

On any given day...

... you may meet dozens of people.

Who do you remember?

Who remembers *you*?

During a conversation take note of details...

- ✓ What are their personal interests?
- ✓ Do they have children?
- ✓ What types of articles/books might they read?
- ✓ What recreational activities do they participate in?
- ✓ Where did they go to college or grad school?
- ✓ What things do they reveal that are unique to them? For example, why do they do this work? What experiences are their motivation for engaging in education?

Follow-up deliberately...

- ✓ Within one week, send a handwritten note to anyone you met with. Email is easy to send and easy to delete. Stand out and make an impression. *(If you want to send a follow-up note to someone who works on Capitol Hill, it is most expedient to do so by email – or if you are in the DC area, you can hand-deliver the note to the person's office.)*
- ✓ If you promised to send something, do so promptly.
- ✓ If you promised to connect someone to someone else or deliver a resume, make it happen.

Follow-up strategically...

- ✓ Create time blocks in your schedule during which you follow-up with key contacts (weekly, monthly, etc.)
- ✓ Send relevant articles or books to contacts that might be interested
- ✓ Ask about their business or family
- ✓ Share BIG news in a humble and appreciative manner

Remember...

...the strongest relationships are not created in a

2-minute conversation

They are cemented through repeated contact and on-going maintenance