1. Your Follow-Up Sequence

Each message answers one worry. Never "any update?"

LoftyBiz
loftybiz.net

1 List and rank why people don't buy

Rank	My reason	Example (Sarah, décor, Kigali)
1		Price felt high vs someone cheaper
2		Must agree with partner or family committee
3		Unsure it will look like the photos
4		Date or venue not confirmed
5		They simply forgot

2 One short message per reason, spaced over about two weeks

Day	Worry	My message	Example (Sarah)
1	Price		Setup, transport, take-down included; two options?
3	Family (call)		One-page summary with photos for the committee?
5	Quality		Video of an actual wedding at a similar venue
8	Timing		Hold the date 48 hours, no deposit. Date fixed?
12	Close the file?		Close your file, or keep your date in mind?

3 Check every message

Short	[ ] Yes [ ] No
Uses their name	[ ] Yes [ ] No
Answers one worry	[ ] Yes [ ] No
Ends with an easy question	[ ] Yes [ ] No
Does not say "any update?"	[ ] Yes [ ] No

Day 3 is a phone call, not a text: calls feel personal and get answers. Set the steps up in Systex, our own product (loftybiz.net), so each lead's next message is ready on the right day.

Examples only; results vary. General business education, not financial, legal or tax advice.
Free tool from LoftyBiz. More free tools and Systex (our own product): loftybiz.net

2. The "Not Yet" List

Keep them warm with value. Invite them back on purpose.

1 Move them to a "not yet" list

Name	Phone	Event / product	Rough date	Reason they didn't buy

Add them to a WhatsApp broadcast list. Broadcasts only reach people who saved your number, so ask each lead to save it.

2 Give value every one or two weeks (most messages: no offer)

Week	Useful message (tip, photos, FAQ)	Example (Sarah)
		Tip: how early to book a venue
		Photos from a recent event
		FAQ: how much do flowers cost?

3 Every three months: a tested win-back campaign

Campaign step	Mine	Example (Sarah)
Clear, useful offer		Free 20-minute décor planning session
Deadline / limit		15 couples only, this month
Opening line		"Planning a wedding for early next year?"
Test group		About 50 people; count replies
Next quarter's reason		December dates or a new décor theme

4 Two rules

Remove anyone who asks to stop, immediately	[ ] Yes [ ] No
Value, not only offers	[ ] Yes [ ] No

Examples only; results vary. General business education, not financial, legal or tax advice.
Free tool from LoftyBiz. More free tools and Systex (our own product): loftybiz.net

3. Your Numbers

What silent leads are worth, and what you won back.

1 My numbers

Item	Before	After 1-2 months	Change
Enquiries a month			
Bookings / sales a month			
Silent leads a month			
Average sale ($)			
Leads won back a month			
Leads on my "not yet" list			

2 Worked examples (illustrative)

Enquiries a month	60	Booked / silent	12 / 48
Won back a month	+8 bookings	8 x $2,500	$20,000 a month
Not yet list	400 people	400 x $20 per enquiry	$8,000 to attract
Campaign	52 replies, 15 sessions	7 bookings x $2,500	about $17,500

3 Track replies per message

Message	Sent	Replies	Reply rate	Improve next month?
Day 1 · Price				
Day 3 · Call				
Day 5 · Proof				
Day 8 · Hold the date				
Day 12 · Close the file?				

4 Do this this week

[ ] List everyone who asked in the last 3 months but didn't buy
[ ] Write down your top 5 reasons people don't buy
[ ] Write one short message for each reason
[ ] Start the sequence with the newest leads first
[ ] Set the steps up in Systex, so no lead is forgotten

Sarah and her figures are illustrative. These are examples, not promises. Results vary. General business education, not financial, legal or tax advice.