# Follow-Up Tips

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| 1 | **DEFINE FOLLOW UP** | Before leaving a meeting or pitch, review what happens next. If the idea was accepted, discuss implementation steps. If the idea was rejected or needs revisions, suggest next steps and time frames. |
| 2 | **MAKE POST-MEETING NOTES** | Back at your workspace, immediately review the meeting on paper. |
| 3 | **DOWNLOAD WITH YOUR TEAM** | Hold a brief download session – talk about what went right, what went wrong, decision-maker reactions, lessons learned, tips for next time and action steps. |
| 4 | **PAUSE BEFORE ACTING** | Take a break before making decisions or jumping into action. Give your mind time to calm down and adjust, especially if the meeting didn't fit your expectations. |
| 5 | **SEND THANK-YOU NOTES** | For outside clients or prospects, consider handwritten notes. For internal clients, e-mails can do the job. Keep these short and sweet, thanking decision makers for their time and feedback. |
| 6 | **SEND A SUMMARY** | Within 24 hours, provide decision makers with a concise, written summary of the meeting, action steps and any timetables. |