COMPASS ROSE WORKS

Professional Follow-Up Guide

A practical guide to following up after signings, speaking engagements, interviews, meetings, and author events—so good contacts can become lasting professional relationships.

1. FOLLOW-UP IS PART OF THE EVENT

The event may be over, but your professional responsibility is not. Timely follow-up communicates reliability, appreciation, and respect for the people who helped create the opportunity.

- Record important names and details before they are forgotten.
- Identify promises you made during the event or conversation.
- Send an appropriate thank-you within 24 to 72 hours.
- Complete promised materials, links, introductions, or answers promptly.
- Record a future follow-up date when the relationship has a natural next step.
- Save useful information in your contact or business-management system.

IMMEDIATE FOLLOW-UP SNAPSHOT

Person / Organization	Thank-You	Promise / Next Action	Due

Most important follow-up I need to complete first:

2. WRITE A GOOD THANK-YOU

A professional thank-you does not need to be long. It should be specific enough that it does not feel automatic.

A SIMPLE FOUR-PART THANK-YOU

1. **Appreciation:** Thank the person for the invitation, assistance, interview, event, or opportunity.
2. **Specific detail:** Mention something meaningful from the interaction.
3. **Follow-through:** Include or acknowledge anything you promised.
4. **Relationship:** Close in a way that leaves the door open without forcing another request.

THANK-YOU DRAFT

Choose the right format

Email is often appropriate for speed and business communication. A handwritten note can be especially memorable after a meaningful event or when someone provided unusual help. Use the method that best fits the relationship.

3. KEEP YOUR PROMISES

Small promises matter. Sending a link, photograph, resource, invoice, answer, or introduction when you said you would is one of the simplest ways to demonstrate professionalism.

- Review your notes immediately after an event or conversation.
- List every commitment you made, even small ones.
- Assign a due date rather than leaving the task open-ended.
- Complete quick promises immediately when practical.
- If something will take longer than expected, communicate before the promised date passes.
- Mark the commitment complete only after it has actually been delivered.

PROMISE TRACKER

Person	What I Promised	Due Date	Completed

Professional rule

Never make someone else chase you for something you volunteered or agreed to provide.

4. RECORD THE RELATIONSHIP

Useful relationship history is more than a name and email address. Record enough context to make future communication informed and professional.

- Full name, organization, title/role, email, phone, and preferred contact method.
- Where and when you met or worked together.
- What the person or organization was interested in.
- Important conversation details worth remembering.
- Events, interviews, sales arrangements, or other history.
- Promises completed and outstanding.
- Referrals or introductions they provided.
- Appropriate future opportunity or follow-up date.

RELATIONSHIP RECORD

Name / organization	_____
How we connected	_____
Important details	_____
Last contact	_____
Next appropriate contact	_____

Notes worth remembering:

5. FOLLOW UP WITHOUT BECOMING A NUISANCE

Good relationship management is consistent, not constant. Future contact should have a reason and provide value or useful information.

- Respect the person's preferred contact method and stated timeline.
- Do not send repeated messages simply because you have not received an immediate answer.
- When following up on a pending request, keep the message brief and courteous.
- When reconnecting later, remind the person how you know each other.
- Share news or opportunities only when they are genuinely relevant.
- Congratulate or support professional milestones when appropriate and sincere.
- Recognize when a relationship does not require continued outreach.

GOOD REASONS TO RECONNECT

- A previously discussed follow-up date has arrived.
- You have information the person specifically requested.
- A new book, event, program, or opportunity directly relates to prior conversation.
- You are thanking them for a referral or introduction.
- You have a relevant invitation or collaboration opportunity.
- You are maintaining an established professional relationship at a reasonable interval.

People I should reconnect with this month:

6. TURN FOLLOW-UP INTO A SYSTEM

Professional follow-through becomes much easier when it is built into a repeatable routine rather than depending on memory.

WEEKLY FOLLOW-UP REVIEW

- Review overdue follow-ups and promises.
- Review contacts due for follow-up during the next seven days.
- Send thank-you messages from recent events or meetings.
- Update completed actions and relationship notes.
- Schedule future follow-ups instead of leaving vague reminders.
- Review upcoming events for people who need confirmation or preparation materials.

WEEKLY FOLLOW-UP DASHBOARD

Category	Count / Names / Notes
Overdue follow-ups	
Due this week	
Thank-yous to send	
Promises to complete	
Relationships to nurture	
Upcoming confirmations	

My next three actions:

_____

_____

_____

The event itself may last an hour, but the professional relationship can last for years!

Compass Rose Works Author Resource Series

For educational use. Adapt follow-up timing and communication practices to the circumstances, relationship, and requirements of each organization.