

• AGENCY GROWTH • THE INBOX GRAVEYARD

The Follow-Up System

The **7 messages that wake up dead leads** and recover 1 in 4 you already wrote off. The exact day-by-day cadence, the word-for-word breakup email that pulls replies, the re-engagement DM, and a CRM-free tracking sheet you can run this Friday.

The 7-touch recovery cadence

Word-for-word scripts

The breakup email

Subject lines that get opened

The 5-minute rule

The re-engagement DM

The tracking sheet

THE REALITY CHECK

There is money sitting in your inbox, and you let it **rot**.

You chase brand-new leads while a pile of "not right now" prospects sits in your CRM, untouched since the day they went quiet.

Here is the pattern. Someone says "sounds interesting, send me some info." You send it. They go quiet. You tell yourself chasing them again feels desperate, so you do not. Three weeks later they are still in your inbox, and you have moved on. Multiply that by every lead you have spoken to this year. That is the graveyard, and it is the cheapest pipeline you will ever own, because you already paid to get those people in the door.

THE NUMBERS NOBODY ACTS ON

80% of sales need 5 or more follow-up touches. Yet **44% of people quit after a single follow-up**, and only about **8% ever push past 5** (Invesp; Marketing Donut / Brevet Group). Meanwhile **95% of the leads you can reach get reached by the 6th attempt**. So the people closing the deals you are losing are not better at selling. They just sent the 2nd, 4th, and 6th message you never did.

Your next 3 clients are already in your inbox.

80%

of sales need 5+ follow-up touches

44%

of people quit after just one touch

8%

ever follow up more than five times

95%

of reachable leads hit by touch 6

This is not a motivation problem. It is a system problem. You forget to follow up because it lives in your head, and your head is full of delivery. The next 8 pages hand you the cadence, the words, and a one-page sheet so the follow-up happens whether you remember it or not. Persistence is not annoyance here. It is the most profitable 20 minutes in your week.

THE 7-TOUCH RECOVERY CADENCE

One graveyard lead. Seven touches. Three channels.

Following up once and giving up is why they ghost. This is the full map over 23 days. Every touch has a word-for-word script on the next pages.

Day 0 CALL + EMAIL Instant reply Within 5 min of any reply	Day 2 EMAIL Value drop Give, do not ask	Day 4 DM LinkedIn / IG Switch the channel	Day 7 CALL + VM Phone touch 20-second voicemail	Day 11 EMAIL Proof story A comparable win	Day 16 DM Short nudge One line, low effort	Day 23 EMAIL The breakup Pulls 1 in 3 replies
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WHY IT IS BUILT THIS WAY

It moves across channels on purpose. Email plus a LinkedIn or IG DM drives roughly 50% more replies than hammering one channel alone. When your email gets ignored, the same message in their DMs feels like a different person caring enough to reach twice.

WHY "JUST CHECKING IN" DIES

Every touch gives before it asks. "Just checking in" makes you cringe because it is about your needs, not theirs. Each message below references the exact result they wanted, drops a piece of value, or makes it easy to say no. That is what earns the reply.

**THE ONE RULE FOR THE WHOLE CADENCE**

A lead is not dead until they say "no, stop contacting me," or you hit touch 7. Until then they are **warm and unworked**. Do not skip touches because silence feels like rejection. Silence is just a touch that has not landed yet.

THE OPENING SEQUENCE

Day 0, Day 2, Day 4. Fill the [brackets] once.

Paste the name, the niche, and the one result they told you they wanted. Then send the same words every time. Stop writing follow-ups from scratch at 9pm.

TOUCH 1 • DAY 0

EMAIL

REPLY WITHIN 5 MINUTES

Subject: quick one re: [their goal]

"Hey [name], great talking just now. You said the big thing was [the result they want]. I'll keep this simple: I've got two ideas that get you there faster. Easiest is 15 min on a call. Does [day/time] or [day/time] work?"

Why it works: Speed is the whole game. Contacting a lead within 5 minutes makes them far more likely to qualify than waiting an hour (MIT/InsideSales lead-response research). Send this the moment they reply to anything, and always offer two specific times instead of "let me know."

TOUCH 2 • DAY 2

EMAIL

THE VALUE DROP

Subject: this made me think of [their company]

"No agenda on this one. I put together a quick breakdown of how [comparable client/niche] fixed [the exact problem]. Two-minute read, link below. Steal whatever's useful, no strings."

Why it works: Touch 2 gives instead of asks. It keeps your name in their inbox without the pressure that makes people avoid you. The follow-up that adds value gets opened. The one that says "just bumping this up" gets deleted.

TOUCH 3 • DAY 4

LINKEDIN / IG DM

SWITCH THE CHANNEL

"Hey [name], sent you a couple notes by email but figured I'd try here too. Still worth a quick chat about [their goal], or has it dropped off your plate for now?"

Why it works: A clogged inbox is not a "no." Moving to the DM reaches them where they actually read, and the "has it dropped off your plate?" line gives a graceful out, which is exactly why people answer it instead of ignoring it.

Set expectations: most leads do not reply until touch 3 or later. Silence on touch 1 and 2 is normal, not rejection. Keep going.

THE PHONE + PROOF TOUCHES

Halfway in is where almost **everyone** quits.

Touch 4 is a call. Touch 5 is proof. These two are where the people you are losing to pull ahead, because they are the only ones still in the game.

TOUCH 4 • DAY 7

PHONE VOICEMAIL

UNDER 20 SECONDS

"Hi [name], it's [you] at [agency]. Not chasing you, I just had a specific idea for [their goal] and wanted to say it out loud rather than email it again. I'll send a one-line text too. Grab me at [number] whenever."

Why it works: A voice on the line cuts through a week of ignored emails. Keep it **under 20 seconds**, name a real reason, and never beg for a callback. By touch 4 your name is familiar, so the voicemail lands as a person they sort of know, not a stranger pitching.

TOUCH 5 • DAY 11

EMAIL

THE PROOF STORY

Subject: how [similar client] got [result] in [time]

"[name], thought this was worth one more note. We just helped [comparable client] go from [before number] to [after number] in [timeframe]. Same setup as you. If you want, I'll walk you through exactly how on a quick call. If now's not the time, totally fine, just tell me to circle back in [month]."

Why it works: A specific, comparable result does the selling that "I'd love to work with you" never will. The "tell me to circle back" line gives them a low-stakes way to respond that is not yes or no, and a real future date beats another dead silence.



NEVER SEND THIS AS A FOLLOW-UP

"Just checking in to see if you had any thoughts?" It carries zero new value, makes you the needy one, and trains them to keep ignoring you. **Every touch must add something: a result, an idea, an easy out.** If a message only serves your need to hear back, do not send it.

THE NUDGE & THE BREAKUP

The message that quits on them is the one that gets the **reply**.

Touch 6 is a one-line nudge. Touch 7 is the breakup, and it is the single highest-replying message in the whole sequence.

TOUCH 6 · DAY 16

LINKEDIN / IG DM

THE LOW-EFFORT NUDGE

"[name] - still on your radar at all, or should I stop filling up your inbox? No hard feelings either way."

Why it works: One sentence, almost no effort to answer, and it hands them the easy "yeah I've gone quiet" reply. Half the time that reply restarts the conversation. The other half tells you to move on, which is also a win.

TOUCH 7 · DAY 23

EMAIL

THE BREAKUP (FULL TEXT)

Subject: **should I close your file?**

"Hey [name], I don't want to be the person clogging your inbox, so this is my last note. I'm guessing one of three things is true:

1. The timing just isn't right.
2. You sorted [their goal] another way.
3. You've been slammed and this slipped.

If it's 1 or 2, no worries at all, I'll close your file and get out of your hair. If it's 3, just hit reply with a "**still keen**" and I'll pick it back up. Either way, genuinely wishing you the best with [their company]."

Why it works: This pulls a reply roughly **1 in 3 times** because it triggers loss aversion. The moment you offer to walk away, the thing they were ignoring becomes a thing they might lose. The three options make replying effortless, and "should I close your file?" reads as respectful, not pushy.

**DO NOT FAKE THE BREAKUP**

If they do not reply to the breakup, actually stop for now and move them to "Cold" on your sheet. Then re-enter them in **90 days** with the re-engagement opener on the next page. A breakup you secretly never honor is just another "just checking in."

SUBJECT LINES & THE OLD-LEAD OPENER

A perfect follow-up nobody **opens** is a deleted follow-up.

The subject line decides whether any of this works. Short, lowercase, curious, and about them. Here are the ones that get clicked.

OPEN THESE

"should I close your file?"

"quick one re: [their goal]"

"this made me think of [company]"

"[name] - one idea, 2 min"

"[name] - worth a 15-min look?"

"closing the loop on [their goal]"

Why: they read like a one-to-one note from a human, spark curiosity, and reference the prospect, not you.

KILL THESE

~~"Just checking in"~~

~~"Following up on my last email"~~

~~"Touching base"~~

~~"[Agency Name] - Proposal"~~

Why: they scream sales, carry no curiosity, and tell the reader exactly nothing they need right now.

RE-ENGAGEMENT

EMAIL OR DM

FOR LEADS OLDER THAN 90 DAYS

Subject: **still thinking about [their original problem]?**

"Hey [name], we talked back in [month] about [their exact pain in their words]. I just helped another [their niche] solve that, and you came to mind. Is it still a thorn for you, or did you get it handled?"

Why it works: The wake-up call that works references their **original pain in their own words**, never a generic "just reconnecting." It proves you remember the real conversation, which instantly separates you from every other "let's circle back" email they ignore.

The 5-minute rule

21x

A fresh lead contacted within **5 minutes** is up to **21x more likely** to qualify than one contacted after 30 (MIT / InsideSales). Speed beats polish. The instant any lead replies, fire Touch 1 from your phone, then start the cadence. A same-minute "got it, here's two times that work" outperforms a perfect email sent tomorrow.

THE MULTI-CHANNEL MATH & THE PSYCHOLOGY

Following up more is not desperate. It is professional.

You stop early because the silence feels like a no. The data says it almost never is. Here is what each extra touch is actually worth.

WHAT YOU BELIEVE	WHAT IS ACTUALLY TRUE	THE NUMBER
"One follow-up is enough"	80% of sales need 5 or more touches	5+
"Following up twice is pushy"	44% quit after one, so touch 2 already beats most	44%
"They saw it and chose no"	95% of reachable leads only get reached by touch 6	95%
"Email is the only channel"	Email + DM together drives ~50% more replies	~50%
"A no is final"	Many buyers say no several times before a yes	4-5x

Sources: Invesp follow-up statistics (80% and 44%); Marketing Donut / Brevet Group (stop-after-four and reach-by-six figures); multi-channel reply lift is a directional benchmark from combined email-plus-social outreach studies. Ranges shown as ranges. Your results vary with list quality, niche, and reps.

WHICH MESSAGE GOES ON WHICH CHANNEL

Email THE RECORD	Value, proof, and the breakup Email carries anything with a link, a result, or length, Touches 1, 2, 5, and 7. It is searchable and they can forward it to a decision-maker. Your heaviest content lives here.
DM THE TAP	The short, human nudges LinkedIn and IG carry Touches 3 and 6, the one-liners. People read DMs faster than email and reply more casually. Never paste a long pitch into a DM. Keep it to a sentence.
Phone THE CUT-THROUGH	The voicemail that breaks the pattern Touch 4 is the call. A voice in a week of ignored text reaches a different part of their attention. Pair it with a one-line text so the voicemail is not the only trace.

60% of buyers say no several times before they say yes.
The follow-up is where the sale actually happens.

THE CRM-FREE TRACKING SHEET

You do not need software. You need 8 columns.

The reason follow-up dies is that it lives in your head. Build this in a free Google Sheet today. One row per lead, and the whole graveyard becomes visible.

YOUR FOLLOW-UP TRACKER · ONE ROW PER LEAD

LEAD	SOURCE	LAST CONTACT	TOUCH #	CHANNEL	NEXT ACTION	STATUS	NOTES
J. Marsh	Referral	Jun 2	3 / 7	DM	Jun 9	Re-engaged	Wants more booked calls
Acme Co.	Cold email	May 28	5 / 7	Email	Jun 4	Cold	Sent proof story
R. Diaz	Webinar	Jun 5	7 / 7	Email	Sep 5	Booked	Replied to breakup
_____	-	-	-	-	-	-	-

Cold

Re-engaged

Booked

Closed-lost

THE FRIDAY RITUAL

Block 20 min every Friday. Sort by "Next action," send every touch that's due, update the dates. Done.

THE ONLY COLUMN THAT MATTERS

"Next action date." If a lead has no next date, they fall through the cracks. Every live lead gets one.

20 minutes, once a week. That is the entire system. No \$297/mo software, no logins to forget. Just the sheet, the scripts, and a recurring calendar block called **"mine the graveyard."**

THE 7-DAY IMPLEMENTATION PLAN

Stop reading. Start mining.

A system you admire changes nothing. Run this exact week and you will have re-touched every dead lead in your pipeline by next Sunday.

- 1 Day 1 - Build the sheet and dump the graveyard**
Make the 8-column Google Sheet. Pull every lead who ever replied and then went quiet into a row. **Most owners find 30 to 100 names they forgot existed.**
- 2 Day 2 - Fill the brackets once**
Take the 7 scripts, swap the **[brackets]** for your niche and your best comparable result, and save them as Gmail templates or canned snippets. Now sending a touch takes 20 seconds.
- 3 Days 3 to 5 - Send Touch 1 to every warm name**
Anyone quiet under 30 days gets the Day 0 / Day 2 / Day 4 opening sequence. Set their **"Next action date"** and let the cadence carry them.
- 4 Day 6 - Fire the breakup at the truly cold**
Every lead dead 60+ days with no reply gets **Touch 7, the breakup email**, today. This is the fastest cash in the whole playbook. Expect roughly 1 reply in 3.
- 5 Day 7 - Book the Friday ritual forever**
Create a recurring 20-minute calendar block: **"mine the graveyard."** Sort by next action, send what's due, update dates. Repeat weekly and your pipeline never goes to zero again.

THE HONEST MATH ON THIS WEEK

If you have 50 dead leads and recover just **1 in 4**, that is roughly 12 conversations reopened. Close two at a **\$4,000/month retainer** and you have added **\$96,000 a year** from leads you had already written off, for the cost of 20 minutes a week and zero new ad spend.

The cheapest lead you will ever get is the one you already paid for.

• YOUR NEXT MOVE

You can mine the graveyard yourself. Or we can **build the machine with you.**

This system recovers the leads you already have. AgencyGod is the system done **with** you: we build the front of the funnel so new right-fit leads show up, install the follow-up and tracking so none of them rot, and run the whole client-acquisition machine to a number. It's backed by the \$10,000 guarantee. **You either get the result or you get paid.**

Every month you let leads die in your inbox is a month of feast-or-famine you chose. We onboard only a handful of agencies a month so we can actually deliver, and **every spot carries the guarantee.** Run this playbook, then come map your \$40K/month machine with us.

\$10K
GTD

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Results mentioned are real client outcomes and are not typical. Individual results vary with effort, market, and execution. The \$10,000 guarantee is real and subject to the program's written enrollment agreement terms.

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The Follow-Up System