

## FOLLOWING UP

### IT'S IMPORTANT TO FOLLOW UP AFTER:

- Informational Interviews
- Job Interviews
- Job/Internship Fairs
- Networking Events

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#### RULE 1: MIND YOUR MANNERS

Be professional in your tone and check and double check for grammatical and spelling errors. Don't get frustrated if an employer does not respond to your outreach. He or she is likely very busy. If you do not hear back, consider sending a second email or following up with a phone call, but be mindful of your contact's workload.

#### RULE 2: COMMUNICATION IS KEY

If you are not getting a response, ask yourself, "Did my message warrant a response?" "Did I ask a question?" If not, maybe the employer read and appreciated your email but did not feel the need to respond. When crafting your message remember to sell your skills and engage your audience. Don't waste their time with fluff. If you don't have anything important to tell them then why would you reach out? Be just as thoughtful with your follow up as you were when preparing your application.

#### RULE 3: SPICE UP YOUR EMAILS

Be unique in the follow-up emails you send. Directly reference part of the conversation you had with the employer. Mention any thoughts you had after your

conversation. Perhaps the employer mentioned a problem the company is having and you thought of a solution on the way home. The average business professional sends over 60 emails a day; do what you can to make yours stick out.

#### RULE 4: ADAPT, ADAPT, ADAPT

Something else to keep in mind when following up is to be adaptive. If you are not getting responses, change something in the way you are following up. Try sending the emails at a different time. Make them shorter or longer or pick up the phone and call instead of writing. Get a second opinion on your message and approach. Ask a mentor you trust to read your communication and tell you thoughts (provide feedback).

#### RULE 5: BE DIRECT

If you have tried multiple ways to communicate with no response, directly ask the employer if you should stop following up. Employers appreciate the honesty and do not want to waste your time any more than you want to waste theirs. Remember to use a polite tone.

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#### SAMPLE:

Dear Mr. Smith,

It was a pleasure speaking with you today about a possible internship with your firm. I was especially struck by how your organization celebrates diversity and maintains such high team morale. As someone who greatly values working with others, that is refreshing to hear.

On the way home I was thinking about the predicament your company is facing in connecting with a younger clientele. Have you considered forging a social media presence? It may be just the key your firm needs to reach out to this population. If you think that solution could work, I would love to be involved in the implementation of such a project. Let me know if you want to discuss this idea further.

Again thank you for your time and consideration. I look forward to speaking with you again soon.

Thank you,

Sam Student