

7-Email Follow-Up Sequence

Module 4 | AI for Contractors Course | ITech Plus

Copy-paste these templates for every bid you send. Customize the bracketed sections. Set them up as drafts or automate with n8n/Make.

Email 1 - Same Day (After Sending Bid)

Subject: [Project Name] - Proposal Submitted

Hi [Client Name],

Thank you for the opportunity to bid on [project name]. I just sent over our proposal for \$[amount].

Here is a quick summary of what is included:

- [Key scope item 1]
- [Key scope item 2]
- [Key scope item 3]

Timeline: [X weeks] from approval to completion.

Please let me know if you have any questions or if anything needs adjusting. Happy to walk through the numbers at your convenience.

Warm regards,

[Your Name]

[Company] | [Phone]

Email 2 - Day 3

Subject: Quick follow-up on [Project Name] proposal

Hi [Client Name],

Just checking in on the proposal I sent over for [project name]. Have you had a chance to review it?

If anything needs clarification or if the scope needs adjusting, I am happy to revise. Sometimes a quick 10-minute call is the easiest way to go through it.

Let me know.

[Your Name]

Email 3 - Day 7

Subject: [Project Name] - Any questions on the bid?

Hi [Client Name],

Wanted to follow up one more time on the [project name] proposal. I know these decisions take time, so no pressure.

A couple of things worth noting:

- Our schedule is [open / filling up] for [month], so if timing matters I wanted to flag that.
- If the price needs to come down, I am happy to look at the scope and see where we can adjust.

Either way, I appreciate the consideration.

[Your Name]

Email 4 - Day 10

Subject: Still interested in [Project Name]?

Hi [Client Name],

Quick note - I wanted to make sure our proposal for [project name] did not get buried in your inbox.

If you have gone a different direction, no hard feelings at all. But if you are still considering options, I am here.

Would a quick call this week help move things forward?

[Your Name]

Email 5 - Day 14

Subject: Closing the loop on [Project Name]

Hi [Client Name],

This will be my last follow-up on the [project name] bid. I do not want to be a pest.

If the project is still on your radar, our proposal is valid for another [X] days and I am happy to pick up where we left off.

If not, I hope we get a chance to work together on a future project. Feel free to reach out anytime.

All the best,

[Your Name]

[Company] | [Phone]

Email 6 - Day 30 (Long-term nurture)

Subject: How did [Project Name] turn out?

Hi [Client Name],

It has been a few weeks since we talked about [project name]. Just curious - how did it turn out? Did you move forward with another contractor?

No agenda here. I like to follow up on projects I bid because it helps me understand the market.

If there is anything else coming up, I would love the chance to bid on it.

[Your Name]

Email 7 - Day 60 (Stay top of mind)

Subject: Quick thought for [Client Name]

Hi [Client Name],

[Share something useful - a tip related to their project type, a seasonal reminder, a code change that affects their property, etc.]

Thought of you when I saw this. Hope all is well.

[Your Name]

[Company] | [Phone]