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How to Use Your Free SMS Samples

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In this document, you'll find prompts that'll help you respond more effectively to your leads and clients.

It's important to note, these prompts are only a jumping-off point to create your own messages. They should not be copied word for word and sent out. Instead, modify the templates so they fit your unique voice, offers, and personality.

Think of these templates as the foundation. Use the built-in conversion principles, but modify them, so it really feels like your business. The last thing your customers want is to receive the same standard message from dozens of companies.

With that said, let's get into the templates!

(Keep scrolling to templates)



Salesmsg' Top Three Follow-ups (Swipe These!!! 🔥)

Message #1

Hey James, Sarah here! I just received your request and would love to set up a quick 15-minute chat. Do you have some availability this week?

Message #2

Hey John, I noticed you just booked a call. What do you hope to get out of it?

Message #3

Hi Anthony, it's Mary from Acme Inc. I'd love to schedule a call to see how I can help you. Click the link to book a time that works for you: [\(link\)](#)

Why These Messages Work

When a website visitor fills out a form or gives your business a call, you want to get in touch with them as soon as possible.

There's an old sales adage that goes, "time kills deals." You have potential customers wanting to learn more, so you want to take advantage of this.

Make your text message concise, but offer relevant information that helps further the conversation. The goal of these messages is simply to open the door and start the conversation.

For most businesses, this can be setting up a time to chat or booking a product demo.

Live Event & Webinar Follow-ups

Message #4

Hey Jan! Want to learn more about what we talked about at the event? Check out our event recap blog posts with exclusive resources: [\(link\)](#)

Message #5

Thanks for attending our event! We hope you found it valuable. Have any questions or feedback? Reply to this text and let us know.

Message #6

*We really appreciate your support at our event! Use code **THANK YOU10** for 10% off your next order.*

Message #7

Thanks for attending our webinar! Want to dive deeper into the topics we covered? You might really love our course. Check it out here: [\(link\)](#)

Message #8

Miss our latest webinar? No worries! You can catch the replay here [\(link\)](#)

Why These Messages Work

Whether it's a networking event, local group you host, or webinar you just ran, you have a big opportunity to follow up with your leads after an event.

The messages above focus on gratitude and making a connection. You don't want to push for the sale, but simply gauge interest.

Turning Cold Leads Into Warm Leads 📧

Message #9

Hey, it's been a while since we last spoke about our platform. Are you still considering it? Let me know if you need any more information.

Message #10

Hey there, it's been a few weeks since we talked. I wanted to check in and see if you're still interested in (product name). Anything I can do to help?

Message #11

Hi Rick, I wanted to check in and see if anything is holding you back from trying our (name) service. Let me know if I can address any concerns.

Message #12

Hi Patricia, just wanted to follow up and see if you're still interested in our estimate. If so, let's set up a time to chat and go over the details.

Why These Messages Work

Maybe they were too busy, forgot, or it just wasn't the right time.

People drop off for a variety of reasons. Don't take things personally, instead use this as a way to bring them back into your world.

These messages gently open up dialogue with your prospects, while trying to pinpoint any concerns that stopped them the first time.

The key here is to be gentle and think of it as a subtle reminder. But, remain persistent without being pushy or aggressive.

Demo & Free Trial Follow-ups

Message #13

I wanted to follow up on our demo last week. Are there any features or functionalities you'd like to see again? Can I answer any questions?

Message #14

Hey Jessica, I wanted to let you know about a new feature we just added to our platform that you may be interested in. Let me know if you'd like more details.

Message #15

Thanks for trying out our product! Right now, we're offering a free consultation on the best ways to use (product name). Want details? Reply with "Y."

Message #16

Hi (Fname), Just a friendly reminder that your free trial will be ending soon. Want to continue using our product? Let me know and we'll talk next steps.

Message #17

Hope you're enjoying our product! If you're interested, we're offering a special discount for new customers now. Interested? Reply with "Discount."

Why These Messages Work

When people are using a free trial or just finished demoing your product, they are your warmest possible leads.

Now, it's time to check in and help to address any issues they might have. Your goal isn't to make the sale today, but to address their objections and concerns.

The messages above also sweeten the pot a bit by offering discounts, a free expert consultation, and highlighting features that impact their business.

You want your text messages to feel personal, so think about what you can offer that feels unique to them at that moment.

Missed Meeting Follow-ups

Message #18

Hey Ron, sorry we didn't get to connect today. Would you be open for next Tuesday instead?

Message #19

Hi Laura. I noticed you missed our meeting today. Is everything okay? Let's reschedule for a time that works better for you: (calendar link)

Message #20

John, I missed you today! Feel free to reschedule for a time that works best for you: (calendar link)

Why These Messages Work

With our packed schedules, missed meetings happen.

Instead of taking this personally, you can use this to bond deeper with your customer.

By being flexible and putting empathy first you can build more trust with your prospect for when your meeting finally does happen.

After The Meeting Follow-ups 📞

Message #21

Hey Sharon, I appreciate the meeting today! If you have any questions, you can reach me here. It's my personal number. Steve

Message #22

Thanks for taking the time to meet with me today! I'm excited at the prospect of working together. Interested in next steps? Reply to let me know.

Message #23

Hey Martin, I'm glad we were able to connect today. I think our service would be a great fit for your business. Let me know if you have any questions.

Message #24

Thanks for the kickoff call today! Are you free to discuss the next steps? You can book an appointment here at your convenience: [\(link\)](#)

Why These Messages Work

Once you've had a great meeting you want to keep the momentum going.

These messages are simple. They thank the customer for their time and move toward the next step. This could be another call in the future, a follow-up with additional resources, or a simple link with notes from your call.

The important thing here is to stay at the top of your prospect's mind. Show gratitude, express interest, and explore possibilities for collaboration.

You'll also notice these messages avoid overwhelming the prospect with too much information. Instead, they're focused on building a solid relationship.

After The Purchase Follow-ups (Gooooonnnng! 🛎)

Message #25

Hey John! Just wanted to say thanks for choosing us. We're committed to making your experience epic! Have questions? Text us anytime.

Message #26

Hey Jamie! We wanted to give you a high-five for your purchase. Have questions? Don't hesitate to reach out or check out our library here: (link)

Message #27

I'm just checking in to see how you're liking our product. Interested in taking things to the next level? Check out our (product name #2) here: (Link)

Message #28

Hey Jason, we wanted to thank you for your recent purchase and recommend our (product #2). It pairs perfectly with (product #1 name). Check it out: (Link)

Message #29

Thanks for your recent purchase! We also recommend our (other product). As a VIP customer, you'll get 10% off when you use the code VIP10: (Link)

Why These Messages Work

Your post-purchase messages can mean the difference between a single transaction and a customer for life.

Once a customer makes a purchase you have a few options available.

First, you'll want to thank your customer for buying and open the door to any questions or feedback.

Next, you can upsell or cross-sell certain products that'll complement their purchase. This can increase your customer's lifetime value right away.

Ready to start texting?

Click the button below to start your 14-day trial and in less than 30 seconds, you'll be texting your leads and customers.

[Start Your Free 14-Day Trial](#)

Still have questions? Text us: (888) 409-2298