

12 Easy Follow Up Email Templates To Steal Right Now

Note: To edit the content in this doc: [File > Make a Copy](#). You can also download to Microsoft Word ([File > Download as > Microsoft Word](#)).

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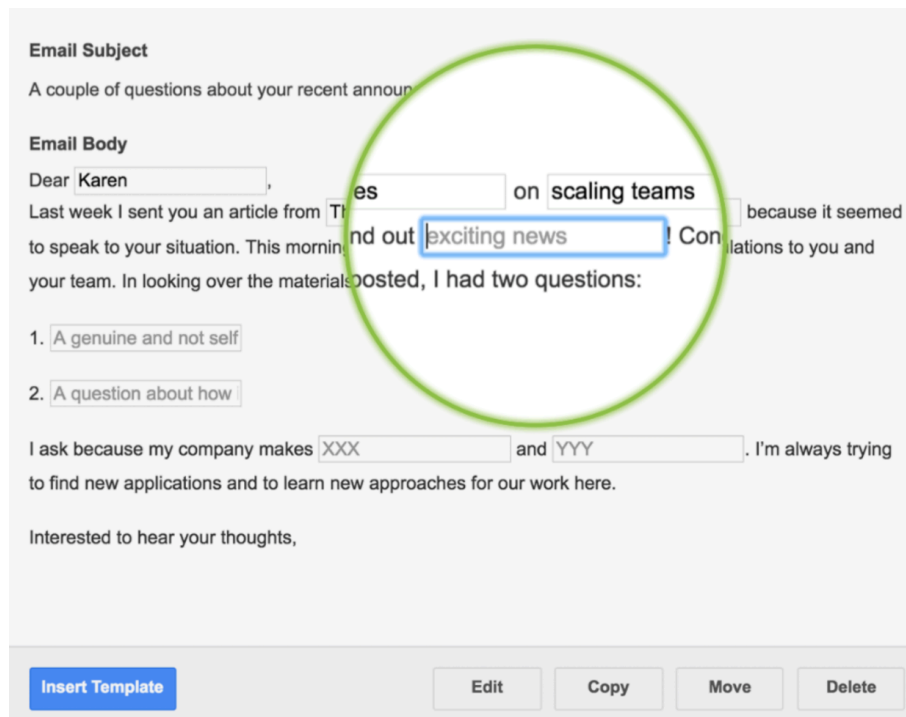
[The Best Follow Up Email Template For An Inbound Lead](#)

[When They Asked You To Circle Back Later](#)

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[Save these templates in your inbox for easy customization](#). Like this:



Email Subject
A couple of questions about your recent announcement

Email Body
Dear Karen, I saw your announcement on scaling teams because it seemed to speak to your situation. This morning I found out exciting news! Congratulations to you and your team. In looking over the materials posted, I had two questions:

1. A genuine and not self
2. A question about how

I ask because my company makes XXX and YYY. I'm always trying to find new applications and to learn new approaches for our work here.

Interested to hear your thoughts,

[Insert Template](#) [Edit](#) [Copy](#) [Move](#) [Delete](#)

With [Yesware](#) Templates, the emails below save "{!xxx}" fields as placeholders.

How to Win Your PR Pitch The Second Time Around

Note: Reply-All to your initial email so the reporter sees your context. Make sure you re-attach whatever you initially sent.

Hi {First Name!},

I know you're busy so I wanted to reach back out about my earlier request — have you had a chance to review the {!What you sent over} that I sent over {!When you sent it}?

{!1 sentence summarizing what you have is new, comprehensive, or groundbreaking}

- {!Finding 1}
- {!Finding 2}
- {!Finding 3}

And more... Reattaching the {!Report or other source of further info}.

Thank you for your time and looking forward to your feedback,

Here's what that looks like when you save it as a template and use it in an email:

Email Subject

New Data: Valuable News You Ha

Email Body

Hi {First Name!},

I know you're busy so I wanted to reach back out about my earlier request — have you had a chance to review the What you sent over that I sent over When you sent it ?

1 sentence summarizir

- Finding 1
- Finding 2
- Finding 3

I want this

And more... Reattaching the Report or other source.

Thank you for your time and looking forward to your feedback,

[Click here to learn more about Yesware Templates.](#)

The Right Follow Up For Your Job Interview

Hi {First Name!},

Thank you for sitting down with me {!This morning/yesterday} to discuss {!Company} your role on the {!Department} team, and what you are looking for from a {!Role}. I love how {!Element of company culture or role responsibilities that you discussed}.

It was so nice to hear about {!Something that aligns with your passions}. A team dynamic like this is something that I am very passionate about!

I also appreciate your disclosure about {!Another point of discussion}. I'm glad to know that you feel that {!Company} {!Something about confidence in company}.

Thank you again, {!First Name}, and I hope you again soon!

Cheers,

When You Just Left a Voicemail — The Email To Follow

Hey there!

{!YourName} from {!!YourCompany} here.

{!Personalization statement}.

You're hearing from me today because it looks like your organization loves to {!!ValueStatement}, and {!!MyCompany} {!!ActionThatAligns}.

We're backed by awesome customers like {!!WellknownBrand1}, {!!WellKnownBrand2}, and {!!WellKnownBrand3}. And these organizations typically see **{!HardMetricResult} within {!!Time}** after implementing with us.

{!FirstName}, I would love to connect with you about your specific needs and what your resources currently look like. I also have a suggestion for how to {!!endpicture}.

Give me a call back at {!!Number} if it's convenient for you, or feel free to reply to the email that I will be following up with.

Thanks!

The Colleague Referral — What To Do When You're Sent to Someone Else

Hi {!!FirstName},

I just spoke with {!Person} over the phone who pointed me your direction.

I reached out to {!Person} because I noticed that your {!Department} team is {!Pained situation}, which we hear is a major challenge {!Why/how it's challenging}.

{!My Company} would automatically {!Paint the solution}. {!Person} suggested we have a conversation.

Could you and I arrange 15 minutes this week to explore how {!Your Company} could leverage {!My Company}?

Note: Try including a link to a customer testimonial in your email signature. Example: "Watch a short video to see how {!Company X achieves ____}."

When They're Past Due Payment (And You're In Collections)

Hi {!First Name},

I hope this note finds you well. I want to follow up on an invoice I emailed on {!Date}. I haven't received the payment yet, so I wanted to ensure the email isn't lost somewhere in depths of cyberspace. Would you please check to see if the accounts payable department has received it? I'll be happy to resend if necessary. Otherwise, I look forward to receiving payment within a week.

I really appreciate your help! Thanks!

When You Just Had a Sales Meeting With a Prospect

Hey {!Company Name} team,

Great meeting with you today — thank you for your time and having us {!come by the office/share in a discussion}. Look forward to reconvening on {!Agreed upon date}. Separate calendar invite to follow shortly for that.

Quick Question

Can you please reply to confirm I recapped our discussion accurately and if I missed anything?

Your Current Initiatives / Priorities / Goals:

- {!Priority 1}
- {!Priority 2}
- {!Priority 3}

Evaluation Success Criteria:

- {!Measure 1}
- {!Measure 2}

How {!My Company} Can Help:

- {!First Benefit + End Picture}
- {!Second Benefit + End Picture}
- {!Third Benefit + End Picture}

Agreed Upon Next Steps / Action Item Owners / Dates & Times:

- {!First Action + Date} — {!Owner 1}
- {!Second Action + Date} — {!Owner 2}
- {!Third Action + Date} — {!Owner 3}

When Someone Asked You For An Introduction

Hi {!First Name},

I hope this note finds you well and {!Personal note}.

{!Person requesting referral & their relation to you} (CC'd here) mentioned to me that {!he/she} is looking {!Reason for their request to you}. I'm reaching out in hopes that you can point {!him/her} in the right direction.

As I think you know, {!What requester's company does}. {!Value statement -- what's in it for your recipient?}

Quick Favor

Might you be willing to introduce {!Requester's first name} to the correct person who {!Responsibility} within {!Their Company}? It would be fantastic to {!Requester's end vision}.

Thank you in advance

The “Hey, I Just Met You” Email

Hi {!First Name},

It was nice to meet you at {!Occasion where you met}. I loved learning more about {!Something discussed}. I'm really interested to learn more about your role as {!Job title} at {!Company}, as {!Reason why you're interested}. If you have time in the coming weeks, I'd love to {!Follow up action} and hear more about {!Something you'd like to ask about}.

Glad to meet you,

The Best Follow Up Email Template For An Inbound Lead

Hi {!First Name},

I noticed you got a chance to take a look at some of our content, specifically the piece {!Title of content}. I hope you found some value there!

{!Question triggering pain point}? It's a reality in {!Their field} today, and the reason why {!How your company aligns}. I would love to {!action you're looking for} {!what it accomplishes for them}. {!Statement that shows your differentiation}.

{!First name}, do you have {!amount of time} free on {!Day} {!time of day}?

When They Asked You To Circle Back Later

Hi {!First Name},

I know we're still in a holding pattern, but I wanted to send over a customer case study that speaks to how {!Customer Name} leveraged {!type of product/service you offer} to {!What they accomplished -- HARD METRIC}.

What sort of timelines do you think we're looking at to pick this back up?

Thanks!

When You're Waiting For An Answer

Hi {!First Name},

In case you missed my email {!week/day you sent it}, {!restate why you're reaching out}. {!Value statement specific to recipient}.

My ask for you:

- {!First part of ask}
- {!Second part of ask}

{!Any additional information}.

Looking forward to your reply,

When It's Time to Break Up

Hi {!First Name},

I've been reaching out because I see a great opportunity for your team to {!Outcome 1}, {!Outcome 2}, and {!Outcome 3}.

Hate to be a bother, so I'll plan on reconnecting in a few months, unless you tell me you're ready to evaluate sooner. If you were interested in getting your team on a pilot period to try us out, I could help set that up too.

In the meantime, I'll definitely keep an eye out for {!Your company} news!

Thanks for your time.