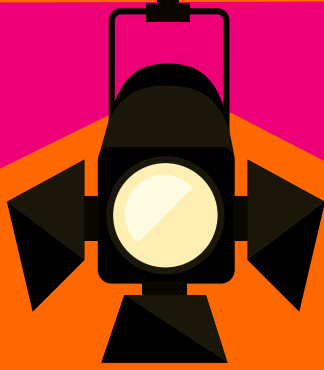


PRESENT WITH
GRACE



5 follow-ups that turn networking chats into clients

*(without
feeling pushy)*





Feeling pushy gives you the ick.

Let's face it.

Following up with someone after a networking meeting can feel like you're being pushy.

But it doesn't have to.

Most people lose leads after a networking meeting. Not because they didn't have good conversations, but because **they didn't give a clear next step.**



While following up isn't the only way to turn networking into clients, it can be easy and effective at getting results when done in the right way.

When your follow ups lead to more calls booked in your diary, the return on investment you get from networking triples.

Treat following up as one of your networking habits (just like saving the date in your diary or packing your business cards).



Your job is to make it clear, easy and relevant for someone to continue the conversation with you after a networking meeting.

That's exactly what these 5 follow up messages do.

They're designed to give you a simple way to lead a great conversation calmly, confidently and without pressure.

When you follow up with clarity and confidence, networking conversations convert to clients.

You've got this.

Grace



In 2025, 88% of my clients came from networking.

If you want to discover how you can fill 80% of your pipeline with networking, you can watch my masterclass where I share the exact conversion strategy that grew my business.

[Watch the masterclass here.](#)



1. Invite Them to Book a Call

When to use it: You had a strong conversation and there's clear alignment.

Hey [Name],

It was great speaking to you at [event]. I really enjoyed hearing about [something specific to your conversation with them].

From what you shared, it sounds like there could be an opportunity for us to explore this further.

You can book a time to chat here: [link to your calendar]. I've got a few spaces [this week].

I'd love to continue the conversation.

Why this works: You're leading, (not selling), and making the next step obvious and easy.



2. Collaboration / Referral Conversation

When to use it: You serve a similar audience in a different way.

Hey [Name],

It was great to meet you at [event]. I've been thinking about what you said about [their work].

We support a similar type of client in different ways, so there could be a really great opportunity to collaborate or refer to each other.

I'd love to have another conversation to explore how we could help each other.

If you're up for it, you can find a time to chat here [insert your calendar link].

Why this works: You position the conversation as a mutual benefit, not a favour.



3. Invite Them to a Free Masterclass

When to use it: They're interested in what you do but not ready for a call.

Hey [Name],

It was lovely to meet you at [event]. I really enjoyed our conversation about [specific topic].

I'm running a free masterclass on [result/outcome], which I think would be really useful based on what you shared.

You can find the details here: [link]

Come along if it sounds relevant to what you need right now. I'd love to have you there.

Why this works: It keeps the relationship warm without forcing a sales conversation.



4. Share a Valuable Resource

When to use it: You want to stay front of mind and build trust.

Hey [Name],

I've been thinking about our conversation at [event], and this might be helpful for you.

It's a [guide/video/podcast] on [specific topic]: [link]

It expands on what we touched on.

Let me know what you think if you take a look.

Why this works: You stay relevant and helpful without asking for anything in return.



5. Second Nudge (If They Don't Reply)

When to use it: 48 - 72 hours later if they haven't responded.

Hey [Name],

I wanted to follow up in case my last message got buried.

Let me know if you're keen to [refer to original invite e.g. book a call, come to my masterclass, grab my free guide].

Happy to answer any questions you might have.

Why this works: It removes pressure and gives them a graceful way to re-engage.





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