Augurfield

The Follow-up Playbook

Eight short replies for the moments customers go quiet, and when to send each one.

> Most customers don’t say no. They go quiet, and the thread ends with you. Each reply here is short, specific, and gives them an easy way back in.

Three rules

1. **Send it while the thread is warm.** A reply in days reads as care. A reply in weeks reads as an afterthought.
2. **Say one thing, ask one thing.** One line of news, one question they can answer in a word.
3. **Make the next step small.** A date, a yes or no, a 15-minute call. Never “thoughts?”

The eight replies

Proposal nudge

Send it when: 3–4 days after a proposal, no reply.

Subject: Re: [Project] proposal

Hi [Name], just checking the proposal reached you. Happy to adjust the scope or the start date if that helps. Would a 15-minute call this week be useful?

Quote follow-up

Send it when: a week after a quote, before it expires.

Subject: Your quote for [job]

Hi [Name], your quote for [job] is still held at [price] until [date]. If anything has changed on your side, tell me and I’ll update it.

As promised

Send it when: you said you’d send something by a date.

Subject: [Thing], as promised

Hi [Name], here’s the [thing] I promised on [day]. Let me know if anything needs changing before [next step].

Running late

Send it when: you can’t keep a date you gave.

Subject: Update on [thing]

Hi [Name], I said I’d have the [thing] to you by [day]. It’ll be [new day] instead, because [one-line reason]. Sorry for the wait.

Check-in after a quiet spell

Send it when: a regular has been quiet longer than usual.

Subject: Checking in

Hi [Name], it’s been a while since your last [order/brief]. Anything coming up we should plan for?

Reorder reminder

Send it when: a regular is past their usual reorder date.

Subject: Your usual order

Hi [Name], you usually reorder around now. Shall I get the usual [items] ready for [day]?

New date confirmed

Send it when: a customer moved a meeting or deadline.

Subject: Re: [meeting], new date

Hi [Name], [new date] works. I've updated the plan to match and attached the new version.

Unanswered question

Send it when: someone asked something and nobody replied.

Subject: Re: [their subject]

Hi [Name], sorry for the slow reply on [question]. The short answer: [answer]. Happy to go into more detail.

The follow-up calendar for a proposal or quote

1. **Day 0:** send it, with the price and the date it holds until.
2. **Day 3–4:** the proposal nudge.
3. **Day 7:** the quote follow-up, before the price expires.
4. **Day 14:** the last note: "Hi [Name], I'll close this one off for now. If [project] comes back up, reply here and I'll pick it up where we left it."
5. **Then stop.** Put a reminder in for 60 days and check in once, with something new.

Before you press send

- [ ] Their name, spelled as they sign it.
- [ ] Reply in the same thread, so they see the history.
- [ ] One thing they asked for, or one date you gave, named exactly.
- [ ] One question, answerable in a word.
- [ ] No "just circling back" and no apology longer than three words.

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Augurfield finds who’s waiting and writes these for you, from the thread itself. You press send.

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