and they fire automatically forever. You set it, forget it, and the system handles the rest.

 **Pro tip:** Customize the [bracketed] sections with your name, offer, and calendar link before deploying. These scripts are designed for any industry — just swap the context.

1. Cold Lead to Warm Lead

When to use: Immediately after someone opts in or downloads your lead magnet.

EMAIL

Subject: Quick question about [their goal]

Hey [first name],

I saw you downloaded the [lead magnet name]. Smart move — most people in [industry] never take that first step.

Quick question: what specifically made you interested in [topic]? Is there a particular challenge you're trying to solve right now?

I ask because I might have some resources or insights that are directly relevant. No pitch — just want to send you the most useful stuff.

Hit reply and let me know.

— [Your name]

2. The Booking Script

When to use: After a lead has engaged with your content (opened 3+ emails, clicked a link, etc.)

EMAIL

Subject: 15 minutes?

Hey [first name],

You've been checking out some of the resources I've shared — so I know you're serious about [solving their problem].

Want to hop on a quick 15-minute call? No pitch, no pressure. Just want to understand what you're working on and see if I can point you in the right direction.

Here's my calendar — grab a time that works: [calendar link]

— [Your name]

SMS (DAY 3-4 AFTER NO REPLY TO EMAIL)

Hey [first name] — [Your name] here. Saw you're into [topic]. Got a 15-min slot open Thursday. Worth a chat? [calendar link]

3. Post-Call Follow-Up

When to use: 1 hour after a discovery call ends.

EMAIL

Subject: Great chatting — here's a recap

Hey [first name],

Really enjoyed our conversation earlier. Here's a quick recap of what we discussed:

- **Your goal:** [what they want to achieve]
- **Current challenge:** [what's in the way]
- **Next step:** [what you agreed on]

I'll have [proposal / more info / the resource we discussed] over to you by [date]. In the meantime, here's that [link/article] I mentioned.

Talk soon,

[Your name]

4. The Soft Close

When to use: After you've delivered value and they've shown clear interest but haven't committed.

EMAIL

Subject: Your call

Hey [first name],

I've sent over a few resources now — the [blueprint/guide/template], some strategy insights, and a walkthrough of how [the solution] works.

Here's where I stand: I think [the solution] is exactly what you need to [achieve their goal].

But you're the one who has to make the call.

If you're ready to move forward → [link to sign up / book a call]

If you're still thinking it over → totally fine. Reply with any questions and I'll answer honestly.

If this isn't the right fit → no hard feelings at all.

Your move.

— [Your name]

5. Onboarding Welcome

When to use: Immediately after someone becomes a client or starts a trial.

EMAIL

Subject: Welcome aboard — here's your first step

Hey [first name],

Welcome! You made a great decision. I'm genuinely excited to see what you build.

Here's what to do first — right now, while the motivation is fresh:

1. **Do this one thing:** [first critical action — e.g., import the pipeline template]
2. **Watch this:** [link to quick-start video or guide]
3. **Bookmark this:** [support resource or community link]

That'll take you about 20 minutes and set you up for everything else.

If you hit a wall — reply to this email. I actually read these.

— [Your name]

6. SMS Templates

Four short text scripts that get replies. SMS open rates are 98% vs 20% for email. Use sparingly but strategically.

SMS 1 — WARM CHECK-IN

Hey [first name] — haven't heard from you in a bit. Still interested in [solving their problem]? Got something new I think you'd dig.

SMS 2 — URGENCY

[First name] — quick heads up. The [offer/deal/trial] wraps up [tomorrow/Friday]. If you're on the fence, now's the time. Need any questions answered?

SMS 3 — EVENT/WEBINAR

Going live in 30 to walk through [topic]. Free. No pitch. Just value. Jump in: [link]

SMS 4 — PERSONAL TOUCH

Saw this and thought of you: [link]. Reminded me of what we talked about re: [their challenge]. Let me know what you think.

7. Voicemail Drop

When to use: Day 3-5 of follow-up, after email/SMS touchpoints. Record once, deploy forever via GoHighLevel.

VOICEMAIL SCRIPT (30 SECONDS)

Hey [first name], this is [your name]. I've been sending over some resources on [topic] — the [blueprint/guide] and a few strategy breakdowns. Got a quick idea I want to run by you that I think could really help with [their specific challenge]. Give me a ring back when you get a sec — [your number]. Talk soon.

 Voicemail drops have a **3-5x higher callback rate** than email alone. The key: sound personal (but it's automated). Mention something specific from their journey so far. This one feature alone has paid for my GoHighLevel subscription 10x over.

8. Re-Engagement

When to use: After 7+ days of no email opens. The "did I lose you?" message.

EMAIL

Subject: Did I lose you?

Hey [first name],

Noticed you haven't opened my last few emails. Totally fine if you're busy or this isn't your thing right now.

But before I stop emailing you — I wanted to check: are you still interested in [the topic/offer]?

If yes → [link to resource hub or latest piece of content]

If no → no hard feelings. Unsubscribe below and we'll part ways clean.

Either way, thanks for being here.

— [Your name]

9. Monthly Check-In

When to use: Once a month to existing clients or engaged leads. Relationship maintenance that leads to upsells.

EMAIL

Subject: How's [month] treating you?

Hey [first name],

Quick monthly check-in. How are things going with [their project/goal]?

Here's what I've been working on that might help you:

- [New resource or insight #1]
- [New resource or insight #2]

Also — I've got a couple spots open for [consultation/service] this month. If you want to level up [specific area], let me know and I'll send over the details.

No pressure. Just keeping you in the loop.

— [Your name]

10. Referral Ask

When to use: After delivering a win for a client. Happy clients are your best sales team.

EMAIL

Subject: Know anyone?

Hey [first name],

Quick ask — and feel free to ignore if this doesn't apply.

I'm looking to work with a few more [type of client] this quarter. Given the results we've gotten for you — [specific result they achieved] — I thought you might know someone in a similar position.

If someone comes to mind, I'd be grateful for an intro. And if there's ever anything I can do for you the same way — just say the word.

— [Your name]

 The best time to ask for a referral is right after a win. They just got results. They're feeling good. They WANT to help. Strike while the iron's hot — don't wait weeks.

Put These to Work

These 10 templates work with ANY email tool. But they work **best** inside GoHighLevel's automation engine — load them once, set the timing, and they fire automatically forever.

Start Your 14-Day Free Trial → [LINK]

These templates are the result of 2+ years of testing. Stripped out what doesn't work and kept what does. Even if you never touch GoHighLevel — steal these. Use them. They're yours.

© 2026 AffiliateMagik | Andrew Druckman
12895 Josey Lane #124 PMB 1106, Dallas, TX 75234