

Networking – Thank You Notes and Contact Maintenance

After connecting with someone you will want to thank them for taking the time to meet with you. After the initial contact, you will want to keep that connection active.

Thank You after an Informational Interview

- Send the thank you within 48 hours
- Call out specific points that were helpful to you

Dear Ms. Rhetta Terrier

I wanted to take a moment to thank you for taking the time out of your day to meet with me yesterday afternoon. I truly appreciated all of the information and perspectives you gave me about working in advertising and marketing. I'm excited about, and will definitely take your advice to try attending the upcoming American Marketing Association conference to build my network further and gain more industry insight. Also, I plan to reach out to your colleague Ken Agganis next week and can't thank you enough for the referral. I hope to stay in touch as I continue my venture into the marketing field and will definitely keep you updated as things progress.

Thank you again!

Patricia Schringer

Follow Up

Below are samples of how to maintain your professional relationships.

Personal professional updates:

Hi Rhetta,

- Thank them again and tell what was helpful
- Keep the opportunity to reconnect alive

I wanted to touch base to let you know that since our meeting, I've landed an internship with Forge Marketing. I'm going to be helping with a few of their local accounts and one major company. I'm really excited about the opportunity to learn more and expand my skillsets. Everything you told me about your role and the industry itself was extremely valuable and useful in helping me secure this role. Thank you again for your time and advice previously and I hope to reconnect with you after my internship!

Thanks again,

Rio

Company In the news:

Hi Rhetta,

- Send only positive news
- Keep it short and make it about them

I wanted to send you a quick note because I saw that (insert company they work for) recently merged with XYZ, Inc. That seems really exciting and I think both organizations are going to gain so much from the other. I hope the transition is smooth for you and your team and I look forward to seeing how everything develops!

Hope all is well,

Ria

Interesting article:

Hi Rhetta,

- Mention why you are sharing specifics with them
- Call out a point from the article to show congruence

I just finished reading this article and thought you might enjoy it! It reminded me of the conversation we had about the changing landscape of the marketing industry. Sounds like you were on point with the differences in online media content helping shape companies. I hope all is well on your end and thank you again for all of the insight you shared.

Regards,

John Terrier