

Conversations
Create
Opportunities.

YOU SHARED THE OPPORTUNITY... NOW WHAT?

THE
FORTUNE IS
IN THE
FOLLOW UP.

Did they say **YES**?

YES!



Awesome!

Help them get started,
get them on your team,
and celebrate!



PEOPLE CHANGE LIVES.

NO

Did they actually
say "NO"?

NO

So what **DID**
they say?

Was it a
"Never ask me
again" NO?

YES

NO



Respect that.
Leave them alone.
Stay friendly.
You never know
what tomorrow brings.



Stay in touch.
Be a resource.
Keep building
the relationship.
Timing changes!

"I need to
think about it."



Did you schedule
a time to reconnect?

YES

NO



Great!

Put it on
your calendar.

There's your
next step!
Ask when
a good time
would be.



"Send me some
information."



Did you send it?

YES

NO

Did you ask
when they'd
have time
to look at it?

YES

NO

Perfect!
Follow up
at that time.



Send it!
Then ask
when they'd
like to chat
about it.



"I'm really
busy right now."



Did they say
when they'd
have time?

YES

NO

Put it on
your calendar
and follow up
then.



Ask!
When would be
a better time
for them?



They ghosted me!



Have you
followed up?

NO

YES

Well...
they're not
going to follow
up with
themselves.



Have you tried
a different
approach?
(Helpful, friendly,
not pushy?)



Try a new message,
share something
valuable, or
simply check in.

FOLLOW UP!

BE HELPFUL. BE HUMAN. DON'T BE WEIRD.



CONSISTENT
FOLLOW UP
CREATES RESULTS.



PEOPLE FORGET.
A FRIENDLY REMINDER
ISN'T ANNOYING.



TIMING CHANGES.
WHAT'S A NO TODAY
COULD BE A YES LATER.



YOU'RE MAKING
A DIFFERENCE.
KEEP SHOWING UP!