



Networking Connection Follow Up Campaign

Make sure that you follow this campaign with qualified contacts:

1. They can use your services in the next 30-60 days.
2. They know someone who can use your services in the next 30-60 days.

Contact 1: Phone Call – Next Day

Hi this message is for X. It's X, we met last night at the {insert event name}. I am just following up so that we can schedule our coffee meeting [or other meeting type discussed when you met.] Please give me a quick call back when you get a quick minute. I can be reached at xxx-xxx-xxxx.

Contact 2: Handwritten Note – Two Days Later

Hi XX,

It was great meeting you at X. I enjoy our brief chat and look forward to deepening our connection. Let's have lunch/coffee. Give me a call so that we can set a date to meet in the next two weeks.

Closing,
Your Name

Contact 3: Email – One Week Later

Subject: coffee next week?

Hi XX,

I'm just checking in with you to see when we can grab that cup of coffee. When we met, you mentioned [insert what they mentioned.]

I have to admit I'm kind of excited about exploring the possibilities associated with [what they mentioned]. I'd love to learn more about your company and team and see what your current challenges you have and if we are the right fit to work together to solve them.



I will give you a call in the next day or so to solidify our coffee date.

Closing,
Your Name

Contact 4: Phone Call – Two Days Later

Hi XX. It's XX. Seems like we keep missing one another. Is there someone else in your office I should call to get on your calendar? I know that meeting to discuss XX is important to you and I want to do my part to make sure we get to meet. Just shoot me a quick email with your contact person's name and I will take care of the rest.

Contact Five: Phone Call – Two Weeks Later

Contact Six+: Two Months Later

(and every two months after that)

Check in with an email, handwritten note, warm letter, media kit, article you've written, etc.