Following Up

It's Important to Follow Up After:

- Informational Interviews
- Job Interviews

second email or following up with a phone calbut 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 quest maybe the employer read and appreciated your email but did **riee**I the need to respond. When crafting your remember to sell your skills and engage your audience. Don't waste their time with fluff. If you don't have important to tell them then why would you reach out? Be just as thoughtful with your follow up as you were preparing your application.

Rule 3: Spice Up Your Emails

Be unique in the followup emails you send. Directly reference part of the conversation you had with the e Mention any thoughts you had after your conversation. **Raps** the employer mentioned a problem the com having and you thought of a solution on the way home. The average business professional sends over 60 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, cha in the way you are following up. Try sending the emails at a different time. Make them shorter or longer of phone and call instead of writing. Get a second opinion on your message and approach. Ask a mentor your your communication and tell you thoughts (provide feedb02ä• L/(M ÂÍ(4

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Sample:

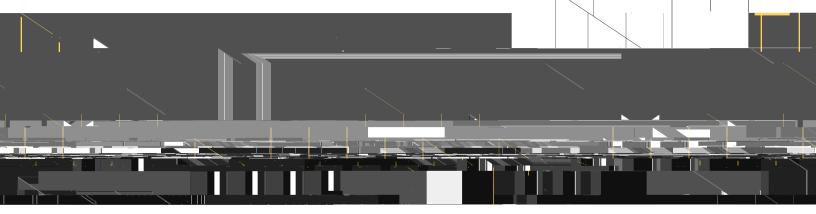
Dear Mr. Smith,

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 therpdicament 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 **b** 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 cothi c3(o)-5.3 (v.oB-3.8 (e)-2.4 (m)2.30.6(rk3 (u)-1 (l)-38.1 (o)-5.3.8 (n thar)-13.1 (e)-2.4 (f)-9.1 (yo





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