

**17 GAME CHANGING
FOLLOW UP
STRATEGIES TO
GAIN MORE CLIENTS
GUIDEBOOK**



BY KATRINA SAWA

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About the Author: Katrina Sawa





HI, I'M KATRINA

We've talked before about how to get clients and grow your business, and of course, there are many ways to do so...

But this e-book is going to focus on follow up strategies specifically. It's about Building Consistency in Your Follow-Up, Personalization vs. Automation, and Timing and Persistence.

Katrina

LET'S DO IT!



*"IT IS NOT YOUR
CUSTOMER'S JOB TO
REMEMBER YOU, IT IS
YOUR OBLIGATION AND
RESPONSIBILITY TO
MAKE SURE THEY DON'T
HAVE THE CHANCE TO
FORGET YOU,"*

- PATRICIA FRIPP

Introduction

WHY FOLLOW-UP IS NON-NEGOTIABLE

When it comes to growing your business, one of the biggest mistakes entrepreneurs make is thinking that just showing up or making a single connection is enough. I've said this a million times in my trainings: you could be missing thousands of dollars simply because you aren't following up effectively. Every interaction—every email, phone call, meeting, or social touchpoint—has potential revenue attached to it. And if you're not intentional about capturing that opportunity, it simply falls through the cracks.

Follow-up is about more than asking for business—it's about building relationships, trust, and credibility. You can't assume someone remembers you or recognizes your value without gentle nudges, thoughtful communication, and strategic reminders. Without follow-up, even the most valuable offerings can go unnoticed. The hard truth is that most people won't take action unless you guide them through the process. That's why I created this ebook: it's designed to help entrepreneurs like you implement repeatable, efficient, and effective follow-up systems that turn conversations into clients.

This ebook is (the condensed version of) the culmination of years of teaching, coaching, and personally practicing follow-up. I'm going to share stories from my own experiences—real wins, real failures, and everything I've learned about turning casual connections into paying clients and referrals. This is not theory; this is proven advice that I've seen work over and over again for hundreds of entrepreneurs.

If you like this shorter eBook, then you'll want to go get the longer version of it in my book where I share charts and graphs and a lot more examples.

01

Chapter 1

THE COST OF NOT FOLLOWING UP



I've seen it happen countless times. People meet someone at a conference, get their business card, and then... nothing. Weeks later, when I check in with them, they'll admit they never reached out. They tell me, *"I thought I'd follow up, but I got busy."* And that one missed follow-up can cost thousands of dollars.

One story that sticks out is from a conference where a client of mine collected over 100 new contacts. She thought she'd email them later, but life got in the way. Two weeks later, she realized only a handful had actually reached out to her. Those she didn't connect with? Many ended up working with someone else because they assumed she wasn't interested or wasn't serious. Two weeks is way too long to not do any follow up at all.

I've had moments like this too. Early in my career, I'd meet people at networking events and not have a system in place. I'd forget names, misplace cards, or send a generic email that went ignored. Every missed opportunity was a lesson. That's when I realized follow-up wasn't optional—it was a revenue-generating activity that needed the same attention as delivering my services.

01

Chapter 1

THE COST OF NOT FOLLOWING UP

That's when I created my Ultimate Marketing Follow Up System, which was a downloadable product with CDs and a workbook that I sold for years. I've since retired that, but that's why I created this and my subsequent book that expands on these concepts.

I can't tell you how many entrepreneurs I've watched lose leads simply because they didn't have a consistent follow-up plan. One client ran a workshop and had dozens of attendees interested in her coaching program. She sent a single "thank you" email and assumed anyone who didn't respond wasn't interested. In reality, many were waiting for a second or third touchpoint to see the value and relevance of her offer. By not following up, she lost potential revenue that could have been substantial.

Follow-up is not just about persistence; it's about providing value, showing care, and building trust. Every time you skip following up, you are allowing someone else—your competitor, a free resource, or even inertia—to take your lead.

When you consistently reach out and deliver value after the initial interaction, people notice. They see you as reliable, professional, and invested. Missing that step, even once, sends the opposite message. The good news is, once you understand the cost of inaction, you can structure your follow-ups to consistently recapture opportunities.



**YOUR IDEAL CLIENT IS
OUT THERE, WAITING FOR
YOU TO FOLLOW UP.**

02

Chapter 2

MINDSET SHIFTS TO MAKE FOLLOW-UP AUTOMATIC



A lot of entrepreneurs think follow-up is annoying or pushy. The truth? Follow-up is just “being in service”. You’re not pestering; you’re reminding people that you exist and that you can help them. Besides, prospects rarely buy on the first interaction. Many are overwhelmed, skeptical, or distracted and miss your first or second follow up. I want to stress that a **“no” or a non-response isn’t rejection**. It’s simply a signal that they haven’t yet seen enough value or relevance to take action.

Understanding why follow-up works requires insight into human psychology. Most people don’t take immediate action—they’re busy, distracted, or cautious. It’s not personal. I’ve learned that repeated touchpoints create familiarity and comfort, which are essential for converting leads into clients.

I often share a story about an interaction with a potential client who kept dodging my emails. Initially, I considered giving up, but my follow-up system instructed otherwise. I sent a sequence of emails, spaced thoughtfully over several weeks, each one offering value rather than pushing for a sale. Eventually, she replied, expressing that she hadn’t been ready before, but appreciated the consistent, professional, and non-intrusive outreach.

02

Chapter 2

MINDSET SHIFTS TO MAKE FOLLOW-UP AUTOMATIC

That single follow-up converted a cold lead into a paying client—and it reinforced the principle: **persistence combined with value wins.**

The first mindset shift is recognizing that follow-up is revenue-generating. Every time you touch someone in a meaningful way, you increase the likelihood of a sale, a referral, or a collaboration. And PS, referrals and collaborations can lead to a LOT more sales than just one.

Follow-up also signals professionalism and reliability. People are more likely to invest in someone who demonstrates consistency. Imagine you meet a vendor at an event who promises to send information and never does. Would you trust them? Probably not. On the other hand, timely follow-up communicates that you respect the other person's time and are committed to serving them.

Next, shift from reactive to proactive. Don't wait for someone to respond or for a project to come to you. Anticipate who you should contact, what they need to hear, and when. Schedule it, automate it where possible, and treat it as part of your business workflow.



02

Chapter 2

MINDSET SHIFTS TO MAKE FOLLOW-UP AUTOMATIC

Another psychological principle I leverage is the “fear of missing out” or FOMO. When I share special offers, exclusive consultations, or limited-time opportunities in my follow-ups, I’m not pressuring the prospect—I’m highlighting value and prompting timely action.

For example, I once offered a special one-hour consult at a discounted rate. I sent personalized follow-up emails to those who had shown interest but hadn’t purchased. Several people responded immediately because the combination of timely communication and value created urgency. This isn’t manipulation—it’s strategic communication that helps your clients take advantage of opportunities they genuinely need.

Finally, *embrace imperfection*. Not every follow-up will land. Some people won’t respond. Some emails will bounce. Some calls will be ignored. But each attempt gives you data and helps you improve your system. Don’t give up, just keep tweaking your system and strategies to get better at delivering your follow up and making sure people SEE your follow up.



03

Chapter 3

ORGANIZING YOUR CONTACTS FOR MAXIMUM IMPACT

You can't follow up effectively if your contacts are a mess. I've seen entrepreneurs with piles of business cards, scattered spreadsheets, and forgotten notes. Without structure, follow-up falls apart.

The first step is centralizing your contacts. Whether it's a CRM, a spreadsheet, or a Google doc, all your leads should live in one place. Every piece of information you collect: name, email, phone, address, notes about where you met them, what you discussed—needs to be captured. (Yes, the mailing address too!)

Second, segment your contacts. Not everyone should be treated the same. Hot-potential clients, referral partners, past customers, and casual connections each deserve a different type of follow-up. This makes your outreach more personalized and effective. If you're using a CRM, you can sort them by using "Tags" or keep separate lists, etc.

Finally, **assign tasks and deadlines**. Follow-up should never be left to memory. Schedule emails, calls, and touches, and hold yourself accountable. I've learned that the fastest wins come from the contacts I follow up with first, while I'm still fresh in their mind. And, if I contact them in 2-3 different places, that too is your best bet and being remembered.

04

Chapter 4

HOW TO PRIORITIZE FOLLOW-UP WITHOUT OVERWHELM

Follow-up can feel overwhelming if you don't have a system. That's why prioritization is key.

Start by categorizing contacts: high priority, medium priority, low priority. High priority might be potential clients, big referral sources, or people who have speaking opportunities. Medium could be casual connections at events that you want to get to know to see if or how you can support one another. Low priority might be acquaintances or leads that aren't yet ready and need to be nurtured more first.

Next, focus on action. For high-priority contacts, reach out within 24–48 hours in 3–4 different ways, don't rely just on email because more than likely you will fall into the spam inbox for people you've never emailed before. For medium-priority, schedule your touchpoints within the week, again in a couple different ways. Low-priority should be reached out to a couple times right away but then can be touched once or twice a month.



04

Chapter 4

HOW TO PRIORITIZE FOLLOW-UP WITHOUT OVERWHELM

Delegate where possible. I've had assistants handle data entry and initial outreach, which freed me to make the calls that mattered most. Efficiency doesn't mean cutting corners—it means using your time wisely to maximize results. There are easy ways to get printed business cards or fill in forms to others who don't live near you; scan them into a PDF that you can send via email, mail them to your assistant if you need be. Just don't wait too long. Data entry has to happen quickly if you are to get your follow up done.

If you're pulling contact info from online or zoom chat rooms, the same holds true... let someone else do the compiling of that data right away then you can step in to personalize the messaging.



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05

Chapter 5

TIMING IS EVERYTHING: WHEN TO REACH OUT

Timing can make or break your follow-up. I've found that the fastest follow-up wins. For example, if you meet someone at a conference on Monday, don't wait until the next week. Send a thoughtful email and a LinkedIn message on Tuesday.

Phone calls and direct mail can follow 48–72 hours later. I've used flowcharts and templates to map out exactly what to send and when. This ensures nothing falls through the cracks and that you're consistent without overthinking it.

Then keep an eye on their responses and make sure you reply, offering a next step or ask more questions to keep the conversation going.

A follow-up plan is your roadmap. Without it, your outreach is random, inconsistent, and ultimately ineffective. I recommend creating a clear sequence for every lead: initial contact, value-added touchpoints, reminders, and final outreach.



Chapter 5

TIMING IS EVERYTHING: WHEN TO REACH OUT

In practice, via email, this could look like:

- **Day 1:** Personalized email introducing yourself, reminding them where you met or connected, and then asking questions to start the conversation. If you were the speaker and they had requested more information about your offer then you can deliver that as well.
- **Day 3:** Follow-up with a tip, resource, or mini case study after that.
- **Day 7:** Send a testimonial or success story along with a personal story of your own.
- **Day 10:** Friendly reminder of your offer or incentive to take a next step of some sort.

Keep in mind that email is not the only thing you should do. In fact, you should assume your emails will be going into the spam inboxes of the people you're following up with and you have to reach out in one other way to let them know you sent emails and to go look for them.

The key is **consistency and structure**, ensuring every lead receives multiple touchpoints without feeling harassed. One client I coached was able to double her enrollment numbers simply by implementing a 4-step follow-up plan she could track and repeat.

Chapter 6

MULTI-CHANNEL FOLLOW-UP STRATEGIES

I don't rely on just one method. **Email, phone calls, direct mail, and social media** all work together to create touchpoints.

For example, you might start with a personalized email, then call to discuss opportunities, and later send a small direct mail item—like a handwritten note or a relevant resource. Social media can reinforce your connection, but the key is thoughtful, meaningful touches, not sales pitches and links to things you're selling right off the bat (unless they've asked for that).

For **direct mail**, create a simple postcard with your photo on it to send or buy some fun note cards and write a sentiment inside – or print them with the sentiment to save time! That way you can just grab one, address and send when you have a new person's address.

For **phone calls**, there are services that can send voicemail blasts to multiple people at once which are great if you want to remind them where you met them and to go look for your email or message on LinkedIn. Personal, one by one, phone calls are best however for those warm or hot prospects.

Chapter 6

MULTI-CHANNEL FOLLOW-UP STRATEGIES

Oh, and when you're emailing people, please do not add them to your main email list ever unless they've given you permission to do so.

Just getting their business card ***does not give permission.***

Here's a quick multi-step system:

1. Immediate thank-you email to all
2. Phone call follow-up (personal or voicemail blast or both)
3. Direct mail or hand-written notes to all
4. Personalized email based on engagement to warm or hot
5. Video or social touchpoint (your personal insight and to remind them to look for emails)

Remember: faster follow-up = higher conversion.



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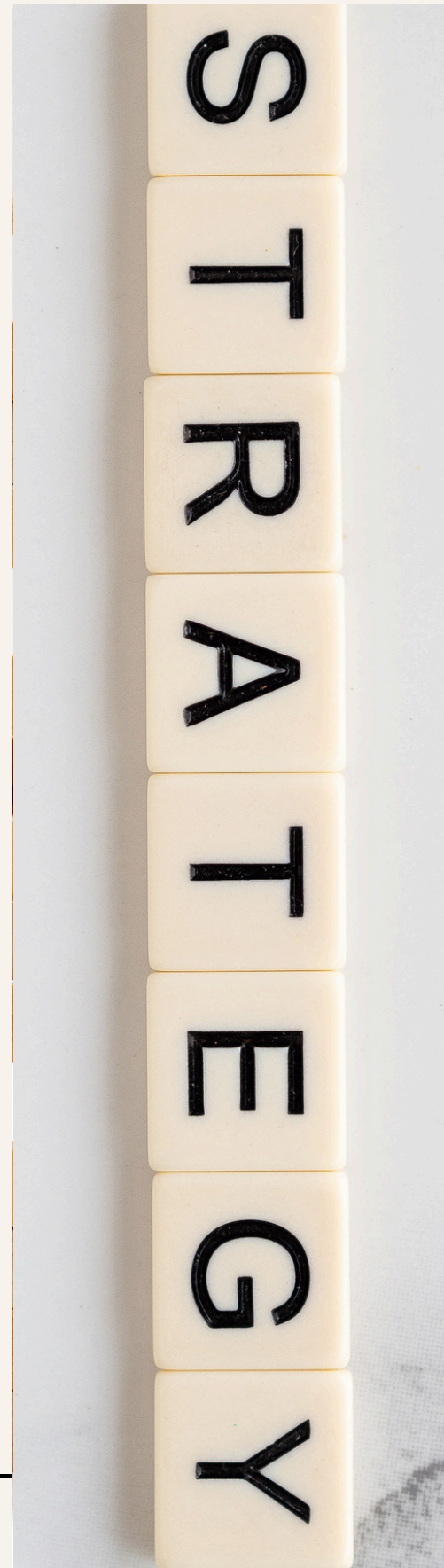
Chapter 6

17 GAME-CHANGING FOLLOW-UP STRATEGIES

Now, I told you I would share 17 game-changing strategies for follow up so here they are.

These can be done with new people you've met via live events, virtual events, conferences and even just new contacts on social media. Pick and choose which ones you want to do – remember, you need a wide variety of touchpoints!

1. Send a **personal email** – not through your CRM, 1-on-1 to the person.
2. Send an **email to a group** of people you met recently through your CRM (if they've given permission like signed up at your exhibitor table or from your talk one way or another).
3. **Send a text** 1-on-1 if they asked for more info and mentioned text is the best way and you've confirmed that the number you have for them IS their cell phone. (Don't assume)
4. **Send a text to a group** of people via your CRM (they need to also opt in for texts separately from opting in for emails).



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Chapter 6

17 GAME-CHANGING FOLLOW-UP STRATEGIES

STRATEGY

5. **Send a video message** 1-on-1, or use a service like BombBomb or just do a quick video to them on your phone and share it via Facebook messenger, LinkedIn, text or upload to your YouTube and send a link to that (if it's too large and you need to email it).
6. **Send a voice message** via Facebook Messenger or text.
7. **Send a voice broadcast** to a group of people to follow up from something via a service like Sly Broadcast.
8. **Call and leave a voicemail** for the person 1-on-1.
9. **Mail a hand written note** card in the mail with your business card.
10. **Mail a greeting card** or some free gift to them 1on1 from a service like Send Out Cards.
11. **Mail a postcard or flyer** about your services or even one of your books.

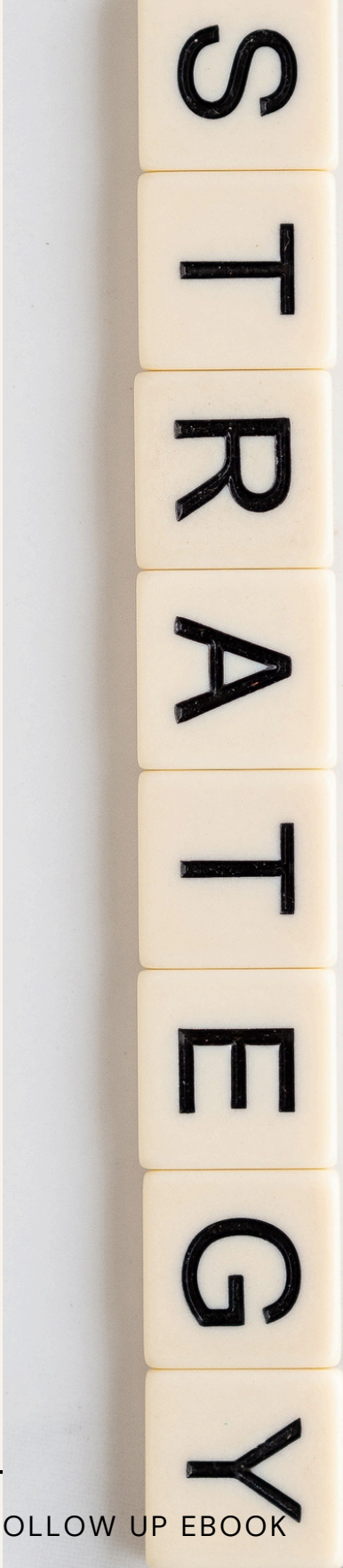
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Chapter 6

17 GAME-CHANGING FOLLOW-UP STRATEGIES

12. Send a **friend request and private message** via Facebook and comment on one of their posts.
13. **Follow them and send a private message** via Instagram and comment on one of their posts.
14. **Send a connection request** and private message via LinkedIn and comment on one of their posts.
15. **Subscribe and comment** on one or more of their videos on YouTube, TikTok.
16. **Find them on any other social media platform** and make it known that you're there – Threads, X, Pinterest, Alignable, and more.
17. **Send a message** to them via their **business' website contact** page.

Tracking all these channels in one system ensures you're consistent and know who has been contacted, what was said, and what's next.



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Chapter 7

PERSONALIZATION: MAKING YOUR FOLLOW-UP HUMAN



Nothing kills a connection faster than a generic, impersonal follow-up. Reference something specific from your interaction, highlight a shared interest, or mention a challenge they shared.

I've found that personalization dramatically increases response rates. Even a simple note that shows you remember them makes a huge difference. People want to work with those who notice and care about their needs.

Stories from my own experience: I once followed up with a contact by referencing a specific question they asked at a conference session. That one email led to a \$12,000 project. Personalization turns generic follow-up into high-value interactions.

Handling Objections in Follow-Up

Objections are inevitable. What separates entrepreneurs who succeed from those who struggle is *how you address objections*. I've coached clients who fear that handling objections will come off as defensive, but the truth is, addressing concerns proactively demonstrates confidence and care.

Chapter 7

PERSONALIZATION: MAKING YOUR FOLLOW-UP HUMAN

In a live networking session, I asked attendees to share their most common objections. One participant mentioned price. I advised responding not by lowering rates, but by *showing the value, sharing success stories, and creating payment options*. When handled correctly, objections are not roadblocks—they're opportunities to reinforce why your offer matters.

Keep in mind too that when people first meet you, only a small percentage of them could be hot prospects ready to buy now – low or high-ticket offer. The majority who like you will be warm, and could move to hot with enough follow up, value and reach outs. They will most likely only be ready for a free or Easy Yes Offer, something under a couple hundred bucks.

Storytelling and Social Proof

Stories sell. Social proof sells even more. Throughout my workshops, I've shared countless examples of using storytelling to illustrate results. For instance, when promoting a co-author book project, I share stories of previous participants who doubled their visibility and secured clients through the project.

Testimonials, case studies, and even personal experiences are powerful because they show your prospect that *someone else has been in their shoes and achieved success*. I always encourage clients to collect stories actively and weave them into their follow-up communications—emails, calls, or social media messages.

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Chapter 8

TRACKING, ANALYZING & REVISING YOUR SYSTEM



You can't improve what you don't measure. I constantly track who opens emails, clicks links, or responds. This data tells me what's working and what isn't. It also allows me to send additional emails and connect with those who find the content I share more interesting or valuable.

Sometimes you'll notice too that emails bounce or are entered incorrectly into your system or by yourself or your assistant. I go back to the original forms, fix errors, and add contacts back into the system to ensure they receive future notices. You must do this step in this day and age.

Other times, people click a link but don't purchase. I reach out personally—via phone or a private email—to see what they need or are looking for and ask why they didn't take a next step.

Regularly review your results. Which messages convert? Which channels are most effective? Revise your system to increase efficiency and effectiveness. This iterative approach turns follow-up into a revenue-generating machine.

Chapter 9

GROWING YOUR LIST AND SCALING YOUR FOLLOW-UP

Follow-up only works if you have people to follow up with. Make it a goal to meet and collect new contacts consistently. I recommend clients set goals to get in front of **500-1,000 new people** per month.

Use live events, virtual events, social media, and referrals to continually grow your list. The more people you reach, the more opportunities you create for revenue. You can speak on virtual summits, hold your own webinars, be a guest on podcasts or host your own. You can run or be a guest on giveaways, challenges or share free lead magnets like this one often.

Repetition + consistency = conversions.

Delegate or automate repetitive tasks but maintain a human touch for high-value interactions. Scale without losing the personal element.

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Chapter 10

NEXT STEPS: MAKING FOLLOW-UP A REVENUE MACHINE



By now, you should see follow-up as more than a task. It's a core part of your business strategy. Treat it as a *revenue machine*, not just an afterthought.

Follow-up isn't a "nice-to-have." It's a non-negotiable revenue strategy. One last example to have a reason to connect with more people is about an event I attended once in person. I made myself visible and memorable by walking around taking photos and videos of many people, including a lot of who I hadn't met yet. This is part of what I do to "work the room" at events. I had attendees who started calling me the "video person."

Such a simple thing, but it completely changed how I networked. Once I realized it, I started bringing my selfie-stick everywhere, taking video and photos so I could stand out. And by doing this, in order to tag people on social so they could get the photo I had to collect all their business cards and had a valid reason to follow up and make sure they found my messages after the fact.

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Chapter 10

NEXT STEPS: MAKING FOLLOW-UP A REVENUE MACHINE



That small tweak—something that seemed almost insignificant—helped me stand out, made people remember me, and opened doors to opportunities I would have missed before. If I hadn't adjusted my approach to networking at events I wouldn't have had so many people to follow up with.

And **let's be real**: networking is only as good as the follow-up. You could meet a thousand people in a month, but if you don't act on it, nothing changes.

Review your system. Implement multi-channel touchpoints, personalization, timing, and consistent tracking. Keep refining based on results. The entrepreneurs who make follow-up a habit consistently outperform those who don't.

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Chapter 10

NEXT STEPS: MAKING FOLLOW-UP A REVENUE MACHINE

Reminders for you from this eBook:

- Enhance your visibility at events, online, and in communications.
- Create and apply follow up systems from all lead generation opportunities: conferences, workshops, networking events, virtual events, webinars, podcasts, speaking gigs, and even random social media connections or messaging.
- Use this workflow example:
capture → data entry → follow-up → track → convert.
- Remember the importance of speed, delegation, and prioritization.
- Also, know that follow-up is a marathon, not a sprint. Many times people will buy years later and you have to stay in touch.
- Create scripts for emails, notecards, phone calls and direct messages on social.
- Use coaches, mentors, and peers to identify gaps in your plan. Reach out to me to review what you're doing, evaluate it and refine monthly/quarterly.

The final step? Take action today. Schedule your next round of follow-ups. Review your contacts. Start your tracking system. Don't wait—every moment you delay is a potential missed opportunity. Follow-up isn't just an activity; it's the foundation of growing your revenue and impact.



ABOUT THE AUTHOR: KATRINA SAWA

Katrina Sawa is known as the Jumpstart Your Biz Coach because she lovingly kicks her clients and their businesses into high gear, online & offline, and fast.

Katrina helps entrepreneurs make more money doing what they love. She is the creator of the Jumpstart Your Marketing & Sales System, a tell-it-like-it-is speaker and International Best-Selling author with 22 books including: Jumpstart Your New Business Now, the Jumpstart Your _____ (blank) compilation book series, and Love Yourself Successful.

She has been featured on the Oprah and Friends XMRadioNetwork, ABC and The CW and she was awarded the National Collaborator of the Year Award by the Public Speakers Association and a 2-time Nominee for the Wise Woman Award by the National Association of Women Business Owners. She speaks to groups of all sizes, holds live training events annually.

Katrina is also the CEO of JumpstartPublishing.net where she helps 30-70 authors each year get their books published and become best-sellers.

TESTIMONIALS



SINCE WORKING WITH KATRINA... BUSINESS INCOME MORE THAN DOUBLED, CONFIDENCE SKYROCKETED AND BUSINESS THRIVING, SCARCITY MINDSET ELIMINATED. I'M WORKING SMARTER, NOT HARDER. I THOUGHT A NEW CAR AND PHONE WERE OUT OF MY BUDGET... I FOLLOWED KATRINA'S GUIDANCE AND OBTAINED BOTH WITHIN 3 MONTHS OF WORKING WITH HER.

DUSTI GARSIDE BRANECKI
HOUSEKEEPING FAIRY GODMOTHER



I'VE LEARNED SO MUCH ABOUT FACEBOOK AND FOLLOW UP MARKETING, IT WAS INCREDIBLE.

DEBORAH DOWNEY
LIFE COACH



"KATRINA IS THE FIRST BUSINESS COACH I MET WHO CUT RIGHT TO THE CHASE ON HOW TO IMPROVE MY BUSINESS. THERE WAS NO WASTED TIME, AND NO WASTED INVESTMENT. YOU GET A RETURN ON EVERY PENNY YOU SPEND WITH KATRINA. FOR PEOPLE LOOKING TO IMPROVE THEIR BUSINESS QUICKLY, KATRINA IS THE ANSWER."

KARIN E. BAUER
MARKETING AGENCY



**THANK YOU
FOR READING!**



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