

FREE GUIDE

Ask Twice

The follow-up nobody sends, when to send it, and the three messages that recover a quiet enquiry.



Quiet is not a no

Someone asked about your work. You answered. They said thanks, they would think about it. Then nothing.

Almost everyone files that as a rejection. It usually is not. When you actually ask people why they went quiet, the reasons are **boringly human**:

- They got busy and your message scrolled out of sight
- They were waiting for a partner, a spouse or a budget to agree
- They had one small doubt and nobody asked what it was
- They genuinely forgot

None of those is «no». All of them are recoverable, and all of them **expire**.



Why most follow-ups fail

Most businesses send exactly one, it goes out too early, and it says the wrong thing.

«Hi! Just checking in to see if you had any thoughts on my quote.»

Look at what that asks of the reader. It gives them nothing, it puts the work back on them, and it announces that you are waiting. If they had a doubt, this does not touch it. If they were busy, this adds one more thing to their list.

And then the wrong lesson

It gets no reply, so the business concludes that follow-ups do not work — and stops. The follow-up was not the problem. That message was.

The three messages

1. Day 2 — the useful one

Not a nudge. Add something. «Thinking about your Thursday problem — most places your size handle it with a two-week rotation rather than weekly. Cheaper, and less disruption.» It proves you kept thinking after the meeting ended.

2. Day 9 — the easy out

«I do not want to keep this hanging over you — if the timing is wrong or you have gone another way, just say and I will close the file.» Counter-intuitively, this is the message that gets the most yeses.

3. Day 21 — the door

«Closing this off so it stops sitting in your inbox. If it comes back around in a few months, you know where I am.» A surprising number of replies arrive to this, sometimes months later.

The rhythm matters as much as the words: **three touches over three weeks**, each doing a different job.

Why the day 9 message works

Two things happen. People who genuinely went elsewhere reply and tell you, which is worth knowing. And people who were simply busy **suddenly feel the thing slipping away**, which is often what breaks the delay.

The tone has to be genuinely relaxed. If it reads as passive-aggressive it does the opposite, and there is no recovering from that.

Then stop

After the third, stop. A fourth and a fifth do not increase the chance of a yes — they change how you are remembered, and not in your favour.

Put them in a list to contact when you have something genuinely new: a price change, a new service, a slot that opened. That is a different message with a different reason to exist.

Two rules that decide whether this works

- 1 Never send all three from a template with nothing changed.** The day 2 message has to contain something specific to them. If it does not, skip it and go straight to day 9
- 2 Track what came back.** Not opens. Replies, and what the reply said

After twenty enquiries you will know which of the three is doing the work in your business, and you can drop the other one.

What this is worth

Take the enquiries you had last quarter that went quiet without a clear no. Multiply by your average job value. Then assume **one in six** recovers, which is realistic for a well-timed sequence.

1 in 6

recovery rate is usually a bigger number than raising prices or spending more on ads — and it is cheaper, because these people already know who you are.

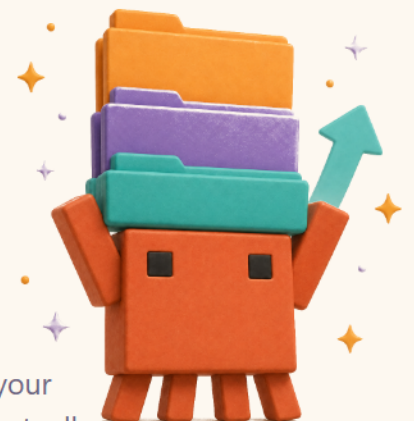


Want the **three** messages?

We do a free Process Diagnosis: we look at where your enquiries actually go quiet, and hand you the sequence written for your business. No cost, no commitment.

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ARCHITECTS OF BUSINESS

We build AI systems where your brand and your operations work as one: practical automation your team actually uses, always with a human in control.

Process Diagnosis

We map how your team actually works and tell you the three processes worth automating first. Free.

AI Agents

Systems that answer, book, quote and follow up — you approve before anything ships.

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