

Follow-Up Messages

As you build your creative network, following up with people you've met is key. It shows appreciation for their time and gives you an opportunity to reinforce their memory of you. Throughout various points in your professional life, you will need to write a follow-up email: to develop a connection with someone you met at a networking event, check up on an outreach email you sent, or inquire about your candidacy after a job interview. This resource gives you templates to adapt for these types of situations.

If you meet in person, be sure to get contact information. Business cards are still a great way to do this, but you can also ask for LinkedIn information or ask if it is ok to reach out via LinkedIn. Sharing your own business card can be an easy way to prompt an exchange. If you reach out through LinkedIn, make use of the initial connection message.

Note: *Career and Professional Development is not able to give out employer contact information.*

TIPS

Make the follow up process easier. Record all contact information and job search statuses on a spreadsheet. Download to use our **Research Strategy Template:** <https://goo.gl/DHJmvX>

Draft a few sample messages in advance that you can quickly customize. Keep them brief, direct, and sincere. They can be as short as 3 or 4 sentences.

MESSAGE OVERVIEW

Open with a greeting, a thank-you, and reference when you last communicated.

Begin your email with a pleasant greeting and remind the reader when you last communicated. You could reference a previous email you sent, the interview you had with them, or the event where you met.

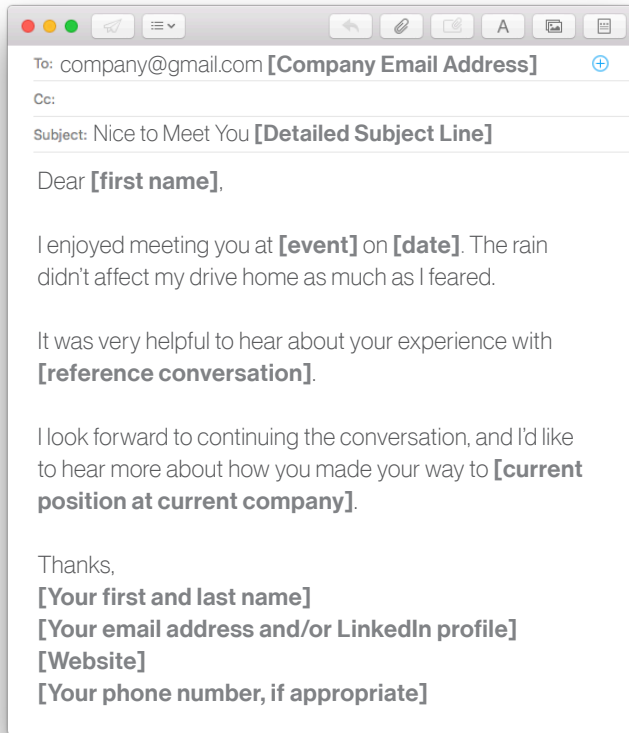
Reference something specific from your conversation.

Try to find something memorable you spoke about. It could be a story, a piece of your work [if they saw something], or something about them or the company that you learned.

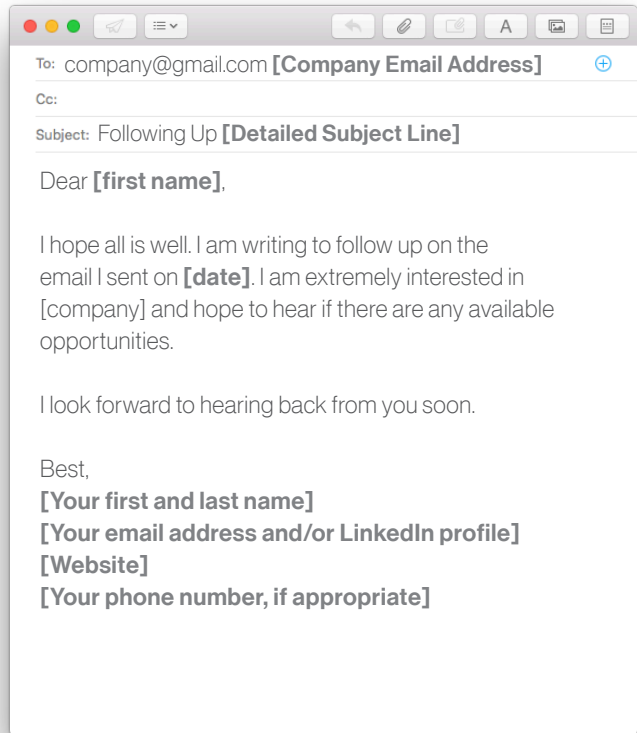
Close with a next step.

Depending on the nature of your email, include next steps. The samples on the next page will provide further details.

AFTER A NETWORKING EVENT:



AFTER AN INITIAL OUTREACH EMAIL:



AFTER AN INTERVIEW:

