The 10 Laws of Follow-Up For The New World

1. ***Start with How You Want Them to Feel***

Before crafting your message, consider the emotional impact you want to have. Do you want them to feel energized, understood, or empowered? Shape your words to evoke the right feeling and connection. For example, if you want them to feel valued, you might open with a personalized compliment or reference a previous interaction that demonstrates you were actively listening. Remember, emotions drive decisions, so setting the right tone can significantly influence the outcome of your follow-up.

2. ***Be Relentlessly Human***

Focus on building trust by showing your genuine, approachable side. People connect with authenticity, not pitches. Show you care about the relationship, not just the outcome. This might involve sharing a personal anecdote, admitting a mistake, or expressing vulnerability. By being human, you create a connection that goes beyond business, fostering a sense of trust and rapport that can lead to stronger, more lasting relationships.

3. ***Make It Personal, Not Transactional***

Tailor your follow-up to reflect their individual needs and values. Don't make it feel like a task or a box to check off. Personalization fosters meaningful, long-term connections. This could involve referencing specific details from previous conversations, acknowledging their unique challenges, or customizing your offering to their particular situation. The more personalized your approach, the more likely they are to engage and respond positively.

4. ***Create Value Every Time***

Surprise and delight by offering something useful with every interaction—whether it's insight, encouragement, or a new opportunity. When you consistently add value, you build a relationship based on mutual benefit, not just an agenda. This could be sharing a relevant article, offering a free consultation, or providing a solution to a problem they mentioned in passing. By consistently providing value, you position yourself as a trusted resource, not just another salesperson.

5. ***Lead with Gratitude***

Express sincere appreciation in your follow-up. Gratitude isn't just polite—it's memorable and can strengthen your connection. Thank them for their time, attention, or insight to keep the conversation positive. This might involve acknowledging a specific contribution they made or expressing how their input has influenced your thinking. Genuine gratitude can set a positive tone for the entire interaction and make the recipient more receptive to your message.

6. ***Stay on Their Radar Without Being Pushy***

Follow up regularly but in a subtle, respectful way. Consistent communication keeps you top of mind without overwhelming the other person. Find a balance that feels natural and welcomed. One effective approach is using social media to post about topics your contacts are concerned about, meeting them where they are. This allows you to maintain visibility without direct outreach, providing value and demonstrating your expertise in a non-intrusive manner.

7. ***Be Patient and Persistent***

Not every follow-up will get an immediate response, and that's okay. Be strategic and patient, knowing that persistence pays off over time. Thoughtful, consistent follow-ups show your seriousness and commitment. Develop a long-term follow-up strategy that includes varied touchpoints over weeks or months. Remember, timing is crucial—what doesn't resonate today might be exactly what they need next month.

8. ***Use Multiple Channels***

Reach out through different platforms, such as email, social media, or even a handwritten note. People engage in various ways, so be flexible and make sure you're visible where they are. This multi-channel approach increases your chances of connecting and allows you to showcase different aspects of your personality and offering. Be mindful of their preferred communication methods and respect any boundaries they've set.

9. ***Master the Art of Storytelling (Ethos, Pathos, Logos)***

Use storytelling to make your follow-up memorable and persuasive by blending credibility, emotion, and logic:

- Ethos (Credibility): Establish trust by sharing your expertise or using testimonials.

- Pathos (Emotion): Connect on a personal level with stories that resonate with their struggles or goals.
- Logos (Logic): Back your story with facts, data, or case studies that prove the effectiveness of your solution.

By combining these three elements, your story becomes powerful, relatable, and convincing, making it more likely they'll engage with you.

10. End with an Invitation

Close your follow-up with a clear next step—whether it's scheduling a call, meeting, or collaboration. An invitation gives them a reason to take action and keeps momentum moving forward. In-person meetings are particularly effective. Invite them to meet, attend an event you're hosting, join you for lunch, or participate in a community gathering. This proactive approach demonstrates your commitment to the relationship and provides a concrete way to move the conversation forward.

Human Nature Story

THE TEACHER AND THE SHEEP STORY

In a rural school in Texas, a teacher asked the question, "If there are nine sheep in a pen and one jumps out, how many are left?"
"Eight!" the class responded.
But one little boy raised his hand and said, "None of them are left."
The teacher laughed. "You don't understand arithmetic."
The little boy said, "No, teacher. You don't understand sheep."

- Charlie Munger