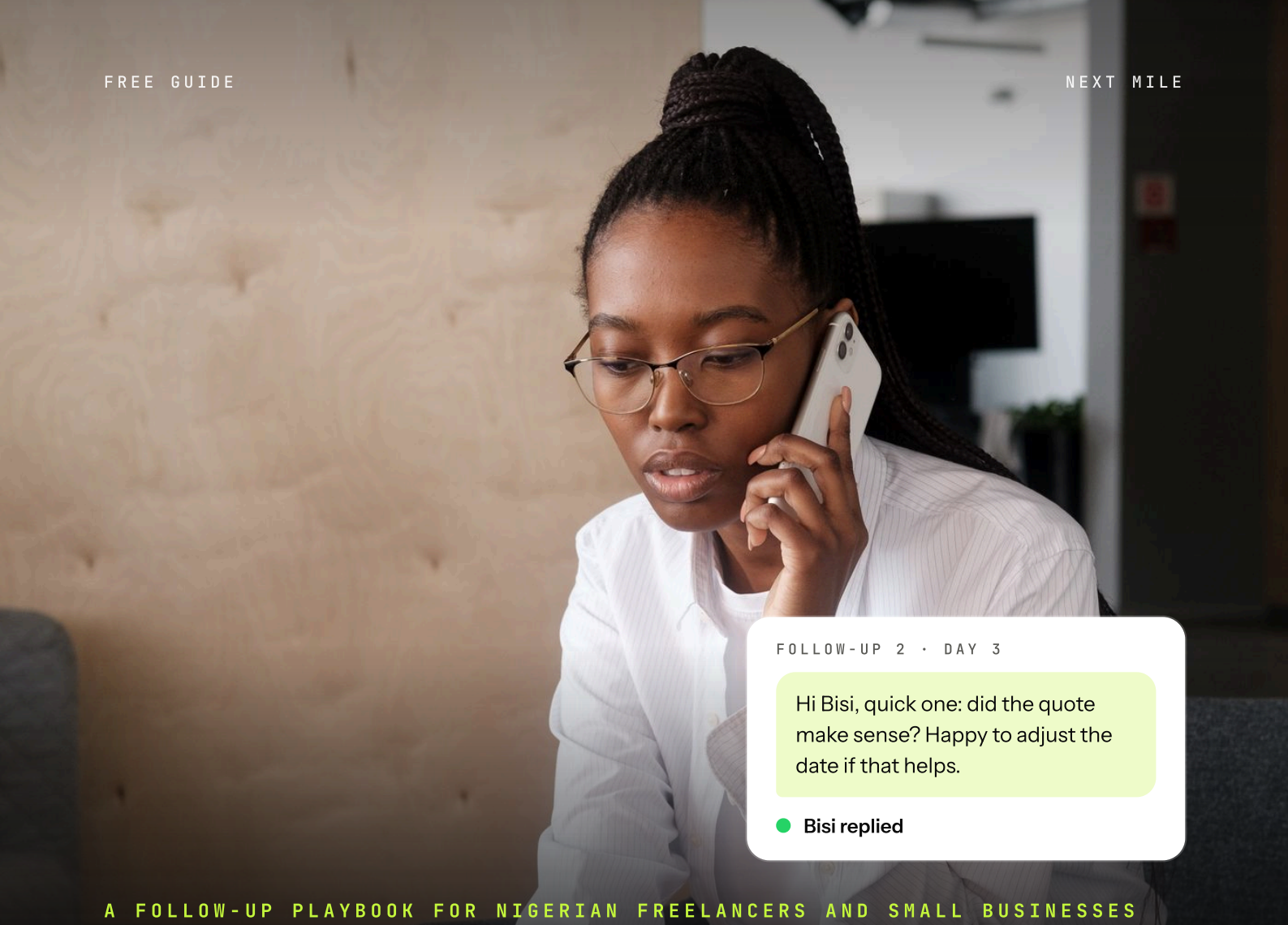


A FOLLOW-UP PLAYBOOK FOR NIGERIAN FREELANCERS AND SMALL BUSINESSES

FOLLOW UP WITHOUT BEING ANNOYING

When to message, what to say, and when to let go. Turn "let me get back to you" into a yes, with scripts you can copy.

WHAT'S INSIDE

EIGHT STEPS FROM SILENCE TO "YES"

Work through them in order. By the end you'll have a follow-up rhythm, a set of messages for every situation, and a simple way to never forget anyone.

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HAVE IT READY

Your WhatsApp chats, DMs and any quotes you've sent.

FILL AS YOU GO

The tracker on page 18 has space for your open leads.

MAKE IT YOURS

Change the scripts until they sound like you talking.

BEFORE WE START

SILENCE IS NOT A NO

When someone goes quiet, it's easy to assume they've moved on. Usually, life just happened. They're busy, their data finished, their boss travelled, or your message got buried under fifty others.

SOUND FAMILIAR?

You send a quote, they say "I'll get back to you", and you never hear from them again.

SOUND FAMILIAR?

You want to follow up but you don't want to look desperate, so you don't.

SOUND FAMILIAR?

You remember a lead three weeks later, and by then they've hired someone else.

SOUND FAMILIAR?

Your only follow-up is "Hello, any update?" and it gets left on read.

FOLLOWING UP ISN'T BEGGING. IT'S GOOD SERVICE.

People who asked about your work wanted help. A clear, friendly follow-up makes it easy for them to say yes, or to tell you no so you can move on.

YOU'LL HAVE

A rhythm for when to message, and when to stop.

YOU'LL HAVE

Scripts for quotes, "maybe", silence and after the sale.

YOU'LL HAVE

A 15-minute routine and a tracker to keep it going.

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STEP 1 OF 8

KNOW WHO YOU'RE WAITING ON

You can't follow up with people you've forgotten. Before anything else, make one list of everyone who could still say yes.

LOOK IN

- WhatsApp chats from the last two months
- Instagram and Facebook DMs
- Emails and website enquiries
- Quotes you've sent but not been paid for
- People you met at events or in person

FOR EACH PERSON, WRITE

- Their name and how to reach them
- What they asked about
- When you last spoke
- What happens next, and when

MEET ADA

Ada is a made-up event decorator we'll follow through this guide. When she made her list, she found **14 people** who had asked about prices and never heard back from her. Some of them were still planning their events.

DO

Go back at least two months. People who asked then may be ready now.

DON'T

Add people who already told you no. Respect it and leave them off.

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STEP 2 OF 8

AGREE THE NEXT STEP EVERY TIME

The easiest follow-up is one they're expecting. Never end a chat, call or meeting without agreeing what happens next.

AFTER YOU SEND A QUOTE

"I've sent the quote. Take your time with it. Is it okay if I check in with you on Thursday?"

WHEN THEY SAY "LET ME THINK ABOUT IT"

"Of course. What would help you decide? I can check back early next week if that works."

WHEN THEY NEED TO ASK SOMEONE

"No problem. When do you think you'll be able to talk to [your partner / your oga]? I'll send a short summary you can show them."

DO

Agree a day. Then your follow-up isn't a surprise, it's a promise you're keeping.

DON'T

End with "okay, let me know". That puts all the work on them, and they're busy.

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STEP 3 OF 8

FOLLOW A SIMPLE RHYTHM

Too often feels like pressure. Too rarely and they forget you. Space your messages out, and get a little further apart each time.

DAY 0	Send the quote or answer their question, and agree the next step.
DAY 2-3	Check they got it and ask if anything is unclear.
DAY 7	Bring something new: an idea, a sample, an answer to a worry.
DAY 14	Ask a simple yes-or-no question about whether it's still on.
DAY 30	The last message. Leave the door open and close their file.

A STARTING POINT, NOT A RULE. MOVE FASTER WHEN THEY HAVE A DEADLINE.

WHEN THERE'S A DEADLINE

If they need you for a wedding in three weeks, follow up every two or three days. A date that's coming soon is a good reason to message, and they'll be glad you did.

ADA'S RHYTHM

For a birthday party two months away, Ada checks in after 2 days, sends photos of a similar setup at day 7, and asks "still on for the date?" at day 14.

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STEP 4 OF 8

BRING SOMETHING NEW EACH TIME

"Any update?" asks them to do something. A good follow-up gives them something instead. Every message should be worth opening.

SHOW

A photo or short video of similar work you just finished.

HELP

An answer to a question they asked, or one they'll ask soon.

SUGGEST

An idea for their event, product or launch that they hadn't thought of.

REMIND

A real date: your calendar is filling up, or their event is getting close.

MAKE IT EASY

A smaller option, a payment plan, or a simple next step.

ASK

One clear question they can answer in a word or two.

INSTEAD OF "ANY UPDATE?"

"Hi [name], I just finished a [similar job] and thought of your event. Here are two photos. Still planning for [date]?"

SCRIPTS, PART 1

AFTER YOU SEND A QUOTE

Copy these, then change the words until they sound like you. Keep them short enough to read on a phone in one go.

DAY 2-3 · DID IT LAND?

"Hi [name], just making sure the quote came through okay. Anything you'd like me to explain or change?"

DAY 7 · ADD SOMETHING

"Hi [name], I had an idea for your [event / project]: [one-line idea]. Happy to add it to the quote if you like it."

DAY 14 · EASY QUESTION

"Hi [name], are you still planning to go ahead with [project]? A quick yes or no helps me plan my calendar."

BEFORE A REAL DEADLINE

"Hi [name], I only have two Saturdays left in [month]. If you'd like one, a deposit holds it for you."

DO

Reply in the same chat as the quote, so they can scroll up and see it.

DON'T

Invent urgency. Only mention a deadline or limited slots if it's true.

SCRIPTS, PART 2

AFTER A CALL OR A "MAYBE"

A follow-up straight after you talk shows you were listening, and it gives them something to forward to whoever else has to agree.

SAME DAY, AFTER A CALL OR MEETING

"Thanks for your time today, [name]. To recap: you need [what] by [when], and the budget is around [amount]. I'll send the quote by [day]."

WHEN THEY SAID "LET ME THINK ABOUT IT"

"Hi [name], I know you were weighing it up. Is there anything I can answer that would make the decision easier?"

WHEN SOMEONE ELSE HAS TO APPROVE

"Hi [name], here's a short summary you can share with [them]: [3 lines]. Happy to jump on a quick call with both of you."

WHEN THEY SAID "NOT NOW"

"No wahala. When would be a better time to talk again? I'll put a reminder and check in then."

TIP

Even after a voice call, send the recap in writing. It's proof of what you agreed, and it's easy for them to forward.

SCRIPTS, PART 3

WHEN THEY'VE GONE QUIET

After a few messages with no reply, change tone. Make it easy for them to answer, even if the answer is no.

THE EASY WAY OUT

"Hi [name], I haven't heard back, so I'm guessing the timing isn't right. Should I check in next month, or close this for now?"

ONE-LETTER ANSWER

"Quick one, [name]. Reply 1 if you'd still like to go ahead, 2 if you'd like me to check back later, or 3 if you've sorted it."

THE LAST MESSAGE

"Hi [name], I'll stop checking in so I don't fill up your WhatsApp. If you ever need [service], I'm here. Wishing you all the best with [their thing]."

WHY THE LAST MESSAGE WORKS

It's polite, it takes the pressure off, and it often gets a reply because people don't like to leave a door shut without saying goodbye. Whatever happens, you can move on with a clear head.

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STEP 5 OF 8

PICK THE RIGHT CHANNEL

Follow up where they first reached you, unless they told you otherwise. Moving channel at the wrong time can feel like chasing.

CHANNEL	GOOD FOR	BE CAREFUL
WhatsApp	Quick check-ins, photos, a personal touch	Late-night messages and long voice notes
Phone call	Big jobs, confusion, or after two unread messages	Calling without warning first
Instagram DM	People who found you there, quick replies	Messages get lost in requests
Email	Companies, formal quotes, things to forward	Long emails with no clear question

GOOD TIMING

Working hours on weekdays. Avoid very early mornings, late nights and Sunday mornings unless they message you then.

VOICE NOTES

Fine if they send them first. Keep them under a minute, and write the key details, like the price or date, in text too.

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STEP 6 OF 8

KNOW WHEN TO STOP

Some replies mean "keep going". Some mean "please stop". Learn the difference and you'll never be the annoying one.

KEEP GOING

- They ask about dates, payment or details
- They reply late, but they reply
- They say "not now" and give a time
- They share your work with someone else

TIME TO STOP

- They say no, in any polite way
- Three or more messages read, no reply
- They tell you they went with someone else
- They ask you to stop. Stop straight away.

WHEN THEY SAY THEY WENT WITH SOMEONE ELSE

"Thanks for letting me know, [name]. I hope it goes really well. If you ever need [service] again, you know where to find me."

A graceful "no problem" today can turn into a referral or a repeat client later. Leave every chat on good terms.

STEP 6, CONTINUED

WHAT THEY SAY, AND WHAT TO REPLY

Many "maybes" are a question in disguise. Find the real worry and answer that.

"IT'S TOO EXPENSIVE"

"I understand. Which part matters most to you? We can start with [smaller option] and add the rest later."

"I'LL GET BACK TO YOU"

"Sure. Is there anything still unclear? If not, I'll check in on [day] so it doesn't slip."

"MY OGA HAS TO APPROVE IT"

"Makes sense. Would a one-page summary help? I can also answer any questions they have directly."

"WE'RE COMPARING A FEW PEOPLE"

"Good idea. To make it easier, here's what's included in mine and what's not, so you can compare like for like."

"CAN YOU DO IT CHEAPER?"

"I can bring it down by taking [part] off. If you'd like the full thing, this is my best price."

Pricing questions come up a lot. Our free guide **Price your services** has a full page of scripts for "abeg reduce am".

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STEP 7 OF 8

KEEP A FOLLOW-UP SYSTEM

Your memory is not a system. Put every open lead in one place, in columns that show where each person is.

NEW	TALKING	QUOTE SENT	WON / LOST
Asked about prices	Call booked	Waiting on reply	Paid deposit
Saw your post	Sent samples	Follow up Thu	Went elsewhere

ONE RULE

Every person on the board has a **next step and a date**. If they don't, add one or move them to lost.

USE WHAT YOU HAVE

A notebook, a spreadsheet or an app. The best system is the one you'll open every day.

COUNT YOUR COLUMNS WEEKLY

If "Quote sent" keeps filling up and "Won" stays empty, your follow-ups need work. If "New" is empty, you need more people asking. Your board tells you which problem to fix.

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STEP 8 OF 8

FOLLOW UP AFTER THE SALE

The follow-up most people skip is the one that brings the next job. Happy clients come back and tell their friends, if you remind them.

A FEW DAYS AFTER DELIVERY

"Hi [name], how is everything with the [work]? Anything you'd like me to adjust?"

ASKING FOR A REVIEW

"I'm so glad you liked it. Would you mind writing two lines about working with me? I'd love to share it on my page."

ASKING FOR A REFERRAL

"If you know anyone else planning [an event / a launch], I'd be grateful if you passed on my number."

A FEW MONTHS LATER

"Hi [name], it's been a while since [their event / project]. Anything new coming up I can help with?"

ASK AT THE HAPPY MOMENT

The best time to ask for a review or referral is right after they say thank you. Don't wait until they've forgotten how good it felt.

THE GOLDEN RULES

HOW NOT TO BE THE ANNOYING ONE

ONE PERSON, ONE MESSAGE

Write to them by name about their job. No copy-paste broadcasts to everyone.

SHORT AND CLEAR

Three lines and one question. If it needs scrolling, it's too long.

NEVER GUILT-TRIP

No "I've been waiting", "you've gone silent" or "I thought we had a deal".

MIND THE CLOCK

Working hours only, unless they're the one chatting at night.

SPACE IT OUT

Each message a little further apart than the last, unless there's a deadline.

ACCEPT NO

Thank them, wish them well, and stop. That's how you get remembered kindly.

DON'T STACK MESSAGES

Wait for a reply before you send the next one. Five messages in a row feels like pressure.

KEEP YOUR PROMISE

If you said Thursday, message on Thursday. It shows you're reliable.

MAKE IT A HABIT

YOUR 15-MINUTE DAILY ROUTINE

Follow-ups only work if you do them. Pick a time, like straight after your morning tea, and do this every working day.

3 MIN	Open your list. Who is due a follow-up today?
8 MIN	Send those messages, each one personal, each one with something new.
2 MIN	Add anyone new who asked about your work since yesterday.
2 MIN	Set the next date for everyone you messaged, and move anyone who said no.

ONCE A WEEK

Look at who said yes and who said no. Which messages got replies? Use more of those, and drop the ones that get ignored.

FIFTEEN MINUTES A DAY. NOBODY FORGOTTEN.

PRINT IT OR COPY IT

YOUR FOLLOW-UP TRACKER

NAME	WHAT THEY WANT	LAST CHAT	NEXT STEP	WHEN

NEXT STEP IDEAS: CHECK IN · SEND SAMPLES · ANSWER A WORRY · LAST MESSAGE · ASK FOR A REVIEW

PUT IT TO WORK

FOLLOW-UPS, IN NEXT MILE

Next Mile gives your follow-ups one home, so nobody slips through just because you were busy.

01 · YOUR PIPELINE

Every lead is a deal on a board with stages like the ones on page 14. Drag it along as the conversation moves.

02 · TASKS WITH DATES

Add a follow-up task to a contact or deal with a due date, so you know who to message today.

03 · REMINDERS THAT SET THEMSELVES

Set up an automation: when a quote is sent, book a follow-up a few days later. You never have to remember.

04 · THE WHOLE STORY

Notes and activity sit on each contact's timeline, so you can pick up exactly where you left off.

HOW ADA SETS IT UP

An automation that says: when a quote is sent, book a follow-up in 3 days called "Check in with [name]". Every quote she sends now comes with a reminder.

ONE INBOX FOR EVERY REPLY

Messages from WhatsApp, Instagram, Messenger, email and your website chat land in one inbox, so you see every reply without jumping between apps.

YOUR NEXT STEP

THE FORTUNE IS IN THE FOLLOW-UP.

Make your list today, send three thoughtful follow-ups, and set a date for every one. Next Mile keeps track so you don't have to.

- Every lead on one pipeline
- Follow-up tasks with due dates
- Automatic follow-ups after a quote
- Every reply in one inbox

START YOUR FREE TRIAL →

At **nextmilehq.com**

KNOW YOUR NEXT MILE.