

# Connections

## CHECKLIST & TIPS

- EXCHANGE BUSINESS CARDS**

When exchanging business cards, let the person know that you plan on staying in touch and make sure to follow up with an email within the first 24-48 hours.
- DEDICATE TIME TO FOLLOW UP**

Block off time in your calendar the next day to follow up with connections made at networking events, and be intentional about nurturing those relationships.
- BE CONSISTENT WITH TOP CONNECTIONS**

Consider sending check-in or touch-base messages to a few people every morning to maintain communication with important connections.
- USE PROFESSIONAL COMMUNICATION**

Use email as the primary mode of communication for important business connections, as it is more reliable and searchable than social media messaging.
- FIND & CREATE OPPORTUNITES TO ENGAGE**

Find opportunities to engage with important connections, such as inviting them to events or sharing resources that may be useful to them.
- MAKE IT PERSONAL**

Let connections know that you are still thinking of them by sending occasional personal messages or updates, even if they are not frequent.