

The 3-Touch Post-Event Follow-up

Run this sequence within 5 business days of any webinar or event.

The Sequence

Touch 1: Value	Touch 2: Proof	Touch 3: Ask
Day 1–2	Day 4–5	Day 8–10
What: 1 key insight or takeaway from the event/webinar. No pitch.	What: A relevant case study or example that proves the insight in action.	What: One specific, low-friction next step. Assessment, call, or workshop.
Subject line idea: <i>"The one thing we should have said at [Event]"</i>	Subject line idea: <i>"How [Agency/Client] solved this exact problem"</i>	Subject line idea: <i>"20 minutes to map your [Insert Known Problem]?"</i>

Do's & Don'ts

DO	DON'T
✓ Personalize each touch to the event/content	✗ Send the same generic follow-up to everyone
✓ Send within 5 business days of the event	✗ Wait weeks and lose the context window
✓ Make Touch 3 a specific offer, not 'let me know'	✗ Skip straight to the ask without earning trust
✓ Reference something specific from the event	✗ Use a templated sequence with zero customization
✓ One clear CTA per email	✗ Include 3+ links and options in a single email

The rule: earn the ask before you make it. Value → Proof → Ask. In that order. Every time.