



# 5-MINUTE FOLLOW-UP PLAN

We need to stay in touch with people we currently do business with, those we've done business with in the past, and those we hope to do business with in the future. If you've ever come home from a networking event or conference with a pile of business cards and then done nothing with them, this may help.

## Important keys to effective follow-up

- Whatever outreach you decide to do, remember that most people need several touch points before they think seriously about working with you.
- When you follow up, make sure the correspondence is about *them*—not you!
- Show a genuine interest in being helpful.

## Great ways to follow up

Follow up with people you want to stay in touch with by:

- 1. Mailing a handwritten note** (and include your business card).
- 2. Sending a note using a service** like SendOutCards.
- 3. Forwarding an article or video** that may be of business interest to them.
- 4. Ordering a business-oriented book** they may appreciate, and letting them know to expect a package in the mail.
- 5. Connecting with them on LinkedIn or other social platforms.** Include a brief but friendly note that reminds them of something you discussed when you met.

**6. Asking them if you can add them to your outreach initiative list or CRM.** (It's important to ask permission for this, as automatically adding people to your mailing list is considered spam.)

**7. Finding someone you both know, and starting an online conversation** with the three of you.

**8. Discovering common interests, and sending a message highlighting that commonality:**

"Sam, I think we were in Minnesota at the same time—you were at U of M, while I was at 3M!"

**9. Calling** to say it was nice to meet them. (Yes—actually using the phone!)

**10. Sending a short video.**

**11. Sending a short voice memo** attached to an email with a followup to your conversation.

**12. Sending a link for helpful resource material,** and then following up with a note asking if they were able to access the materials.

**13. Offering a short discovery conversation or consultation** to offer a taste of your work or services.

**14. Inviting them for coffee** to get to know each other's work further.

**15. Initiating a video conference virtual "coffee" or happy hour** to catchup.