

# Day 14 - Follow Up With Someone

There is nothing more disappointing than when we send someone the link or they say they'll call and book, only to get... crickets. But what if those crickets aren't the signal of a missed opportunity (and your brain assuming you're a failure of a practitioner)?

It might be as simple as life got hectic, and they forgot. Or their budget went wonky that month... but everything is back to normal now. Or maybe they had a bad mental health week and didn't feel like they could put themselves first.

If we assume any of the above, it's not only good to follow up - it's our duty as caring practitioners. Because we are still needed, even if they haven't worked with us yet.

## Today's action step?

Reach out to someone who's shown interest, and gently invite them to take the next step:

- Follow up with a voice note or message
- Add a call to action to a post to work with you
- Reconnect with someone who said "not right now" at some point in time or went quiet

Need an offline option? Mention your offer in a real-life convo or send a friendly text to someone who's been curious.

Still stuck? Jump in the [Whatsapp group](#). You can tell us, and we can cheer you on + share the confidence to have the conversation elsewhere!





## Let's talk about following up

*Who have you connected with recently that might be a good fit to work with you?*

*Have you had any comments, convos or DMs that could naturally lead to an offer?*

*What's one way you can follow up with warmth and clarity?*