

Follow-Up Templates That Convert

1. The Portfolio Update

Subject: [Their Name], check out my latest work!

Hi [Name],

It's been a while since our [project/collaboration] together, and I wanted to reconnect! I've recently updated my portfolio with some exciting new work that I thought might interest you.

You can see everything here on my Creatorland profile: [LINK]

I especially wanted to highlight [specific project/achievement] that has similarities to our past work together.

Would love to catch up and hear what you've been working on lately. Any exciting projects in the pipeline?

Best,
[Your Name]

2. The Rate Card Refresh

Subject: My updated 2025 collaboration options

Hi [Name],

Hope this message finds you well! I'm reaching out to share my updated rate card for 2025 collaborations.

Since we worked together on [previous project], I've gained expertise in [new skill/platform] and expanded my services to include [new offering].

Here's what I'm offering this year:

- [Package 1] - [Brief description + rate]
- [Package 2] - [Brief description + rate]
- [Package 3] - [Brief description + rate]

I'd love to collaborate again if you have any upcoming campaigns that might be a good fit. My calendar is currently booking for [timeframe].

Looking forward to potentially working together again!

[Your Name]

3. The Expertise Check-In

Subject: Insights on [Current Trend] you might find valuable

Hi [Name],

I've been following the developments in [industry trend/platform change] and immediately thought of our conversation during our [previous project] collaboration.

I just published some thoughts on this topic that might be relevant to your work: [Link to blog/social post/article]

I'd be happy to chat more about how these changes might impact your [marketing/content] strategy if that would be helpful.

Hope all is well with you and the team at [Company]!

[Your Name]

4. The Casual Reconnect

Subject: Reconnecting from [Previous Project]

Hi [Name],

I hope you've been well since our [project] wrapped up! I was just revisiting some of our work together and wanted to reach out to say hello.

I've recently joined Creatorland to build my professional network and was excited to see you pop up as a suggested connection. It would be great to stay connected there as well.

What's new in your world? I'd love to hear what you've been working on lately.

Best regards,
[Your Name]

5. The Testimonial Request

Subject: Quick quote for my portfolio?

Hi [Name],

I hope you're doing well! I've been updating my professional portfolio on Creatorland and wanted to include our [project/collaboration] as one of my featured case studies.

Would you be willing to share a brief quote about your experience working with me? Just a sentence or two about the results or what it was like to collaborate would be incredibly helpful.

I truly enjoyed our time working together on [specific aspect of project], and would love the opportunity to collaborate again if any upcoming projects come up that might be a good fit for my [skills/style/expertise].

Thanks so much for considering this request. Hope everything is going great with you and the team at [Company]!

Best,
[Your Name]