

Week 9: Follow through, build toward an advocate, and the day-60 check

Everything for the week on one page: your moves, worksheet, scripts, and score.

This week's moves

Move 1

15 min · ☐ Sent

Send one real follow-up, today. Pick someone from a recent conversation, or one of your three. Reference something specific, using the script that fits the situation (1, 2, or 3). Aim for the 24-hour window from now on.

Move 2

20 min · ☐ Sent

Name your potential advocate, and make one small point of contact with no ask attached. On your circle map, find the overlap and write the name with script 4. If no one qualifies, write the visibility-first sentence. Keep it small and genuine, script 5.

Move 3

10 min · ☐ Scored

Day-60 score. Take the same four-statement score and set all three columns side by side: baseline, day 30, day 60.

The advocate map

NAME	HAS ACCESS?	SEEN MY WORK?

The overlap (both boxes yes) = my potential advocate: _____

The no-ask check

NAME	LAST CONTACT	ONLY BECAUSE I NEEDED SOMETHING?

Script cards (cut along the dashed lines)

1. The event follow-up

"Hey [name], it was great meeting you at [event]. I really appreciated your take on [specific thing they said]. I'd love to stay in touch." No pitch, no ask. The specific reference is what makes it real.

2. The brief-moment follow-up

"Hi [name], we met briefly at [event]. You said [the thing they said], and it stuck with me. I'd love to learn more about your work if you're ever open to a short conversation." Almost no one says "that stuck with me," which is exactly why it's memorable.

3. The small no-ask touch

Pick the one that fits. Send something useful with one line: "Saw this and thought of you." Leave a real two-sentence comment when their post actually lands for you. Or before a shared event: "I see you'll be at [event]; would love to catch up if you have a minute."

4. The advocate-identifier

"The person with access who has actually seen my work is [name]." If no one qualifies: "No one with real access has seen my work yet. My first job is to change that with [name or group]."

5. The no-ask check

A question to ask yourself, not to send: "When did I last contact this person, and was it only because I wanted something?"
Make one small point of contact with no ask attached before any ask.

Self-score: Day 60

Score each statement from 1 (not true) to 5 (true). Mark one box per row.

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| 1. I can say, in one sentence, what I bring and exactly what I'm aiming at in the next 90 days. (<i>Clarity</i>) | 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ |
| 2. The people who decide on my next step can name the value of my work. (<i>Visibility</i>) | 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ |
| 3. Someone with real influence has seen my work and would put my name forward. (<i>Relationships</i>) | 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ |
| 4. I can point to evidence that I already operate at the level I'm aiming for. (<i>Leadership Momentum</i>) | 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ |

Re-entry note

However much of phase 2 you finished, name your advocate or your visibility gap (move 2). Phase 3 builds the case you'll put in front of exactly that person.