The Follow-Up Scripts Collection

The exact language for the days after your proposal — gracious, confident, and contract-winning.

A companion to the Win the Contract session

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WELCOME

Follow-Up Is Leadership

The days after a proposal are where contracts are won. Most coaches go quiet here — unsure whether reaching out reads as helpful or eager. You will do neither. You will lead, the way you always have.

Every script in this collection follows three principles from the Consistent Client Contracts approach:

Serve, don't chase. Each touchpoint adds value or clarity. Your prospect finishes reading and thinks, “this is what working together will feel like.”

Assume partnership. You write as a peer and future partner in their success — never as a vendor awaiting a verdict.

Invite a decision, gracefully. Clear next steps honor your prospect's time and yours. Ambiguity serves no one.

Personalize every bracket, keep your voice, and send with confidence. These words have helped coaches win contracts for over two decades.

Before each send, ask: “Does this message make their decision easier?”

SCRIPT 1 • SAME DAY

The Proposal Delivery Note

Send this with your proposal — it frames everything that follows.

Subject: Your proposal — [Client Name] + [Your Name]

Dear [Name],

It was a pleasure exploring what is possible for [specific goal they named]. As promised, your proposal is attached, and I designed it around the three outcomes that matter most to you: [outcome 1], [outcome 2], and [outcome 3].

As you review, what questions arise for you? I am happy to walk through any part of it together — I have time [day] or [day].

I am excited about what we can create.

Warmly,
[Your Name]

Why it works: It restates their outcomes in their words, invites questions as a natural next step, and proposes specific times — leadership in miniature.

SCRIPT 2 • DAY 3–4

The Value-Add Touch

A gift, not a nudge. Send something genuinely useful.

Subject: Thought of you — [topic]

Hi [Name],

Our conversation about [their challenge] stayed with me. I came across [article / framework / idea] and thought of your situation immediately — particularly [one specific insight relevant to them].

No response needed. I simply wanted you to have it as you consider your next steps.

Warmly,
[Your Name]

Why it works: "No response needed" is the most disarming phrase in follow-up. You demonstrate partnership before the contract exists.

SCRIPT 3 • DAY 7

The Gracious Check-In

One week out, invite the conversation forward.

Subject: Checking in on your proposal

Hi [Name],

I wanted to check in as you consider the proposal. When we spoke, you mentioned [their timeline or driver — e.g., wanting this resolved before Q4]. How is your thinking evolving?

If it would help to talk anything through — the approach, the investment, the timing — I would welcome the conversation. Would [day] at [time] or [day] at [time] work for a brief call?

Warmly,
[Your Name]

Why it works: "How is your thinking evolving?" is a coach-like question that opens dialogue rather than demanding a verdict — and naming the investment as a welcome topic dissolves the most common silent objection.

SCRIPT 4 • WHEN THEY SAY "WE NEED MORE TIME"

The Timeline Partnership

Hi [Name],

Completely understood — a decision like this deserves the right timing. So I can be a good partner to your process: what would be most useful for me to provide between now and [their date]? And shall we place a brief call on the calendar for [specific date] so you have a clear moment to decide?

In the meantime, I will hold your place for [start date / cohort / opening].

Warmly,
[Your Name]

Why it works: You honor their pace while creating structure — a scheduled decision point and a gently held opening. Time becomes an ally instead of a void.

SCRIPT 5 • WHEN THE ANSWER IS YES

The Welcome

Dear [Name],

Wonderful — welcome! I am delighted, and I want you to know: saying yes to this kind of partnership is itself an act of leadership.

Here is what happens next: [agreement / invoice] arrives today, and once complete, you will receive [onboarding step] so we can begin on [date]. Our first session will focus on [first outcome].

Here is to the meaningful results ahead.

Warmly,
[Your Name]

SCRIPT 6 • WHEN THE ANSWER IS NOT NOW

The Open Door

Dear [Name],

Thank you for the care you gave this decision — I genuinely appreciate it. The door remains open, and the timing will be right when it is right.

May I check in with you in [90 days / next quarter]? And in the meantime, I will keep sending anything I come across that supports [their goal] — because your success matters to me either way.

With appreciation,
[Your Name]

Why it works: Graciousness in a "not now" is unforgettable. Many of the best contracts arrive on the second conversation — this script ensures there is one.

Your Follow-Up Rhythm at a Glance

Same day	Proposal Delivery Note
Day 3–4	Value-Add Touch
Day 7	Gracious Check-In
As needed	Timeline Partnership • The Welcome • The Open Door

You already know how to lead important conversations. Now you have the words for the quiet days in between. Use them with intention — and win the contract.

Love and great joy,

Karen