

CHECKLIST

How to Write a Follow-Up Email



Below is a step-by-step list that can help you stand out in creating that perfect follow-up email:

1. Have an attention-grabbing subject so your message is not taken as spam. Ensure that your subject is brief, catchy and personal to the one you are writing a message to.

For example:

Let's chat more about [insert topic from event].

2. Reintroduce how you met. Briefly remind the person of the conversation you had with them and who you are.

For example:

Hi [insert name], it was nice meeting you at [insert name of event]. I enjoyed speaking to you about [insert business] and appreciated the insights you had about [topic discussed].

3. Add a call to action. Include the value you can provide them and why your relationship is mutually beneficial. You can, for instance, suggest to provide business help.

For example:

I saw your website and noticed you [insert business]. Would you need help with this? I have provided services to another [company] for a similar concern.



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4. Set a time to meet. This ensures that you are serious about your offer and a reliable contact.

For example:

If you are available to meet or set a call, I am usually free on [insert days and times in the week], would this work for you?

5. Express thanks. To close, it's always important to thank your new contact for their consideration and that you look forward to hearing back from them.

For example:

Thank you and I look forward to hearing back from you.

6. Sign and link your professional profile. Double check that when you sign off your name, it includes information about yourself that your new contact can refer to, such as links to your website, social media, LinkedIn or portfolio.

