

SHELeads India

A practical, downloadable template for women entrepreneurs.

Sales Follow-up System

Four ready-to-copy messages, spaced over two weeks.

Swap in your own details wherever you see brackets. Space these out — don't send all four in one week. Read the blog post for why each message has a different job.

Day 0 — Same-Day Acknowledgment

"Thank you so much for your interest! I'll send over [details] shortly — let me know if you have any questions in the meantime."

Day 3 — Gentle Check-in

"Hi [name]! Just checking in — did you get a chance to look at [what you sent]? Happy to answer anything."

Day 7 — Value-Add Nudge

"Thought you'd like this — [share a tip / photo / answer to a common question]. Let me know if you'd like to go ahead!"

Day 14 — Graceful Close

"I don't want to keep bothering you — I'll leave this here, and I'm happy to help whenever you're ready."

Your reminder tracker

Name: _____ Day 0 sent: ___ Day 3 sent: ___ Day 7 sent: ___ Day 14 sent: ___
