

PELLEX AI SIDE BUSINESS STARTER KIT

A single printable PDF version of the online documentation. Use the website for easier navigation, and this PDF for offline reading.

PELLEX \$9 STARTER KIT ? START HERE

Source: 00-READ-ME-FIRST.md

PELLEX \$9 STARTER KIT ? START HERE

This kit is organized as a simple path. Do not read every file first.

If you want the fastest path

1. Open '01-use-with-ai-agent/00-get-started-with-an-ai-agent.md' in the online docs.
2. Give the online docs or single PDF to Hermes, Claude, ChatGPT, Gemini, Cursor, or another AI assistant.
3. Ask it to help you pick one niche, draft one free asset, and package one \$9 Markdown product.
4. Use the templates only after you pick a niche.

If you do not have a paid AI subscription

Open '01-use-with-ai-agent/03-single-paste-context-bundle.md' and paste it into a free AI chat. Then work one step at a time.

The recommended reading order

- '01-use-with-ai-agent/' ? make an AI assistant understand the whole kit.
- '02-pick-a-niche/' ? choose one buyer and one pain.
- '03-build-the-offer/' ? create the free asset and \$9 product page.
- '04-template-packs/' ? pick one template pack closest to your niche.
- '05-launch-and-learn/' ? send helpful messages, track objections, improve.
- '06-examples-and-checklists/' ? sanity-check and copy filled examples.
- '07-trackers-and-calculators/' ? measure leads and ROI.
- '08-fulfilment/' ? deliver the product after payment.

Rule

Your first paid product should be a small Markdown kit that helps one specific buyer solve one repeated pain faster. Do not turn this into software yet.

CONTENTS MAP

Source: CONTENTS.md

CONTENTS MAP

01-use-with-ai-agent

Use these first if you want an AI assistant to operate the kit with you.

02-pick-a-niche

Worksheets for choosing a buyer and validating that the pain is worth solving.

03-build-the-offer

Guides for creating the free asset, \$9 product, product page, pricing, and launch checklist.

04-template-packs

Copy/paste templates for different niches. Pick one; do not read all of them.

05-launch-and-learn

Distribution scripts, buyer questions, objection log, 30-day growth plan, and upgrade paths.

06-examples-and-checklists

Filled examples and quality checks so the offer feels worth paying for.

07-trackers-and-calculators

CSV files for tracking leads and estimating ROI.

08-fulfilment

No-code delivery setup after payment.

GET STARTED: USE THIS KIT WITH AN AI AGENT

Source: 01-use-with-ai-agent/00-get-started-with-an-ai-agent.md

GET STARTED: USE THIS KIT WITH AN AI AGENT

This tutorial turns the \$9 kit from a folder of files into an interactive launch assistant. The goal is simple: feed the Markdown files into an AI agent so it can help you immediately pick a niche, adapt templates, write your free asset, package the \$9 offer, and draft outreach.

Who this is for

- You bought the kit but do not want to manually read every file first.
- You want an AI assistant to ask questions, choose the right template, and produce drafts.
- You may already subscribe to an AI agent, or you may only have access to free chat tools.

The best result

By the end, your AI should know:

1. Your buyer type.
2. The pain you want to solve.
3. The free asset you will publish.
4. The paid \$9 shovel you will offer.
5. The templates and playbooks in this folder.
6. Your next 10-20 distribution messages.

Folder to give the AI

Feed the agent this whole folder when possible:

'pellex-ai-side-business-starter-kit/'

At minimum, provide these files:

- 'agent-ready/01-master-agent-context.md'
- 'agent-ready/02-copy-paste-launch-prompt.md'
- '01-niche-picker.md'
- '02-product-packaging-guide.md'
- 'playbooks/01-free-asset-builder.md'
- 'playbooks/02-sales-page-template.md'
- 'playbooks/03-distribution-scripts.md'
- The template file closest to your niche from 'templates/'

If you use Hermes Agent

Hermes is a good fit because it can read local files, remember context, and help create/edit assets.

Option A: open Hermes inside the kit folder

1. Open the online documentation, or download the single PDF for offline reading.
2. If you use a local AI agent, copy the relevant documentation sections into a project folder as Markdown.
3. Open terminal in that folder:

```
""bash
cd /path/to/pellex-starter-kit-notes
hermes
""
```

4. Paste this:

```
""text
Read the Markdown notes in this folder. Start with agent-ready/01-master-agent-context.md
and agent-ready/02-copy-paste-launch-prompt.md. Act as my AI side-business launch assistant.
Ask me only the minimum questions needed, then help me pick one niche, create one free
asset, package one $9 paid shovel, and write my first 20 distribution messages.
""
```

Option B: one-shot Hermes command

From inside your working folder:

```
""bash
hermes chat -q "Read the Markdown files in this folder, especially
agent-ready/01-master-agent-context.md. Help me choose one niche and draft my free asset +
$9 product page. Ask for missing info only if needed."
""
```

If Hermes is not installed yet

Install and set up Hermes:

```
""bash
curl -fsSL
https://raw.githubusercontent.com/NousResearch/hermes-agent/main/scripts/install.sh | bash
hermes setup
hermes doctor
```

““

Then run 'hermes' inside your working folder.

If your AI tool supports file upload

Use the online documentation or download the single PDF, then upload/paste the relevant sections. Start with the launch prompt in '01-use-with-ai-agent/02-copy-paste-launch-prompt.md'.

Tools that usually work well:

- Claude Projects / Claude chat with file upload
- ChatGPT Projects / GPTs / chat with file upload
- Gemini with file upload
- Perplexity Spaces
- Cursor / Windsurf / VS Code agent tools if you open the folder as a project

If your AI tool does not support folder upload

Use 'agent-ready/03-single-paste-context-bundle.md'. It is a compressed context pack you can paste into almost any chat tool.

If the chat has a small context window, paste only:

1. 'agent-ready/01-master-agent-context.md'
2. 'agent-ready/02-copy-paste-launch-prompt.md'
3. One relevant template from 'templates/'

Important instruction for the AI

Do not let the AI turn this into a giant course or software build. The twist of this kit is that the AI should behave like a practical launch operator:

- choose a narrow buyer,
- produce usable Markdown assets,
- keep the paid product small,
- draft outreach,
- track buyer objections,
- improve only from real signals.

MASTER CONTEXT FOR YOUR AI AGENT

Source: 01-use-with-ai-agent/01-master-agent-context.md

MASTER CONTEXT FOR YOUR AI AGENT

You are helping me use the Pellex AI Side Business Starter Kit. Your role is not to give generic startup advice. Your role is to act as a practical launch assistant that helps me ship one tiny AI-assisted digital product.

Goal

Help me create one free useful asset and one \$9 paid ?shovel? for a specific buyer pain.

The product philosophy

- Buyers do not pay for ?AI?. They pay for relief from a repeated pain.
- The first product should be small, specific, and immediately useful.
- The free asset should solve 20?40% of the pain.
- The paid product should help the buyer move faster with templates, examples, checklists, trackers, and prompts.
- Do not suggest building software until real buyer signals justify it.

What I need you to do

1. Ask me for my buyer, skills, audience, and constraints if unknown.
2. Use the kit files to score niche options.
3. Recommend one narrow buyer/pain combination.
4. Draft a free asset page in Markdown.
5. Draft a \$9 product page.
6. Choose or adapt templates from the kit.
7. Draft 20 helpful distribution messages.
8. Create a simple tracking plan for replies, clicks, objections, and sales.
9. Suggest the next smallest improvement after feedback.

Output format

Use Markdown. Prefer finished drafts over abstract advice. When giving options, give at most three. End each response with the next concrete action.

Guardrails

- No passive income hype.

- No fake guarantees.
- No overbuilding.
- No vague "AI automation" claims.
- Keep the first version shippable within 48 hours.
- If I get stuck, reduce scope instead of adding complexity.

COPY/PASTE LAUNCH PROMPT

Source: 01-use-with-ai-agent/02-copy-paste-launch-prompt.md

COPY/PASTE LAUNCH PROMPT

Paste this into Hermes, Claude, ChatGPT, Gemini, Cursor, or another AI assistant after uploading or opening the kit files.

“text

You are my AI side-business launch assistant. I have uploaded/opened the Pellex AI Side Business Starter Kit. Read the Markdown files and use them as your operating manual.

Your job: help me ship one free useful asset and one \$9 paid ?shovel? within 48 hours.

Do not give generic startup advice. Use the files in this kit. Keep the offer narrow, practical, and immediately useful. Ask me only the minimum questions needed.

Start by doing this:

1. Ask me 5 short questions about my skills, audience, interests, available time, and preferred buyer type.
2. Suggest 3 niche/pain options scored with the kit?s criteria.
3. Recommend one option and explain why.
4. Draft the free asset outline.
5. Draft the paid \$9 kit contents.
6. Give me the next 3 actions to ship today.

Important: the paid product should be a set of Markdown templates, playbooks, prompts, trackers, and examples that a buyer can use immediately. Do not suggest building custom software yet.

“

FREE AND PAID AI AGENT OPTIONS

Source: 01-use-with-ai-agent/04-ai-agent-options-free-and-paid.md

FREE AND PAID AI AGENT OPTIONS

You do not need the most expensive AI agent to use this kit. Choose the option that matches your current setup.

If you already subscribe to an AI agent

Best options:

- Hermes Agent: best if you are comfortable with terminal and local files. Copy the docs/PDF notes into a project folder and let Hermes read/edit your working Markdown directly.
- Claude Pro / Claude Projects: good for uploading the single PDF or pasting the online docs and asking for long-form guidance.
- ChatGPT Plus / Team: good for Projects, GPTs, file upload, and iterative drafts.
- Cursor / Windsurf / VS Code agent: good if you want the kit treated like a small project folder.
- OpenAI Codex / Claude Code-style coding agents: useful if you later turn the kit into landing pages, scripts, or automations.

If you do not have a paid AI subscription

Free or low-cost options:

- ChatGPT free: paste '03-single-paste-context-bundle.md' plus one template at a time.
- Claude free: upload a few Markdown files if file upload is available; otherwise paste the single-paste bundle.
- Gemini free: useful for summarizing and drafting; upload/paste the key Markdown files.
- Perplexity free: useful for research and niche discovery, but less ideal for maintaining a long working context.
- Poe or similar aggregators: useful if you want to try several models.
- Local models via Ollama: free after setup, but quality depends on your machine and model. Good enough for adapting templates, weaker for strategy.

Recommended path by budget

\$0

Use ChatGPT/Claude/Gemini free. Paste the single-paste bundle, then one template at a time.

\$9 kit + no AI subscription

Use the kit as structured source material. Ask a free model to help with one step per chat: niche, free asset, sales page, distribution.

\$20/month AI subscription

Use ChatGPT Plus, Claude Pro, Gemini Advanced, or a similar plan with file upload. Upload the single PDF or paste the online docs, then run the launch prompt.

Technical users

Install Hermes and create a small working folder from the docs. This gives the smoothest ?agent reads the instructions and helps me operate? workflow.

Rule of thumb

If the tool can read multiple Markdown files and remember them during the conversation, it is enough. If it cannot, use the single-paste context bundle and work one file at a time.

NICHE PICKER AND SCORING WORKSHEET

Source: 02-pick-a-niche/01-niche-picker.md

NICHE PICKER AND SCORING WORKSHEET

Score each idea 1-5. Pick a total of 16+.

Idea Pain frequency Buyer reachable Pays for speed Easy free asset Total
Cleaning quote follow-up 5 4 5 5 19
Weekend tutoring enquiry reply 5 4 4 5 18
Salon no-show rebook 4 4 4 4 16
Freelancer proposal follow-up 4 5 4 4 17
Clinic price enquiry reply 4 3 5 4 16
Wedding photographer enquiry triage 4 4 5 4 17
Property agent viewing follow-up 5 4 4 4 17

Decision rule

Choose the idea where you can find 20 buyers today and create a useful free asset in under two hours.

Fill this in

- Buyer:
- Pain:
- Visible cost:
- Where they already talk:
- Free asset:
- Paid kit:
- Why this is worth \$9:

HOW TO PACKAGE A \$9 SHOVEL CUSTOMERS WILL ACTUALLY PAY FOR

Source: 03-build-the-offer/01-product-packaging-guide.md

HOW TO PACKAGE A \$9 SHOVEL CUSTOMERS WILL ACTUALLY PAY FOR

A \$9 product does not win because it is long. It wins because it is immediately useful. The buyer should open it and feel, ?I can copy this today.?

Minimum value stack

Include at least five of these:

1. Copy/paste templates
2. Filled examples
3. A checklist
4. A tracker or calculator
5. A setup guide
6. A before/after teardown
7. Adaptation prompts
8. A delivery email or implementation script

Product page formula

Headline: Save [time/money] on [task] without [annoying work].

Subhead: A copy/paste kit for [specific role] who need [outcome] today.

Bullets:

- Includes [number] templates for [specific situations]
- Includes a tracker/calculator to measure impact
- Includes setup instructions so you can use it today
- 14-day refund if it does not help you ship

\$9 justification test

Would a buyer pay \$9 to avoid writing this from scratch? Would one saved booking, reply, or hour cover the price? If yes, it is enough to launch.

FREE ASSET BUILDER PLAYBOOK

Source: 03-build-the-offer/03-free-asset-builder.md

FREE ASSET BUILDER PLAYBOOK

Pick one free asset type

- Template pack: easiest for service businesses
- Calculator: best when pain has obvious money cost
- Checklist: best for confusing workflows
- Scorecard: best for audits and experts
- Teardown: best for creators and consultants

Build steps

1. Name the exact pain.
2. Give one immediately usable asset.
3. Add ?how to use this today?.
4. Add common mistakes.
5. Add a soft CTA to the paid kit.

CTA formula

Want the full version with [templates/examples/tracker/setup guide]? Get the \$9 kit here:

[link]

\$9 SALES PAGE TEMPLATE

Source: 03-build-the-offer/04-sales-page-template.md

\$9 SALES PAGE TEMPLATE

Headline

[Specific role]: save [time/money] on [task] without [annoying work]

Subhead

A copy/paste kit for [buyer] who need [outcome] today.

What you get

- [Number] templates for [situations]
- Filled examples you can copy
- A tracker/calculator
- Setup instructions
- Adaptation prompts

Why it is worth \$9

If one template saves 20 minutes or helps recover one lead, the kit pays for itself.

Refund line

If this does not help you ship or improve your workflow, email within 14 days for a refund.

HOW TO USE THE TEMPLATE PACKS

Source: 04-template-packs/00-how-to-use-template-packs.md

HOW TO USE THE TEMPLATE PACKS

Do not read every template pack. Pick the one closest to your buyer, then ask your AI assistant to adapt it.

Recommended prompt

?Use this template pack as the base. Adapt it for [my buyer] who struggles with [specific pain]. Keep it practical, human, and ready to paste into SMS/email/WhatsApp. Create a free version and a paid \$9 kit version.?

Pick one path

- Cleaning company ? '02-cleaning-quote-follow-up-kit.md'
- Tutor ? '01-weekend-tutoring-enquiry-reply-template.md'
- Salon ? '03-salon-rebook-prompt.md'
- Freelancer / consultant ? '04-freelancer-proposal-follow-up.md' or '11-b2b-consultant-discovery-follow-up.md'
- Clinic ? '05-clinic-price-enquiry-reply.md'
- Creator ? '06-creator-digital-product-outline.md'
- Local service ? '07-local-service-lead-tracker.md'

DISTRIBUTION SCRIPTS

Source: 05-launch-and-learn/01-distribution-scripts.md

DISTRIBUTION SCRIPTS

Helpful DM

Hi [Name] ? I noticed many [role] lose time on [pain]. I made a free [template/checklist] you can copy if useful: [link]. No pitch ? hope it saves you a few minutes.

Comment reply

This is exactly the kind of admin leak I made a free template for. Happy to share if useful.

Follow-up after interest

Here you go: [link]. If you want the expanded version with variants and tracker, there?s also a small \$9 kit, but the free version should already help.

Rule

Send slowly and personalize the first line. Your goal is learning and trust, not blasting links.

OBJECTION AND ITERATION LOG

Source: 05-launch-and-learn/02-objection-and-iteration-log.md

OBJECTION AND ITERATION LOG

Common objections

- ?I can ask ChatGPT myself.? Add better examples and prompts.
- ?This is too generic.? Narrow the niche.
- ?I do not know how to use it.? Add start-here steps.
- ?Will this work for my industry?? Add industry-specific variants.
- ?I do not trust checkout.? Add refund policy and sample preview.

Iteration rule

If the same objection appears twice, update the product or page. If nobody replies, change distribution or headline before adding more content.

BUYER VALUE CHECK

Source: 06-examples-and-checklists/04-buyer-value-check.md

BUYER VALUE CHECK

Before selling, confirm:

- The buyer can use it in under 10 minutes
- There are copy/paste examples
- It targets one role and one pain
- It includes a clear next step
- It saves time, money, or awkwardness
- The sales page explains why \$9 is cheap compared with the pain
- Refund policy is visible

NO-CODE FULFILMENT SETUP

Source: 08-fulfilment/stripe-email-notion-setup.md

NO-CODE FULFILMENT SETUP

Option A: Payment link + manual delivery first

Use this until the first 3 sales.

1. Create a Stripe Payment Link, Gumroad product, or Lemon Squeezy checkout.
2. Put the single PDF or online documentation link behind your paid delivery page, Google Drive, Dropbox, Notion, or a protected static URL.
3. After payment notification, send the delivery email.
4. Refund quickly if asked within 14 days.

Option B: Automated delivery

1. Stripe Payment Link.
2. Zapier/Make trigger: successful payment.
3. Gmail/Resend action: send download link.
4. Notion/Airtable action: log buyer email, product, date.
5. Optional: tag buyer by niche if they answer a post-purchase question.

Delivery email template

Subject: Your [Product name] download

Thanks ? here is your download: [LINK]

Start with '00-start-here.md'. If you get stuck, reply with your niche and I'll point you to the right template.

Support promise

Reply to this email if the download fails or if the kit does not help you ship. Refunds are available within 14 days.

WEEKEND TUTORING ENQUIRY REPLY TEMPLATE PACK

Source: 04-template-packs/01-weekend-tutoring-enquiry-reply-template.md

WEEKEND TUTORING ENQUIRY REPLY TEMPLATE PACK

Situation

A parent messages on Friday night or weekend asking about lessons. The goal is to reply fast, sound human, and move toward a trial lesson.

Copy/paste reply

Hi [Parent name] ? thanks for reaching out. Yes, I can help with [subject/year]. The fastest next step is a quick trial lesson so I can understand what [student name] needs and recommend a plan.

I have these openings:

- [Option 1]
- [Option 2]
- [Option 3]

If helpful, reply with the best slot plus the main topic they are struggling with right now.

Price question reply

Great question. My lessons are [price/range]. Before you commit, I recommend a trial so we can confirm fit and avoid wasting your money on the wrong plan.

24-hour follow-up

Hi [Parent name], just checking whether one of those trial slots works. If the week is busy, I can also send a short placement task first.

AI adaptation prompt

Rewrite this for a [subject] tutor teaching [student age]. Keep it warm, concise, and parent-friendly. Include three available slots and a gentle next step.

CLEANING QUOTE FOLLOW-UP KIT

Source: 04-template-packs/02-cleaning-quote-follow-up-kit.md

CLEANING QUOTE FOLLOW-UP KIT

Goal

Recover more jobs after sending a quote without sounding pushy.

Day 0 ? quote sent

Hi [Name], I just sent the quote for [job]. Anything unclear? Happy to explain the options.

Day 1 ? confirm receipt

Quick check ? did the quote come through okay? I can adjust the scope if you want to split must-do and nice-to-have items.

Day 3 ? make decision easier

If helpful, I can hold [date/window]. The most important items are [A] and [B]; [C] can wait if you want to keep the first visit lighter.

Day 5 ? social proof

A few clients with similar [homes/offices] choose [package] because it handles [main pain]. Happy to recommend the most sensible option.

Day 7 ? graceful close

No worries if timing changed. I'll close this quote for now, but if you want to revisit it later, just reply here.

Tracker tip

Mark every quote as Sent, Followed up 1, Followed up 2, Booked, or Lost. The money is usually in the ?sent but not followed up? column.

SALON REBOOK AND NO-SHOW RECOVERY PACK

Source: 04-template-packs/03-salon-rebook-prompt.md

SALON REBOOK AND NO-SHOW RECOVERY PACK

After no-show

Hi [Name], hope everything is okay. We missed you for [service] today. I can still fit you in [slot 1] or [slot 2] if you'd like to rebook.

After completed appointment

Loved having you in today. For best results, most clients rebook [service] every [timeframe]. Want me to reserve [slot]?

Quiet client reactivation

Hi [Name], it's been a while since your last [service]. I have a few openings this week and can hold [slot] if you'd like a refresh.

VIP version

Hi [Name], I saved a few priority slots for regular clients this week. Want me to hold [slot] for your usual [service]?

AI adaptation prompt

Create five SMS messages for a [type of salon] to recover no-shows and encourage rebooking. Tone: warm, not desperate. Keep under 300 characters each.

FREELANCER PROPOSAL FOLLOW-UP PACK

Source: 04-template-packs/04-freelancer-proposal-follow-up.md

FREELANCER PROPOSAL FOLLOW-UP PACK

24 hours after proposal

Hi [Name], checking the proposal landed okay. If useful, I can also send a smaller first-step version.

Budget objection

Totally understand. The highest-leverage version would be [scope]. If you want to start lighter, I'd suggest [smaller scope] at [price].

Decision-maker delay

No problem. Would it help if I summarized the business case in three bullets for your team?

Close loop

I'm closing my planning window for next week. Should I hold a slot for this project or revisit later?

Upsell after delivery

Now that [project] is live, the next highest-leverage improvement would be [next step]. I can scope a simple version if useful.

CLINIC PRICE ENQUIRY REPLY PACK

Source: 04-template-packs/05-clinic-price-enquiry-reply.md

CLINIC PRICE ENQUIRY REPLY PACK

First reply

Hi [Name] ? pricing depends on [factor], but most clients are in the [range] range. The best next step is a short consultation so we can confirm fit and avoid recommending the wrong option.

Available times:

- [Option 1]
- [Option 2]
- [Option 3]

Safety disclaimer line

A clinician will confirm what is appropriate after reviewing your situation.

Follow-up

Hi [Name], just checking if you wanted help choosing a consultation time. Happy to answer basic questions before you book.

AI prompt

Rewrite this for [service] in a careful, compliant tone. Do not make medical guarantees. Encourage consultation as the next step.

CREATOR DIGITAL PRODUCT OUTLINE

Source: 04-template-packs/06-creator-digital-product-outline.md

CREATOR DIGITAL PRODUCT OUTLINE

Product idea

A tiny paid resource that helps your audience complete one job.

Outline

1. Outcome checklist
2. Copy/paste template
3. Filled example
4. Common mistakes
5. Next step
6. Bonus adaptation prompts

Sales copy

If [pain] is slowing you down, this gives you the exact [template/checklist/script] I use to [outcome]. It is short on purpose: open it, copy it, ship today.

Three examples

- ?10 Notion Client Onboarding Templates For Freelancers?
- ?The 30-Minute Meal Prep Grocery Calculator?
- ?Cold Email Follow-up Scripts For Boutique Agencies?

LOCAL SERVICE LEAD TRACKER GUIDE

Source: 04-template-packs/07-local-service-lead-tracker.md

LOCAL SERVICE LEAD TRACKER GUIDE

Track every enquiry for 14 days.

Columns:

- Date
- Source
- Name
- Service requested
- Reply time
- Quote sent?
- Follow-up 1
- Follow-up 2
- Booked?
- Lost reason

How to use the tracker

At the end of each day, fill one row per enquiry. At the end of 14 days, count how many leads had no second follow-up. That is usually your best product angle.

Product ideas from tracker data

- Follow-up templates
- Quote explanation page
- Booking reminder SMS pack
- Lost reason calculator

AI PROMPT PACK BUILDER

Source: 04-template-packs/08-ai-prompt-pack-builder.md

AI PROMPT PACK BUILDER

Master prompt

You are helping a [role] respond to [customer type]. Create 5 concise messages for [situation]. Each message should be polite, specific, and easy to paste into SMS/email. Avoid hype. Include placeholders in square brackets.

Quality check

- Is it specific to one niche?
- Does it reduce typing today?
- Is it safe to send without sounding like AI?
- Does it include a clear next step?

Refinement prompt

Make these messages more human, shorter, and less formal. Keep the useful details and remove generic AI wording.

WEDDING PHOTOGRAPHER ENQUIRY TRIAGE PACK

Source: 04-template-packs/09-photographer-enquiry-triage.md

WEDDING PHOTOGRAPHER ENQUIRY TRIAGE PACK

First reply

Hi [Name] ? congratulations. I'd love to check availability for [date]. Could you send the venue/location, rough guest count, and whether you need full-day or ceremony-only coverage?

Price range reply

Most couples invest [range], depending on hours and albums. Once I know [date/location], I can suggest the most sensible package.

Follow-up

Hi [Name], just checking whether you're still looking for photography for [date]. If helpful, I can send two package options so comparison is easier.

PROPERTY AGENT VIEWING FOLLOW-UP PACK

Source: 04-template-packs/10-property-agent-viewing-follow-up.md

PROPERTY AGENT VIEWING FOLLOW-UP PACK

After viewing

Hi [Name], thanks for viewing [property]. What did you think? If you're interested, I can answer questions about [rent/price], move-in timing, or next steps.

Hesitation reply

Totally fair. The main trade-off with this property is [trade-off], but the strengths are [strengths]. Want me to send two similar options for comparison?

Urgency without pressure

I've had a few enquiries on this listing. If you want to proceed, I can help you prepare the next step today. If not, no worries ? I can suggest alternatives.

B2B CONSULTANT DISCOVERY FOLLOW-UP PACK

Source: 04-template-packs/11-b2b-consultant-discovery-follow-up.md

B2B CONSULTANT DISCOVERY FOLLOW-UP PACK

After call

Hi [Name], thanks for the conversation. Based on what you shared, the main opportunity seems to be [problem]. A practical first step would be [small project].

Send recap

Quick recap:

- Current bottleneck: [bottleneck]
- Cost of delay: [cost]
- Suggested first step: [first step]
- Decision needed: [decision]

Re-engage

Hi [Name], resurfacing this in case [problem] is still on the table. If priorities changed, happy to close the loop.

RESTAURANT CATERING ENQUIRY REPLY PACK

Source: 04-template-packs/12-restaurant-catering-enquiry.md

RESTAURANT CATERING ENQUIRY REPLY PACK

First reply

Hi [Name], thanks for asking about catering. We can help with [event type]. To recommend the right option, could you share date, guest count, budget range, and any dietary needs?

Menu option reply

For [guest count], I'd suggest [package A] or [package B]. [A] is best for [situation]; [B] is better if you want [benefit].

Follow-up

Hi [Name], just checking whether you still need catering for [date]. If yes, I can hold availability until [time].