

Web Design Proposal Follow-Up Email Template

Three emails, a schedule, and your replies, for the proposal the client hasn't answered. Fill in every [bracket], delete the guidance in italics, and paste into your email. Written for web designers; works in Gmail, Outlook or any proposal tool.

1. When to send

A rule of thumb, not a study. Bend it to your client and your sales cycle. Write the real dates in as soon as you send the proposal.

Step	When	Date
Proposal sent, with your check-in line (section 2)	Day 0	[Date]
Email 1: a reason to write and an easy reply	Day 3	[Date]
Email 2: the deadline and your smallest option	Day 7	[Date]
Email 3: close the loop	Day 14	[Date]
Stop. Add one calendar note to check in again	After email 3	[Date, about 3 months out]

Send each email as a **reply to your original proposal email**, so the proposal sits right below it.

2. The line for your proposal

Put this near the top or at the end of the proposal, so your follow-up is something the client expected, not a nag.

I'll check in with you on [day, for example next Thursday]. If you have questions before then, reply to this email.

3. Email 1 (day 3): a reason to write, an easy reply

Subject: keep it plain, with the client's name and the project. Skip "Following up" and "Just checking in".

Subject: [Client business name] website: your start date

Hi [First name],

Your start date of [date] is still open for the [Package name] package.

Reply **1** to go ahead, **2** for a 15-minute call, or **3** if it's not the right time. If price, timing or scope is the snag, tell me which.

[Your name]

Why it works: it gives the client a reason to answer, asks for a number, not an essay, and names the likely blockers so that, if one is the snag, they can say which in one line.

4. Email 2 (day 7): the deadline and the smallest option

Subject: [Client business name]: proposal valid until [date]

Hi [First name],

The proposal is valid until [date]. The [Smallest package name] package is [\$ ____] and covers [the one thing they said mattered most]. The [Package name] package is [\$ ____].

Reply [**Smallest**], [**Standard**] or **later**, and I'll take it from there.

[Your name]

Leave out "sorry to bother you". You are helping them decide, not begging. A client who is stuck on price may not say so; a smaller option says it for them.

5. Email 3 (day 14): close the loop

Subject: Should I close the [Client business name] proposal?

Hi [First name],

I'll close this proposal on [valid-until date]. If the timing has changed, reply **keep it open** and I'll hold your start date.

Thanks for considering [your studio], [First name].

[Your name]

Short, kind, and one easy way back in. Then stop.

6. When they reply

They say yes (or reply 1). Send the acceptance link or signature page and the start date in the same reply. *"Great. Here's the link to accept: [link]. Your start date is [date]."*

They say later (or reply 3). Ask for a month, and put it in your calendar. *"No problem. Shall I check back in [month]?"*

They want a call (or reply 2). Offer two times. *"I have [day, time] or [day, time]. Which suits?"*

They say no. Thank them and ask one question, one time. *"Thanks, [First name]. One question, if you're up for it: what would have made it a yes?"* Then close it out. Don't ask twice.

7. When to stop

- After email 3, **stop**. In my view, a fourth email stops being a follow-up.
 - If the client says to stop, stop that day.
 - US note, general information only: the FTC's CAN-SPAM guide says a marketing email must honor an opt-out request within 10 business days, and it makes no exception for business-to-business email. Whether a follow-up on an unsigned proposal counts is a question for someone qualified where you work. Stopping the same day settles it.
 - Add one calendar note to check in once, about three months later, with something new to say (a finished project, a new package, a seasonal offer).
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8. Follow-up log

One row per proposal, so you always know which email you are on.

Client	Proposal sent	Email 1 sent	Email 2 sent	Email 3 sent	Reply	Next step
[Client]	[Date]	[Date]	[Date]	[Date]	[1 / 2 / 3 / yes / later / no]	[Stop / check in on date]
[Client]	[Date]	[Date]	[Date]	[Date]	[]	[]

Sending lots of proposals? Workspace369 lets a client open and accept a proposal through a link, and has a follow-up reminders switch: clients who view but don't respond get up to three reminder emails, 48 hours apart: https://workspace369.com/features/quoting/?utm_source=template&utm_medium=download&utm_campaign=web-design-proposal-follow-up-emails-template&utm_content=reminders

This template is general information, not legal advice. Have your terms and your email practices checked by someone qualified where you work.

Template from the One Person Agency channel. Our #1 pick is Workspace369.

Example: the same sequence, filled in

A fictional studio and client, so you can see what "specific" looks like. Your names, prices and dates will differ.

Reyes Web Studio to Dana Ruiz, Harbor Dental. Proposal sent on the 1st: Standard package, \$4,800, valid until the 30th. Start date held: the 1st of next month. The proposal said: "I'll check in with you on Thursday."

Email 1, sent the 4th.

Subject: Harbor Dental website: your start date

"Hi Dana, your start date of the 1st is still open for the Standard package. Reply 1 to go ahead, 2 for a 15-minute call, or 3 if it's not the right time. If price, timing or scope is the snag, tell me which. Maya"

Email 2, sent the 8th.

Subject: Harbor Dental: proposal valid until the 30th

"Hi Dana, the proposal is valid until the 30th. The Starter package is \$3,200 and covers the booking form. The Standard package is \$4,800. Reply Starter, Standard or later, and I'll take it from there. Maya"

Email 3, sent the 15th.

Subject: Should I close the Harbor Dental proposal?

"Hi Dana, I'll close this proposal on the 30th. If the timing has changed, reply keep it open and I'll hold your start date. Thanks for considering Reyes Web Studio, Dana. Maya"

What happened. Dana replied "3" on the 16th. Maya wrote "No problem. Shall I check back in January?", then put one calendar note in for January 5th. Log row: Harbor Dental · sent the 1st · emails on the 4th, 8th and 15th · reply: 3 · next: check in January 5th.

Fictional example. The studio, client, prices and dates are made up to illustrate the template; the prices match the example in our web design proposal template.