



AI EMAIL & FOLLOW-UP PROMPT TEMPLATES

Customer Growth Academy | Practical scripts that turn interested leads into conversations, appointments, and customers.

12 precision prompts + message examples + follow-up workflow + compliance checklist

Use these prompts with ChatGPT or another writing assistant. Replace every [bracketed field] with real information. Never submit private customer details to an AI service without appropriate permission and safeguards.



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Start here: the precision briefing

Complete this briefing once, then paste it above any prompt in this guide. It keeps output specific to your actual business rather than generic marketing copy.

MASTER BUSINESS BRIEF

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You are a conversion-focused customer communication strategist. Use only the facts below.

Business: [name]; Industry: [industry]; Service area: [location]; Services: [list]; Ideal customer: [who]; Typical customer concern: [real concern]; Main benefit: [verified benefit]; Offer and price: [actual offer or 'not specified']; Credibility: [real credentials, reviews, or 'none provided']; Brand voice: [warm/direct/professional]; Contact method: [approved reply link or phone]; Channel: [email/SMS/DM]; Customer permission status: [how they opted in].

Rules: Do not invent discounts, testimonials, urgency, deadlines, customer details, or results. Use one clear next step. Never assume a customer has consented to marketing. If essential facts are missing, mark [VERIFY] rather than inventing them.

The follow-up sequence: use judgment, not pressure

Inquiry received: Acknowledge promptly through an appropriate channel. **Estimate delivered:** Check that the customer received it and invite questions. **Still deciding:** Explain the process or answer a genuine objection. **Final check-in:** Offer a low-pressure next step and stop when asked. Timing should reflect customer expectations, permission, and applicable laws; the examples here are not a mandatory schedule.

A simple message formula

Context (why you are writing) + **useful reassurance** (one specific answer or benefit) + **one CTA** (easy reply). Keep the customer in control.

1. New inquiry: respond while interest is fresh

PROMPT 01 | NEW INQUIRY REPLY

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Using the master business brief, write an immediate response to a prospect who asked about [service] through [source]. Their exact question was [quote or summary]. Produce: (A) email with subject and 65-85 words; (B) SMS under 155 characters; (C) DM under 45 words. Thank them, answer only what is known, ask at most one necessary qualifying question, and include one specific CTA. Do not imply availability or prices not confirmed.

Example email: Subject: Your interior painting inquiry

Hi [First Name], thanks for reaching out about interior painting. We can help you explore options for [room/project]. To give you an accurate estimate, could you share which rooms you would like painted? Reply here with the details, and we will explain the next step. - [Business Name]

PROMPT 02 | ESTIMATE SENT

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Write a considerate follow-up for a customer who received an estimate for [service] on [date]. Facts included in estimate: [scope, price, validity only if verified]. Produce a 70-word email and an SMS under 155 characters. Ask whether they received the estimate, invite questions, and suggest one easy next step. Do not invent scarcity or suggest the estimate expires unless that is documented.

PROMPT 03 | NO RESPONSE, SECOND TOUCH

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A customer requested [service] and has not replied after [number] appropriate contact attempts. Create two distinct, helpful follow-ups: one answers the real objection [objection], the other explains the verified process [process]. Each: subject line, email 55-75 words, SMS under 155 characters, one CTA. Tone: respectful and low pressure. Avoid 'just following up' as the opening.

2. Trust, objections, and bookings

PROMPT 04 | PRICE OBJECTION

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Customer said: '[exact concern about price]'. Our real scope and pricing: [details]. Write a reply that acknowledges the concern, explains what is included, compares only verified options, and offers one next step. Output: email 70-95 words; SMS under 155 characters. No discounts or savings claims unless supplied.

PROMPT 05 | TRUST-BUILDING ANSWER

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A prospect asked '[question about reliability, insurance, timing, or quality]'. Verified proof we can use: [facts]. Write three answers: friendly, professional, and concise. Each 45-70 words, with a clear CTA. If proof is missing, explicitly say what should be verified rather than inventing credentials or guarantees.

PROMPT 06 | APPOINTMENT INVITATION

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Write a booking invitation for [service] after the prospect has expressed interest. Confirmed scheduling link or process: [link/process]. Offer two versions: warm and direct. Each version includes email subject, email 60-80 words, SMS under 155 characters. Do not claim specific appointment times are available unless supplied.

PROMPT 07 | APPOINTMENT CONFIRMATION

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Write a transactional appointment confirmation using only: customer first name [name], service [service], date/time/time zone [details], location or meeting link [details], reschedule method [details]. Output: concise email and SMS. Clearly label any missing details [VERIFY]. No cross-sell or promotional copy.

3. Re-engagement and after-service communication

PROMPT 08 | POLITE FINAL CHECK-IN

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Write a final low-pressure follow-up for a lead who requested [service] but did not respond. Mention the original request once, offer to answer questions, and make it clear there is no obligation. Output email 55-70 words and SMS under 155 characters. No guilt, fake deadlines, or repeated persuasion. If the prospect has opted out, produce no message.

PROMPT 09 | PAST CUSTOMER RE-ENGAGEMENT

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Draft an optional re-engagement message for a past customer who previously purchased [service] on [date], where we have permission to send marketing. Offer [real relevant service or helpful seasonal tip]. Output: subject + email 70-90 words and SMS under 155 characters. Avoid suggesting a new service is urgently needed without evidence. Include a clear way to decline further marketing.

PROMPT 10 | REVIEW REQUEST

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Write a neutral, honest review request after [completed service] for a customer who can freely share their experience. Output: email 60-80 words and SMS under 155 characters. Include [verified review link]. Do not request only positive reviews, offer undisclosed incentives, or write a review on the customer's behalf.

PROMPT 11 | REFERRAL REQUEST

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Create a friendly referral request for an existing satisfied customer after [service]. Offer only the verified referral benefit [benefit or none]. Output: email 65-85 words and SMS under 155 characters. Do not pressure the customer, invent rewards, or ask them to share other people's personal information without permission.

4. Improve what you send

PROMPT 12 | MESSAGE AUDIT & REWRITE

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Evaluate this draft message: [paste draft with personal data removed]. Audience: [who]. Goal: [reply/booking/clarification]. Channel: [email/SMS/DM]. Score 1-5 for relevance, clarity, trust, specificity, brevity, and CTA. Identify any invented claims, aggressive pressure, privacy concerns, or consent risks. Then provide one improved version, a shorter version, and an explanation of exactly what changed. Preserve all verified facts; do not invent new ones.

Suggested CRM stages

New Inquiry > Contacted > Qualified > Estimate Sent > Appointment Scheduled > Customer. Add a separate opt-out / do-not-contact status and honor it across channels.

Track outcomes, not just messages

Record inquiry source, date, service requested, last appropriate contact, next action, appointment status, and sale outcome. Review which messages lead to replies and qualified appointments. Never treat an AI-written script as a guarantee of conversion.

Optional: NerdFlow

NerdFlow can help organize customer conversations, lead stages, and eligible follow-up workflows. It is separately billed and is not included in Customer Growth Academy membership.

[Click Here To View NerdFlow](#)

Pre-send compliance & quality checklist

- The customer contact information was collected appropriately.
- The message is permitted for this channel and this recipient.
- Any required consent is documented; opt-outs are honored.
- The message identifies the business accurately.
- Claims, prices, offers, testimonials, and deadlines are verified.
- The email or text is not misleading and has the required opt-out mechanism where applicable.
- The content is personalized using only appropriate, accurate customer data.
- A human reviewed the message and tested links before sending.

Important legal note

In the United States, commercial email may be subject to CAN-SPAM requirements, and marketing texts/calls may be subject to TCPA and related rules. Other federal, state, platform, and international requirements may apply. Consent and opt-out rules depend on the message and channel. This guide is educational, not legal advice. Check applicable requirements before launching campaigns.

Useful official references

FTC: CAN-SPAM Act Compliance Guide

FCC: Unwanted Calls and Texts

FTC: Advertising and Marketing

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