

Follow up with prospects on autopilot

For solo operators running the whole business.

Who this is for

Solo operators and one-person businesses who wear every hat â sales, delivery, admin, and support â and need leverage without hiring a department.

Solo founders remember to follow up once â then ghost their own pipeline.

Suggested stack

Light sequencer or CRM tasks with templates. Primary tools: Lemlist, Gmail, HubSpot.

Do this

1. Write a 5-email sequence: value, proof, offer, soft bump, break-up.
2. Stop-on-reply is mandatory â never nag someone who answered.
3. Limit to people who opted in or had a real conversation.
4. Review reply rate weekly; rewrite the weakest email.

Operator tip

Personal first line beats fancy tools. Merge fields are not personalization.

Free PDF

This file is free to keep and share with attribution to Rule The Internet. Re-read official tool docs before you automate money or customer data.