Prospect Follow-up Email 1 – Send 4 days after previous contact

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

(subject line)

Still thinking about Toastmasters?

(body)

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

I’m touching base with you to ensure that you received the information you requested to visit our Toastmasters meeting.

I understand that life gets busy, but I hope you can find an hour to see how our club could help you improve your public speaking and leadership skills. My own Toastmasters experience has been full of support and growth. I know that our club’s members will help you feel welcome.

For your convenience, I am reattaching our club information.

* **Club name:** <Name>
* **Next meeting:** <Time and date>
* **Meeting location:** < Address where your club meets, or online meeting information >
* **Parking information:** <Information on where to park at your meeting. Omit if online only.>
* **Additional information:** <Add any additional info here. If your club’s meeting room is hard to find, provide some direction. Let the prospective member know if your club has a dress code, explain the culture of your club, and if your club is an advanced one, what qualifications there are to join.>

We hope you’ll join us! What questions can I answer to help you feel more comfortable with the process?

Sincerely,

<Your First Name, Last Name>

<Title>

<Phone number>