

The 3-Touch Response Amplifier

When someone replies — here's exactly what to do next to turn a 'thanks' into a client conversation.

THE 3-TOUCH FOLLOW-UP SEQUENCE

1

Immediate Acknowledgment

■ Within 2 hours of their reply

Tone: Warm, appreciative, light

Goal: Acknowledge and validate their engagement. Make them feel heard.

- "Thanks [Name]! Really glad that resonated."
- "That's great to hear — it's something more people should know about."
- ✗ DO NOT: pitch, ask for anything, or overwhelm with info.

2

Value Add

■ Within 48 hours

Tone: Helpful, resourceful

Goal: Deepen the value. Keep the conversation alive with one more resource.

- "Your question got me thinking — here's a resource that goes deeper."
- "I remembered you mentioned [topic]. This ties in nicely."
- ✗ DO NOT: send a large file or a canned generic follow-up.

3

Strategic Bridge

■ ~1 week later

Tone: Casual, consultative, low-pressure

Goal: Gently open the door to a real conversation. Only after value has been delivered.

- "I had a thought about how this applies to [their goal]. Happy to share."
- "If you're still thinking about this, I'm free for a quick 15-min brainstorm."
- KEY: The call offer comes ONLY after consistent value.

GOLDEN OPPORTUNITY SIGNALS — WHAT REPLIES REALLY MEAN

Short reply: "Thanks, helpful!"

Means: Warmed up. Paying attention.

→ Send one follow-up resource + light question.

Long reply sharing their situation

Means: High engagement. Growing trust.

→ Acknowledge their story. Suggest a short call.

"We're dealing with this exact issue"

Means: Active pain. Buying signal.

→ Express empathy. Offer a no-pressure brainstorm.

"How much would that cost?"

Means: Direct buying intent.

→ Answer directly + ask one qualifying question.

"We're planning for next quarter"

Means: Strategic timing alignment.

→ Align with their cycle. Offer a relevant case study.

"I'll share this with my colleague"

Means: Internal champion emerging.

→ Reply to both. Offer a team walkthrough.