Prospect Follow-up Email 2 – Send 7 days after previous contact

<It’s recommended that you send this email in the same email chain as your previous emails to the prospect, but change the subject line>

(subject line)

We missed you at our Toastmasters meeting!

(body)

Dear < First Name OR Mr. or Ms. Last Name>,

Your time is valuable, so I promise this is the last time I’ll reach out to you (unless you request that I do!)

I understand that finding the time to try something new can be hard, and sometimes daunting. I’ve found that it’s easier to take steps to reach my own goals when I make a commitment with someone else. Have you considered inviting a friend, partner, or coworker to join you at our meeting? The more the merrier for us, and you may even be giving that person in your life the little nudge they need to start actively working toward their own goals!

You can find our meeting information in the emails below. I hope you’ll find the time to join us, with or without a friend! And if our meeting time or place no longer works well for you, I can connect you with one of my colleagues at a different Toastmasters club that may work better.

As always, I’m happy to answer any questions you may have about visiting our club, or about Toastmasters in general. If I don’t hear back from you, I wish you the best of luck on your journey. And if that journey renews your interest in our club, we will be happy to welcome you when the time is right!

Sincerely,

<Your First Name, Last Name>

<Title>

<Phone number>

P.S. If you’re interested in public speaking or leadership resources, I highly recommend the online [*Toastmaster* magazine](https://www.toastmasters.org/magazine)! It’s free, and every month I find enriching, helpful articles!