Landing the First Meeting: Follow-Up Email

Hi [Prospect],

Quickly following up on my email from yesterday. I tried to call you, but was unable to connect. Hoping to set up a call to introduce my company, [company name]. Do you have 30 minutes anytime early next week that would work?

While I have you, I thought you might find some interest in our work with [client]. We helped them [achieve goal] resulting in [ideally you have a % to use here, but any meaningful result will suffice]. You can read the whole story here: [Provide case study link.]

As a reminder, we're a Y company, expert (or specializing) in the X category. We've worked with [name 2-3 clients], and many others to [achieve goal].

Best,

[Your Name]