

EP. 16 - Building A Strong Follow Up

Overview

In this short video, we cover the importance of **follow-ups** in the hiring process, particularly for Fortune 100 companies.

Key Points:

1. **Follow-Ups Are Critical:** Hiring managers and recruiters are busy, often reviewing hundreds of resumes weekly. Following up can remind them of your application and put you back in the spotlight.
2. **Use Brief Messages:** Instead of lengthy emails, send a **short LinkedIn message or text**. Include:
 - The **job** you applied for.
 - The **company** (if known).
 - Key points from your previous conversation.
 - Resend your **resume** to keep it top of mind.
3. **Timing is Key:** Wait **2-3 days** before following up. Don't rush it—managers might take a few days to respond due to busy schedules.
4. **Professional Tone:** Avoid negative or passive-aggressive language like, "I assume the role isn't moving forward since I haven't heard back." Maintain a professional, courteous tone.
5. **Stand Out:** The follow-up gives you the opportunity to ask further questions, share more relevant details, or emphasize something important that you learned during the interview.

Sample Follow-Up Message:

Here's an example of how to craft an effective follow-up message:

Subject: Follow-Up After Our Discussion

"Hi Jordana,

Thank you again for taking the time to speak with me this morning. I really enjoyed learning more about your boutique approach at Hirequity and discussing the ReturnBear opportunity.

After exploring their website, I find the role even more intriguing and aligned with my entrepreneurial drive. I'm keen to hear from you after your next discussion with the company. I believe this could be a fantastic opportunity for both sides.

Thanks again for your time today, and I look forward to staying in touch!"

Best,
[Your Name]"

By following these guidelines, your follow-up strategy will help you stay on the hiring manager's radar and differentiate yourself from other candidates.