



Previous Client Check In Campaign

Email 1: Day After Service Provided

Email 2: 30 Days Later

Email 3: 60 Days Later

Email 4: 90 Days Later

Email 5: 6 Months Later

Email 6: 1 Year Later

Email #1

Day After Service Provided

SUBJECT LINE: Thank you!

Hi First Name,

I thoroughly enjoyed our time together during {insert session or program name}.

I loved watching your breakthroughs and clarity spring forth. Now, the real work begins. You'll have to take what we did during our time together and apply it so that you see real results.

Please know that I am here to help you as you work through the process.

There's nothing more important to me than making sure that my clients feel served, supported and heard during our time together. How did I do? Would you mind taking a quick moment and sharing your thought on our time together? I'm very interested in knowing what you loved, what you want more of and what really worked for you. Would you also share how you felt as a result of our time together?

Simply reply to this email to share your thoughts and know that I appreciate you and the ability to serve you more than words can say.

Your Closing,
Your Name

P.S. Please be sure to join our online community at your earliest convenience. [insert Facebook page or group]



Email #2

30 Day Check In

SUBJECT LINE: How's it going?

Hi First Name,

Can you believe it's been 30 days since we were together?!

Now that we are 30 days out from our time together, I wanted to take a few minutes and check in on you. How are things progressing?

Are you supported? Have things popped up that you need help navigating?

First Name, know that I truly welcome an opportunity to continue to work with you, if you need it.

Should we schedule a quick check in call?

Know that I am here to serve you in any way that I can. I welcome it.

Your Closing,

Your Name

P.S. I still would like to hear of the value you got in working together when you have a moment. There's nothing more important to me than making sure that my clients feel served, supported and heard during our time together.



Email #3

60 Day Check In

SUBJECT LINE: Checking In

Hi First Name,

Now that we are 60 days out from our time together, I wanted to take a few minutes and check in on you. How are things progressing? Think about your goals that we discussed together - are you where you should be now?

If so, **congratulations for continuing to step in!**

If not, what needs to change to get back on track?

Knowing what you need to do to go to the next level and actually doing it are two different things. Part of the reason successful people hire coaches and consultants is so that they get the accountability to get it done. First Name, I'd love to be that for you. Part of the reason I have been checking in on you is because I know how as soon as we decide something all hell can break loose. In those moments, we need guidance, a sounding board and a little reassurance that we are on the same path.

I'd love to talk with you about being that for you.

If now is the time, simply reply to this email so that we can get you access to the guidance, accountability and support that you need. If not, know that I will keep checking in with you to make sure that when you need me I am there.

Your Closing,

Your Name



Email #4

90 Day Check In

SUBJECT LINE: Where are you at ~Contact.FirstName~?

Hi First Name,

Now that we are 90 days out from our time together, I wanted to take a few minutes and check in on you. How are things progressing? Think about your goals that we discussed together - are you where you should be now?

If so, congratulations for continuing to step in!

If not, what needs to change to get back on track?

Knowing what you need to do to go to the next level and actually doing it are two different things. Part of the reason successful people hire coaches and consultants is so that they get the accountability to get it done. First Name, I'd love to be that for you. Part of the reason I have been checking in on you is because I know how as soon as we decide something all hell can break loose. In those moments, we need guidance, a sounding board and a little reassurance that we are on the same path.

I'd love to talk with you about being that for you. If now is the time, simply reply to this email so that we can get you access to the guidance, accountability and support that you need. If not, know that I will keep checking in with you to make sure that when you need me I am there 😊.

Your Closing,

Your Name



Email #5

6 Month Check In

SUBJECT LINE: ~Contact.FirstName~, how are you doing?

Hi First Name,

Can you believe it's been six months since we worked together [insert what you worked together on]?!

I can't.

I've been thinking about you a lot lately, which prompted me to check in on you. How are things progressing? Are you still on target to achieve your goals? Is there a way that I can help?

If you know anything about me, First Name, I think you know that I care about the work that I do – it's my calling and I care about those I am called to serve. I count you in that number and I want to make sure that you have what you need to thrive.

Do you?

Should we schedule a quick check in call? I welcome the opportunity to serve you again; here is a link to my calendar [insert calendar link]

Your Closing,
Your Name



Email #6

1 Year Check In

SUBJECT LINE: First Name, it's our anniversary!

Hi First Name,

It's our anniversary. On this day, last year, you and I were working together to [insert the problem you worked on with the client.]

Happy Anniversary.

A year later, how are things? Are you still thriving? Have you stayed on track? Do you need a little help to redirect and refocus?

If you do, it's okay. We all need a little help from time to time. Part of the reason I have made staying in touch a priority is so that when you feel that you need help, I am close.

Should we schedule a quick check in call? I'd love to hear your voice, check in on what you're working on and share what's new with me.

I welcome the opportunity to serve you again.

Here is a link to my calendar [insert calendar link]

Your Closing,
Your Name