

Networking Follow-Up Templates

Proven messages for staying top-of-mind without feeling salesy.

HOW TO USE THIS

1. Replace every [bracket] with something specific before you hit send — templates only work when they feel personal.
2. Send the 24-hour message while the conversation is still fresh; it does the most work for the least effort.
3. Log each person in your Introby network and set a follow-up cadence from the guide below.
4. When the reminder comes due, pick the matching template, personalize one line, and send it.

Within 24 hours of meeting

- “Great meeting you at [event], [Name]. I enjoyed our conversation about [topic]. Here's the article I mentioned: [link]. Let's stay in touch.”

30-day check-in

- “Hi [Name] — saw [company news / post] and thought of our talk about [topic]. Congrats! How is [project] going?”

Asking for an introduction

- “Hi [Name], I'm exploring [goal]. I noticed you're connected with [Person]. Would you be open to a short intro? Here's a two-line blurb you can forward: [blurb].”

Re-engaging a cold contact

- “Hi [Name], it's been a while since [shared context]. I've since [update]. I'd love to hear what you're working on — coffee in the next few weeks?”

Cadence guide

Relationship	Touch every	Best channel
Mentor / champion	30 days	Call or coffee
Peer / close network	60 days	Message or event
Industry / casual	90 days	Comment or share