

# Post-Networking Follow-Up Strategy

This playbook outlines actionable steps for following up after a networking event. The goal is to turn new connections into lasting and productive professional relationships.

## Step 1: **Organize Contacts**

Sort through the business cards and contact information you gathered at the event. Categorize the contacts based on interest, industry, potential collaboration, or other relevant criteria.

## Step 2: **Prioritize Follow-Ups**

Identify which contacts you want to follow up with first. Prioritize based on the strength of the initial interaction and the potential opportunity each connection represents.

## Step 3: **Immediate Acknowledgment**

Send a quick email or message within 24 hours of the event to thank each contact for the conversation and mention something specific you discussed to show genuine interest.

## Step 4: **Connect on LinkedIn**

Send personalized LinkedIn connection requests. Include a brief message reminding them of your interaction if the platform allows.

## Step 5: **Schedule Meetings**

Propose a follow-up meeting or call for contacts with clear synergy or mutual benefits. Be flexible with your availability and suggest a specific timeframe to make scheduling easier.

## Step 6: **Continued Engagement**

Engage with your new connections on social media by liking, commenting, or sharing their content to keep the relationship active and show ongoing interest in their work.

## Step 7: **Record Information**

Keep a record of all your new contacts, the follow-ups you've done, the responses received, and scheduled meetings. Use a CRM tool or a spreadsheet to help track your interactions and follow-up actions.

## Step 8: **Provide Value**

Offer helpful information, introductions, or other resources to your connections without an immediate expectation of return. This helps establish the relationship as mutually beneficial.

## Step 9: **Review Feedback**

After a few weeks, review the interactions and feedback from the contacts. Assess what strategies worked well and what could be improved for future networking events.

# **General Notes**

## **Reflect on Interactions**

Take some time after the event to reflect on the conversations you had, noting any particular interests or needs that were expressed by your new connections.

## **Follow-Up Timing**

While immediate acknowledgment is crucial, space out other follow-ups appropriately to avoid overwhelming your new contacts or appearing desperate.

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