

Week 3: Follow through so the connection doesn't fade

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 from week 1. Send a message that references something specific you discussed, using the script that fits the situation (1, 2, or 3). From now on, aim for the 24-hour window.

Move 2

15 min · ☐ Sent

Make one small touch with no ask attached. Pick one of your three focus people and make one small, genuine point of contact, using script 4: something useful you saw, a real comment on their post, or a note before a shared event.

Move 3

10 min · ☐ Written

Run the no-ask check. On your circle map, note next to your three when you last contacted them and whether it was only because you needed something. Use script 5. Where the answer is uncomfortable, that's the relationship to warm up first.

The no-ask touch menu

One small, genuine point of contact with no ask attached. Pick one:

- ☐ Something useful you saw, sent their way
- ☐ A real comment on their post
- ☐ A note before a shared event

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. Feel free to connect with me here." No pitch, no ask. The specific reference is what makes it real.

2. The introduction follow-up

"Hi [name], I really enjoyed our conversation. [Mutual contact] was right, your work on [X] is genuinely interesting. I'd love to find a time to connect when you have space. No rush at all; here's a link to my calendar if anything works."

3. The brief-moment follow-up

"Hi [name], we met briefly at [event]. I was [doing something specific] and you said [the thing they said]. It stuck with me. I'd love to learn more about your work if you're ever open to a short conversation." Hardly anyone says that, so it gets remembered.

4. 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."

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?" If the only time you reach out is for a favor, people feel it. Make one no-ask touch before any ask.

Self-score: Week 3

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

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|---|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|---|--------------------------|
| 1. I can name the people whose support would genuinely move my career forward. | 1 | ☐ | 2 | ☐ | 3 | ☐ | 4 | ☐ | 5 | ☐ |
| 2. I can start a conversation with someone senior without rehearsing it in my head first. | 1 | ☐ | 2 | ☐ | 3 | ☐ | 4 | ☐ | 5 | ☐ |
| 3. I follow up after a good conversation instead of letting it fade. | 1 | ☐ | 2 | ☐ | 3 | ☐ | 4 | ☐ | 5 | ☐ |
| 4. Someone with real influence has seen my work and would put my name forward. | 1 | ☐ | 2 | ☐ | 3 | ☐ | 4 | ☐ | 5 | ☐ |

Re-entry note

Behind? This week stands on its own. Do move 1 with anyone from a recent conversation, even without the week 1 map. The follow-up itself is the skill that matters most.