

# TOP TIPS TO FOLLOW UP AFTER AN EVENT

**Follow up after the event - 99% of people don't. This is how relationships are fostered.**

- 1. Connect with them on LinkedIn and send a quick message of gratitude**
- 2. If you shared a contact that would be mutually beneficial during your conversation make a warm email introduction**
- 3. Share your new connections posts, expertise and experience on social media by liking/sharing**
- 4. When you read a great article about the industry, a competitor, hobby, or anything else that you think might be of interest to that person pass it on while expecting to receive nothing in return**
- 5. Update your PWA profile so we all know who you are and what you do. If you or someone you knows is looking for a product or service, look inside the professional women's network you are already a part of.**
- 6. Have additional face-face encounters and have fun while you are building your business or advancing in your career!**

