Name:_____ Date: October 6, 2026

Beyond the Business Card:

How to Follow Up and Stand Out

Crystal Coast Women in Business Annual Conference — Participant Worksheet

Follow up while the connection is still fresh

The business card is the handshake; a thoughtful next step turns it into a relationship.

24–48

HOURS

before the memory fades

Act quickly. Be specific. Give them a reason to respond.

1	**Capture**	**Log the encounter and context** (shared interests and any promises).
2	**Personalize**	**Email within two days; cite one detail** and share something useful.
3	**Connect**	Add a custom **LinkedIn** note naming the event and topic.
4	**Make it easy to meet**	**Ask** for a discovery call.
5	**Nurture**	If needed, **follow up once** after a week—then give them space.

Focus on them

Notes:_____

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Jeannie Jones, Founder, Rudder Consulting LLC
jjones@rudderconsultingnc.com
www.rudderconsultingnc.com

The Fishing Net Metaphor			Rudder Consulting LLC
The Components:	**What Each Represents:**	**Key Considerations/Nuances:**	**Corporate Culture Leadership & Team Development**
The Fish	Target Audience	Who is the Decision Maker?	
The Body of Water	Location of Ideal Client/Customers	Where do they hang out? How can you get an audience? How do you land them?	
The Net	Your Unique Value Proposition	The Medium + Education, Experience, Exposure	
The Mesh Size	Your Mission	Your Purpose, Core Values and Boundaries	

PART I: The Fish (your target audience)

- My ideal client/customer:
- Who has the budget/is the buyer/decision maker?

PART II: The Body of Water (where your ideal customers hang out)

- Where could you get exposure to your ideal customer/client/buyer?
- How could you get an audience with the decision maker?



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PART III: The Net (your unique value proposition)

Can you be your authentic self when you're following up to stand out? If not, why not? Where is there misalignment? Is this business worth pursuing?

- The Medium (LinkedIn, Advertising, Insta, fb, WWW, Google, Word of Mouth, Other?)
- How can you leverage your Experience, Exposure, Education to meet their needs? What strategic advantage do you offer?
- What problems do you help solve? Why you?
- Is there any development or skill building you need to pursue?

Part IV: The Mesh Size (your purpose, core values, boundaries; how do these manifest at work?)

- Your Personal Mission Statement:
- Your Business Mission Statement:
- What are your core values?
- What are the synergies between them? How do clients/customers experience you when you're at your best? Your worst?
- If you're feeling stressed or anxious, how do you reset so that your best self shines through?
- What are your non-negotiables/your walk away point?
- How do you manifest integrity and ethical behaviors in your follow ups?
- How do you hold yourself accountable for your commitments?



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Notes and Additional Pro Tips:



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