

Networking Follow-Up Guide

Adapted from "Get Clients Now!"™ by C.J. Hayden
Prepared by Idea-Sandbox.com

event/venue: _____ date: _____

INSTRUCTIONS:

Take the business cards gathered and divide them into three piles A, B, and C.

Next, sort client pile into hot, warm, and cool leads. Follow-up now with hot and warm leads.

Now sort "useful networking contacts" into the two piles. Follow-up now with people who may have leads for me.

There are three piles left: cool leads, marketing opportunities and other. Follow NEXT STEPS listed for each.

prospective clients

people who may be able to hire me

A

NEXT STEPS:

Sort this pile into:

- (a) "hot leads"
- (b) "warm leads"
- (c) "cool leads"

other

people who are neither prospective clients nor useful networking contacts

C

NEXT STEPS:

Unless I want a personal relationship with these people, they are not worth following up, and don't belong in my contact management system.

useful networking contacts

people who may be able to help me get business

B

NEXT STEPS:

Sort this pile into:

- (a) "lead to clients" and
- (b) "marketing opportunities"

hot leads

someone who has already expressed an interest in doing business with me

a

NEXT STEPS:

Call each, reintroduce myself, and try to make my pitch or get an appointment to do so. When I get voicemail, send a letter or email.

Put them on my follow-up calendar.

warm leads

someone who mentioned a problem or goal I know I can help with

b

NEXT STEPS:

Call each, reintroduce myself, and try to make my pitch or get an appointment to do so. When I get voicemail, send a letter or email.

Put them on my follow-up calendar.

cool leads

someone in my target market whose needs I know nothing about

c

NEXT STEPS:

Send a nice-to-meet-you note.

Put these in my contact management system in case I need them later.

lead to clients

people I believe can lead me directly to prospective clients

a

NEXT STEPS:

Call each. Suggest coffee, lunch, or offer to stop by their office. Work to build an ongoing relationship. Listen for clues about their interests, concerns, goals. Consider what I may be able to offer to create reciprocity in our relationship.

marketing opportunities

people who can lead me to other marketing opportunities

b

NEXT STEPS:

If looking for new marketing opportunities is part of my current plan, contact these people.

Otherwise treat them as "cool leads"