

FOLLOWING UP

Following up. It arguably the most important part of networking! Without following up, you don't create a connection and therefore, no network!

How should I follow up?

Being timely with your follow up is essential. One way to make sure you have time is to **schedule time now**. Block out time on your calendar for the Monday you get back. Use that time to send emails, find people on social networks, and answer any follow up emails you've received.

In your follow up communication, please **include some context of who you are!** I've received follow up emails that say things like, "It was great to meet you. How's moving?" I feel awkward writing back asking the person to remind me where we met; it implies that I don't remember that person. I do remember, but I need a little bit of context. Save everyone some awkward moments and make sure to mention where you met and situation or conversation you had.

Plan a second follow up. This tip is genius! I'm going to start doing it right away. The second follow up is really where the connection can be made. It's a great idea to add a reminder to your calendar, PDA, or Blackberry!

What should I use to follow up?

We are quite lucky to live in technology oriented world. This means that there are a plethora of choices for how to follow up with someone and keep the conversation going. You can follow up with email, Facebook, LinkedIn, Twitter, a phone call, or a handwritten note, just to name a few options. I usually use email, Twitter, and handwritten notes.

Email: I love following up with email because it's quick and it can be as formal or as casual as I want. It's up to you whether to use a personal or work email, but either way, make sure the address is appropriate.

Twitter: I'm biased; I love Twitter. Twitter is a great way to keep the conversation alive after an email. For me Twitter is a casual way to keep in touch, so I like to start with an email (and it can be more than 140 characters). I really like the casual feeling of Twitter and I can respond to as many or as few updates as I want.

Handwritten notes: If you really want to stand out and be memorable, send a handwritten note. Email is easy, but a handwritten note is personal and it takes a little more effort. Trust me, people will remember it. I keep a stack of blank cards that I use for all sorts of correspondence. In the end, I love getting mail (that's not junk mail or bills!) so I assume other people do too!

I hope this has inspired you to become a **Follow Up Rock Star!** If you have any follow up tips or tricks, let us know by leaving a comment.

Great! You've had the interview and now you are waiting anxiously by the phone. A cat watching a gopher hole, waiting for the little beast to pop its hairy head out any moment now could not be as anticipatory as you are. So what do?

There are two standard thank you note formats with a few less favored ones:

- An e-mailed thank you note
- A faxed thank you note
- A Hand written thank note in letter form or a card

Open the card and on the inside handwrite*:

Dear _____,

Thank you very much for the interview today. In reviewing the opportunity with [name of company], I am most eager to start. In closing, let me say that no matter how many people you interview, what their education or experience is, you won't find anyone who wants to work for you more than I do.

Very truly yours,

[your name]

OK, you sent the thank you notes. It's Thursday, and the phone is not ringing. Now what? Wait until Friday. Call or e-mail the main interviewer. "Hi, this is Terry Jones. How are you doing, Ms. Babcock? I interviewed with you on Monday. Since I am very interested in this opportunity, I thought I should follow-up with you. You thought you might have an answer Thursday. How is your decision process going?"

Three things happen here:

- You will either get an answer (you did/did not get the job) or
- They don't know yet, so call back Tuesday or
- They don't know and don't have a call-back date to suggest.

If you did get the job, ee-hah!!! (That's Texan for "yippee!")

If you didn't get the job, that's OK because there is a better one waiting. I once offered this piece of wisdom to a friend who had not gotten a job with a big insurance company and was quite down in the dumps. He argued that this job was as good as it got, gosh darn it. I told him that there was a reason he was protected and not hired there. Two months later, the company that didn't hire him had massive layoffs. We don't know how much he was saved by not getting the job there.

Pick yourself up. Dust yourself off and keep looking. There will be a company smart enough to hire you. The right job is looking for you right now.