



Practical Follow-Up Cadence Checklist

After an Initial Connection

Within 24 to 72 hours

- Send a short follow-up message referencing the conversation
- Personalize the note by mentioning a topic, insight, or shared interest
- Keep it simple and conversational

Ongoing Relationship Rhythm

Every 30 to 60 days

- Engage with a post or comment meaningfully
- Share a relevant article, resource, or insight
- Congratulate milestones or achievements

Quarterly

- Suggest a coffee, call, or quick check-in
- Make an introduction if it adds value
- Ask thoughtful questions about what they are working on

Value-Based Engagement Principles

- Lead with curiosity, not agenda
- Share insights without expecting immediate return
- Listen for cues about timing and interest
- Focus on relevance over frequency

Signs Your Rhythm Is Working

- Conversations feel natural, not forced
- Responses are timely and engaged
- Relationships progress organically
- Opportunities emerge without a hard ask

