

Professional Brand Development



You are always on

Give a card and get a business card

Have your name, cellphone number and email address on your card

Add notes from the conversation to the back of the card or a notebook

Contact them within 12 hours by email to tie them down with context.

Add the contact information to your contact repository so that you can find them later.

Copy the tie-down email to the notes section in your contact record.

Send a customized note in a connection request on LinkedIn.