



STEAL ME! NETWORKING FOLLOW-UP EMAILS THAT WORK

Showing up and being your fabulous self is the first ingredient in great networking.

But once you've done that, the next crucial ingredient in the recipe is the follow up.

Following-up is where the magic happens. It's where you take that really great energy you had with someone at an event and turn it into concrete action to grow your network and your business.

A follow-up can take a TON of different forms, from sharing a book or TEDTalk you think the other person would like, to scheduling a one-on-one meeting, to asking for a referral.

The key to a great follow-up is to be...

- brief
- direct
- and friendly

People's inboxes are full. They appreciate your getting right to the point. But of course you don't want to seem rude, needy, or terse.

A great email strikes a balance. It's warm without being wordy. How do you achieve that?

Two options:

- 1) **If you know what you want to say**, use the [No-Fail Follow-up Email Recipe](#). It has step-by-step instructions to craft an email that's sure to get a response.
- 2) **If you're not sure what to say**, use the [6 Follow-up Email Scripts for Specific Situations](#). It's like paint-by-numbers so you can choose the right option for your networking needs.



THE NO-FAIL FOLLOW-UP EMAIL RECIPE

Use this recipe to write a great follow-up email that works—no matter how you met the person or what you want to do to follow up.

STEP 1: GREETING

Choose a greeting that feels right for the situation.

Formal: *Dear Ms. Person:*

Business Casual: *Hello Person,*

Ultra Casual: *Hey Person!*

STEP 2: REMINDER

Remind the other person who you are by referring to where and when you met or saw one another recently.

STEP 3: PERSONAL TOUCH

Mention what you enjoyed about the event or the interaction the two of you had. Be as specific as possible for three reasons:

1. Some people do a LOT of networking and meet dozens of new people each week. You want to make sure this person remembers exactly who you are without having to resort to clumsy things like, “I was the person sitting on your left wearing a green sweater.”
2. You’ll be reminding the person of how well you hit it off and making it more likely she’ll want to continue the relationship.
3. Everyone likes the feeling of being remembered, so you’ll be starting off your email by making the other person feel good.

STEP 4: PURPOSE

State your purpose succinctly. If you’re asking for something, ask. If you’re offering something, offer. Don’t beat around the bush. As the wise lady from the internet taught us, “Ain’t nobody got time for that.”



STEP 5: NEXT STEPS (IF APPLICABLE)

If you're suggesting a one-on-one meet-up, suggest a couple days and times to get the scheduling ball rolling. If you use a calendar app that someone can schedule herself on, even better! Share the link.

If you've asked for something or are offering something, briefly outline what the next steps will be or what the person should do.

STEP 6: CLOSING

Close up the email with a pleasantry:

Looking forward to connecting with you!

Thanks again!

Looking forward to hearing your thoughts.

I really appreciate your time.

Looking forward to seeing you at [next event].

STEP 7: SIGN OFF

Use the sign off that feels right for the situation. Make sure your contact info is in your email signature, or that you add it below your name.

Formal: *Sincerely,*

Business Casual: *Best regards,*

Ultra Casual: *Cheers,*



6 FOLLOW-UP EMAIL SCRIPTS FOR SPECIFIC SITUATIONS

Not sure what to follow-up about? Choose one of these ready-made scripts.

1. Choose the script for what you want to do.
2. Fill in the details.
3. Tweak it to sound like your voice.
4. Plop it into an email, proofread it, hit send, and enjoy the feeling of being a networking rock star.

SCRIPT 1: GET MORE INFO

Hi [First Name],

It was great to meet/see you at [name of event/place] [when, e.g., yesterday, last week].

I was really intrigued by what you said about [refer to the conversation you had]. I'd love to hear more. When you get a chance, would you please send me a link to that [book, event, website, etc.] you mentioned?

Thank you,
[Your Name]



SCRIPT 2: SHARE A RESOURCE

Hi [First Name],

It was great to meet/see you at [name of event/place] [when, e.g., yesterday, last week].

I really enjoyed our conversation about [refer to the conversation you had]. You mentioned that you were interested in [aspect of the topic the other person was interested in]. I actually wrote a blog post/article about that topic that I think you'd find interesting. It's called [Title]. You can check it out here. [insert a link]

Let me know what you think. I'd be happy to answer any questions you have.

Have a great day!

[Sign off],
[Your Name]

SCRIPT 3: CONNECT ONE-ON-ONE

Hi [First Name],

It was great to meet/see you at [name of event/place] [when, e.g., yesterday, last week].

I really enjoyed our conversation about [refer to the conversation you had]. I'd love to learn more about what you do. Can we grab coffee sometime?

What does your schedule look like? I'm available Tuesday and Thursday morning next week.

Looking forward to connecting!

[Sign off],
[Your Name]



SCRIPT 4: BE OF SERVICE

Hi [First Name],

It was great to meet/see you at [name of event/place] [when, e.g., yesterday, last week].

I really enjoyed our conversation about [refer to the conversation you had].

You mentioned that [what the other person needs]. I actually know a great [service provider who can solve the problem or offer advice]. Her name is [Name of Person], and she works at [Name of Company]. [City]. Here's her [website, phone number, email].

Hope that helps!

[Sign off],
[Your Name]

SCRIPT 5: MAKE AN ASK

Hi [First Name],

It was great to meet/see you at [name of event/place] [when, e.g., yesterday, last week].

I really enjoyed our conversation about [refer to the conversation you had].

Would you be available to give a [length of time] presentation to [group] about [topic] for our upcoming [event]? I think the members would get so much value from hearing your thoughts about [person's area of expertise].

If this sounds of interest, let me know and I will get you more details.

Thanks for considering it!

[Sign off],
[Your Name]



SCRIPT 6: SHARE THE LOVE

Hi [First Name],

It was great to meet/see you at [name of event/place] [when, e.g., yesterday, last week].

I really enjoyed our conversation about [refer to the conversation you had].

Just wanted to let you know I referred a colleague of mine, [Full Name], to you. She's interested in [service/outcome].

I hope the two of you are able to get in touch.

[Sign off],
[Your Name]

BOOM!

Now you have exactly what you need for follow-ups that work so you grow your network and your business.

Want more recipes to make writing for your business easier? Wish you had a writing coach to bounce ideas off of?

I offer personalized brainstorming and writing coaching sessions for business owners who are experts at what they do but struggle putting it into words.

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