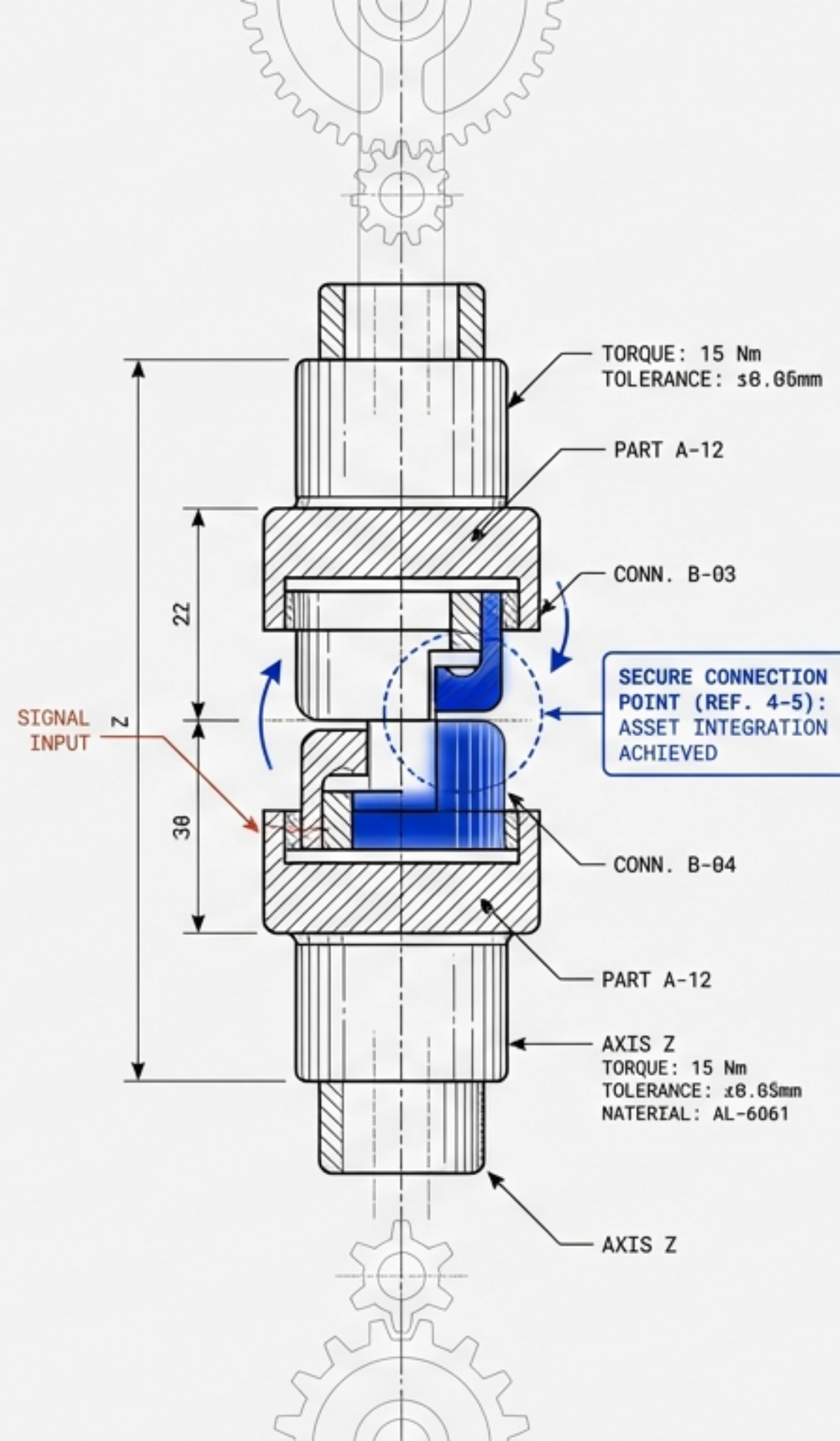


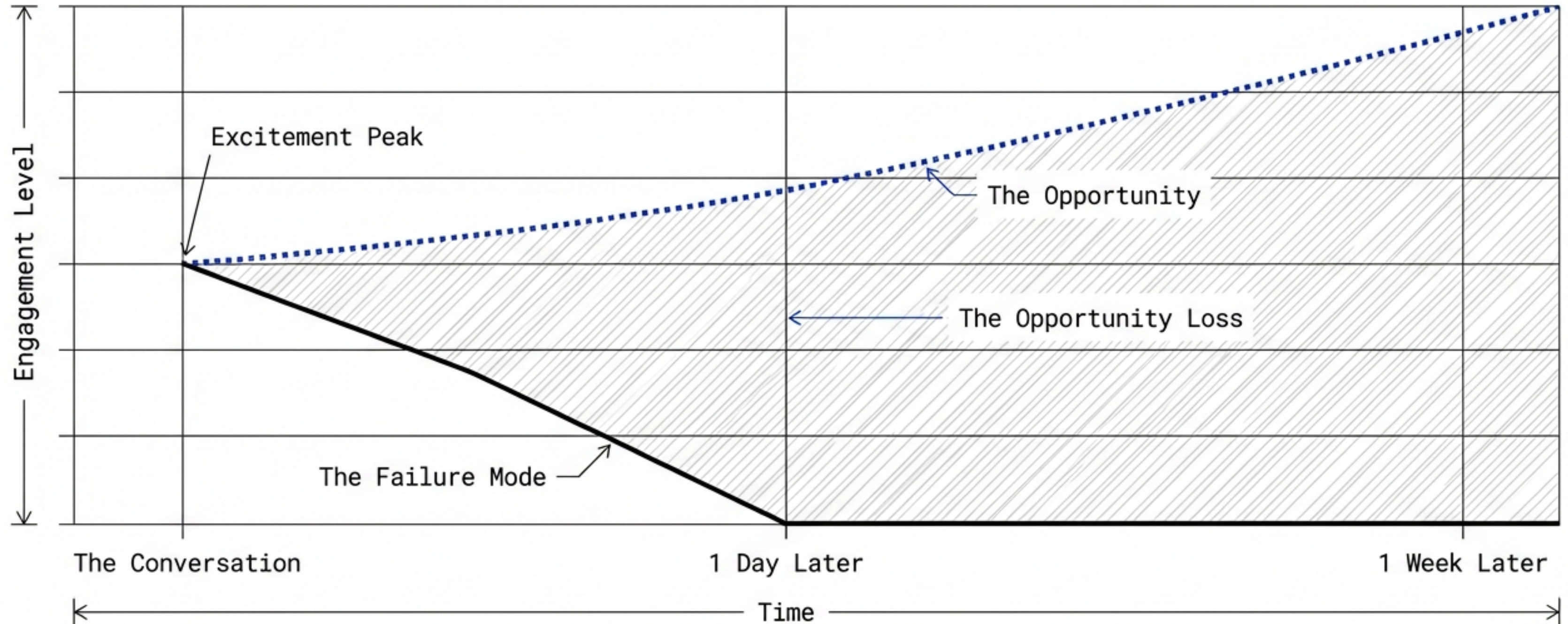
The Follow-Up System

*Turning Conversations into
Lasting Professional Assets*



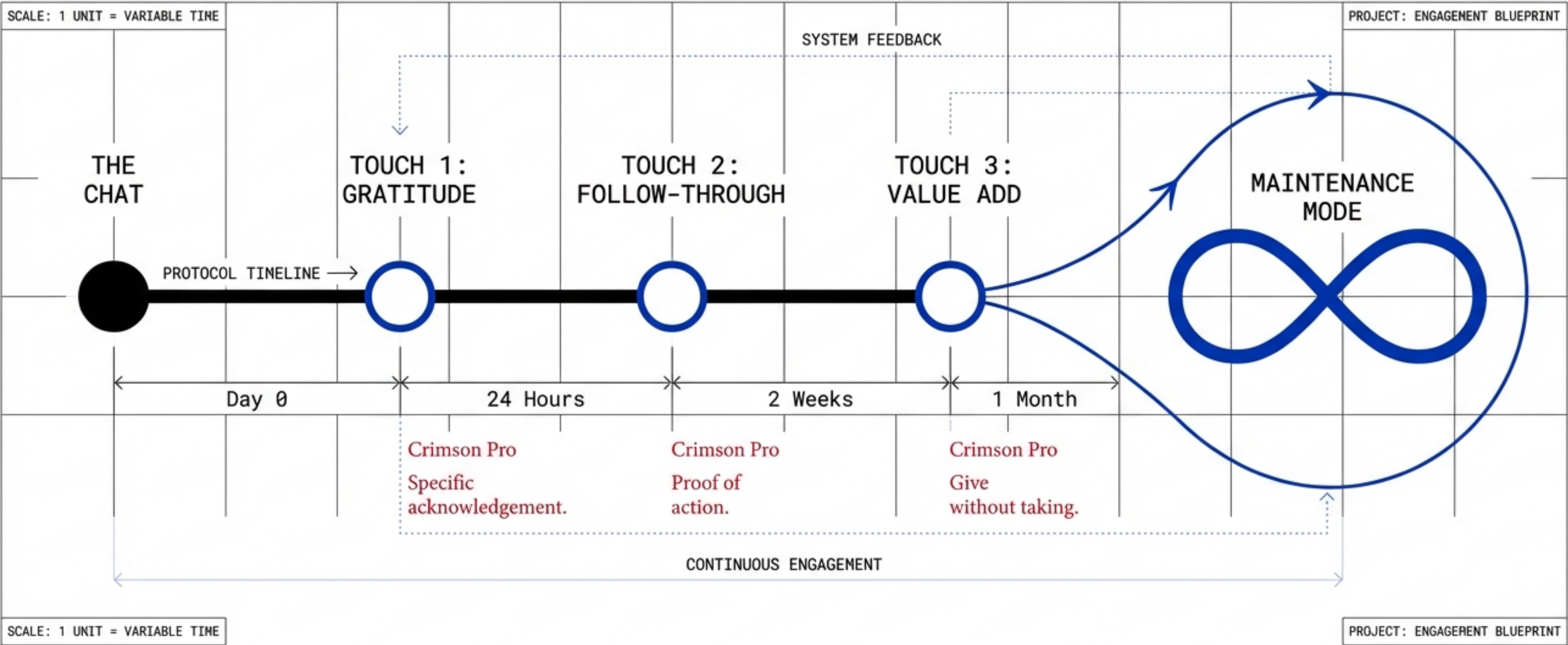
The Silence Gap.

90% of job seekers have great conversations, then let them die.



Your follow-up system is the only difference between a one-time chat and a career-long advocate.

The Core Protocol: 3-Touch Sequence



Touch 1: Specific Gratitude

TIMEFRAME: < 24 HOURS

THE DEFAULT

Thanks for chatting today! It was great to meet you.

THE SYSTEM

```
1 Subject: Following up / Agile thoughts
2
3 Hi [Name],
4
5 Your insight about how your team approaches
6 agile-specifically the two-week sprint model
7 you described-really shifted my thinking. I
8 hadn't considered that perspective.
9
10 Will keep you posted on my progress.
```

Proof of Listening
International Klein Blue,
Roboto Mono

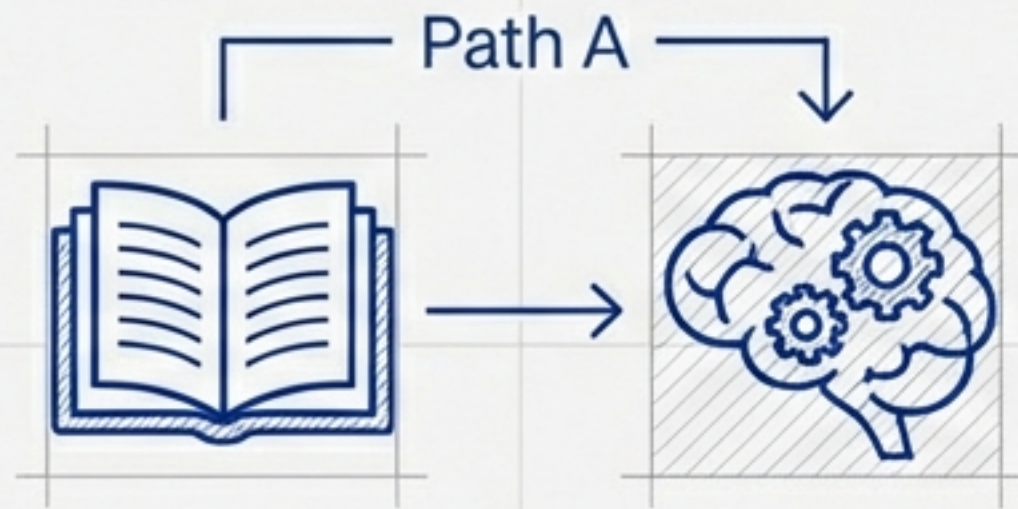
Immediate Step: Connect on LinkedIn.



Touch 2: The Follow-Through

TIMEFRAME: 7-14 DAYS

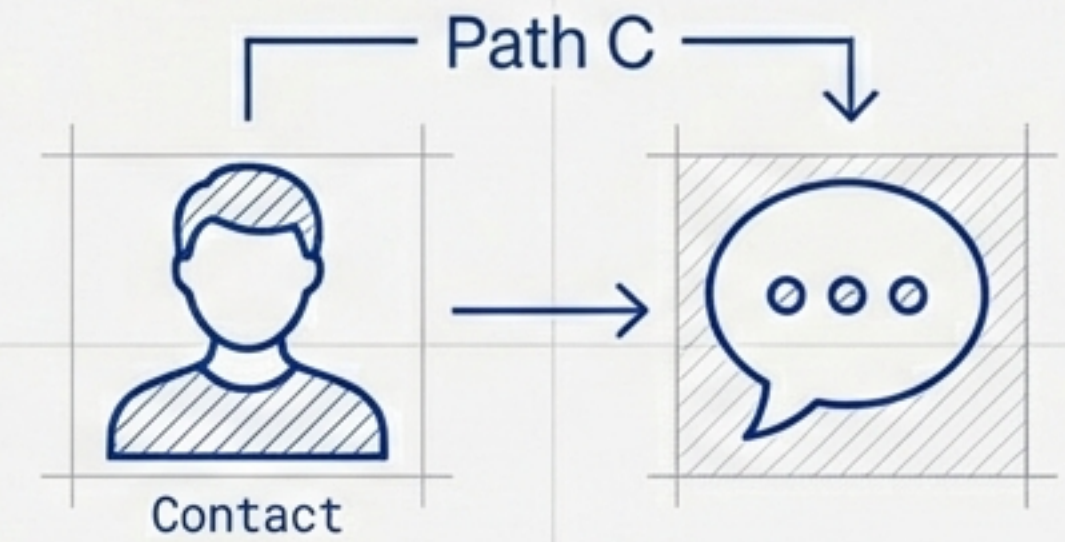
Subtext: I value your advice enough to use it.



They recommended a book?
Read it and share a takeaway.



They mentioned a challenge?
Find an article about it.



They suggested a contact?
Meet them and report back.

THE SCRIPT

You mentioned the HBR article on distributed leadership – I read it and particularly liked the section on async communication. Have you tried implementing any of those ideas?

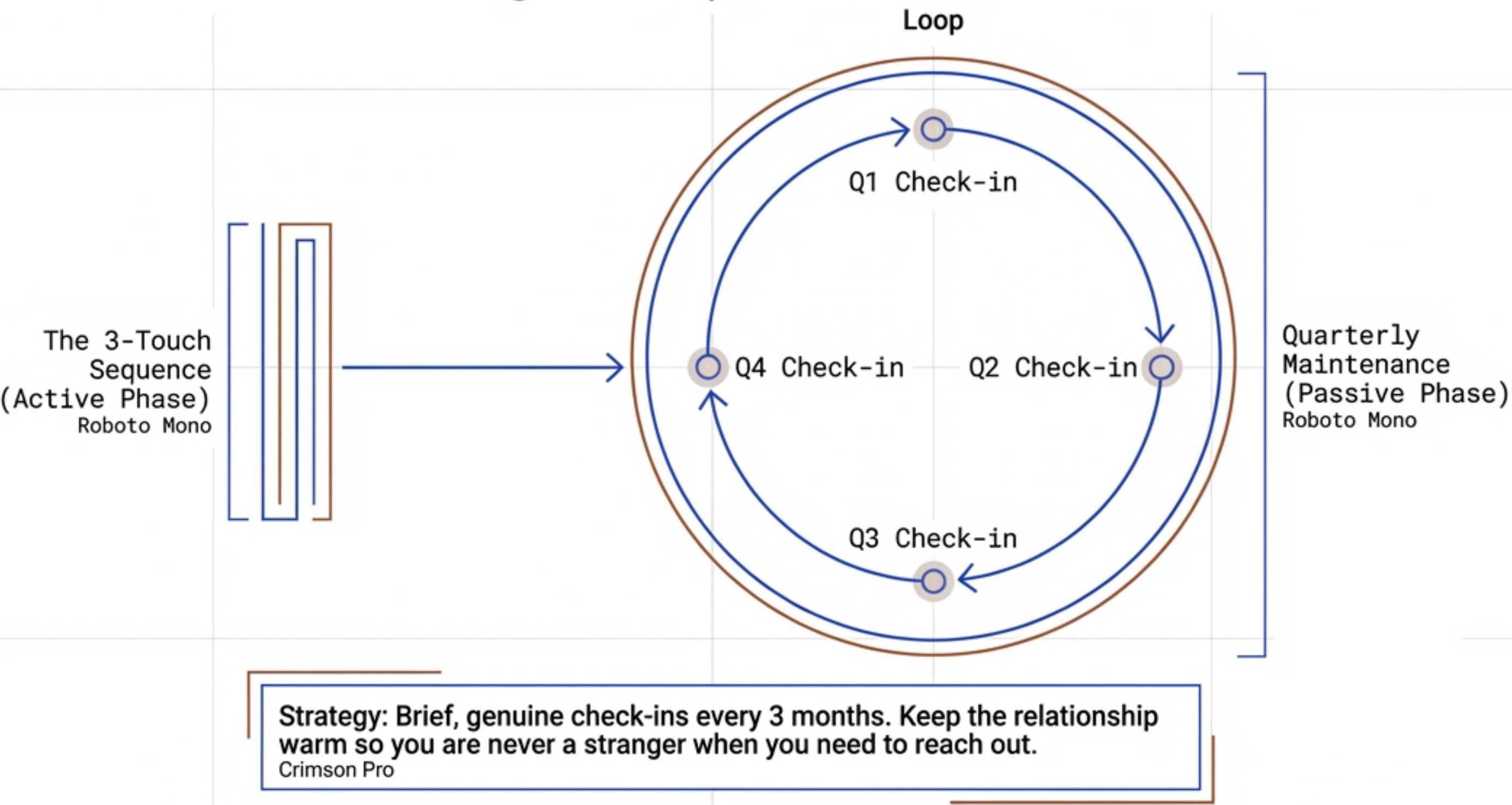
Touch 3: The Value Add



Shift Identity: From Transaction-Seeker to Peer.

Maintenance Mode

The Unsexy Truth: Success comes from boring consistency.



The Infrastructure

Your brain is not a reliable database.

NAME	ROLE	MET ON	TOUCH 1 (24h)	TOUCH 2 (2w)	TOUCH 3 (1m)	NEXT ACTION	TEMP
Sarah Chen	VP Product	Oct 12	[x]	[x]	[]	Send Article	🟡 Warm
Marcus Doi	Senior Dev	Oct 14	[x]	[]	[]	Read his book	🔴 Cold
Elena R.	Founder	Sep 01	[x]	[x]	[x]	Q1 Check-in	🟢 Hot

Tools don't matter (Excel, Notion, Airtable). Consistency does.

The Monday Morning Routine

WEEKLY SYNC (5 Minutes)

☐ Audit CRM: Who has an overdue follow-up?

☐ Plan Outreach: Assign Touch 1, 2, or 3 for the week.

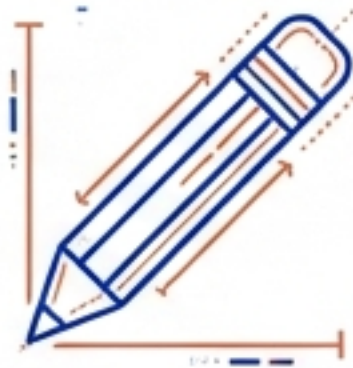
☐ Status Update: Nove completed sequences to 'Maintenance'.

☐ Scout: Identify relationships ready for the 'Ask'.

CONSISTENCY BEATS INTENSITY.

Scaling Consistency with AI

DRAFTING

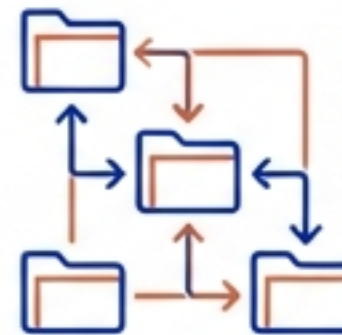


Turn rough notes into polished messages.



Prompt: Draft a follow-up to Sarah referencing our talk about agile...

ORGANIZING



Structure unstructured data into CRM rows.

MAINTENANCE



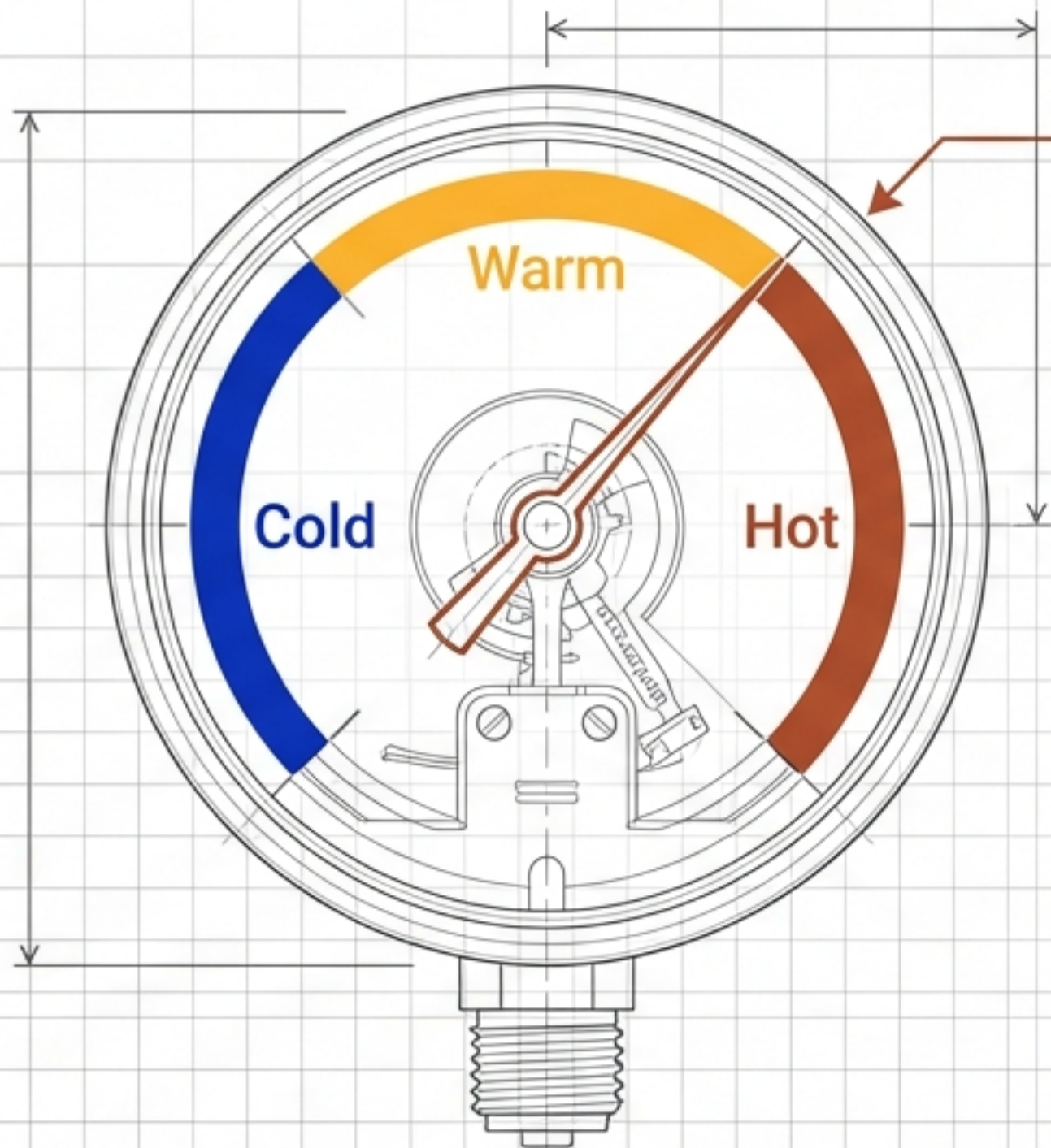
Draft genuine quarterly check-ins to keep contacts warm.

The AI handles the drafting. You handle the polishing and sending.

The Payoff: The Ask



SCALE: 1 UNIT = VARIABLE TIME



Do not ask for a referral until the relationship is **WARM.**

THE CHECKLIST

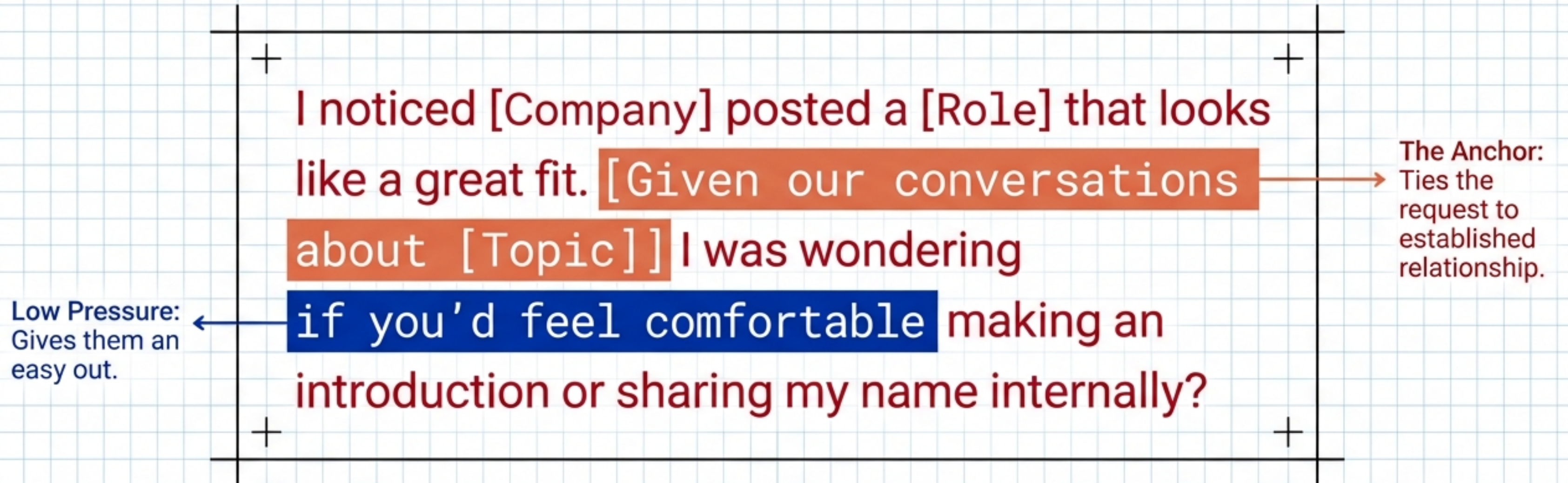
- ☐ Have we had 2+ substantive conversations?
- ☐ Have I given value (not just taken)?
- ☐ Have they voluntarily offered advice?
- ☐ Does the conversation feel genuine?

Premature asks damage relationships permanently.

The Referral Script

When the relationship is warm, this feels natural, not transactional.

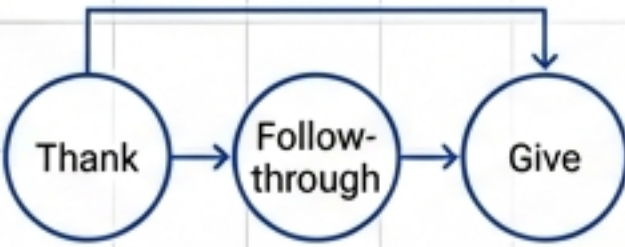
SCALE: 1 UNIT = VARIABLE TIME



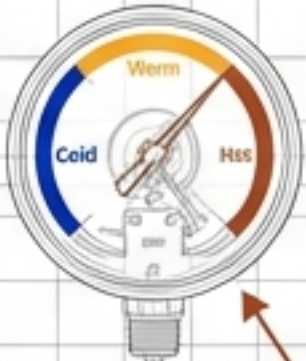
Summary & Next Steps

SCALE: 1 UNIT = VARIABLE TIME

RECAP (The Architecture)

- 1. The System**


3-Touch Sequence
Structured engagement flow.
- 2. The Infrastructure**


Track everything in a CRM
Data management for relationships.
- 3. The Payoff**


Wait for "Warm" status before asking
Premature asks fail. Relationship readiness.
Relationship readiness is the key metric.

ACTION ITEMS (The Build)

- ☐ Set up your Networking CRM (Spreadsheet/Notion).
- ☐ Complete the sequence for your last 5 conversations.
- ☐ Schedule your recurring Monday review.

Execute these steps to construct your network.

PROJECT: ENGAGEMENT BLUEPRINT
MODULE 4 COMPLETE. NEXT: MODULE 5 (APPLICATION STRATEGY).