FREE KIT FROM SAVE TO SELL

Business Card and Trade Show Follow Up Kit

A checklist for the show and the 8 weeks after it, six follow up messages to edit and send, and one prompt that fills them in from your card notes.

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The checklist

Print it, tick it off, and keep it with your badge.

Before the show

- [ ] Load the attendee or exhibitor list into Save to Sell, so the people you want to meet are already leads.
- [ ] Write one sentence on who you most want to meet and why.
- [ ] Pick the one offer every follow up will make: a walk through, a quote, a sample or a short call.
- [ ] Bring a pen. The note on the back of a card is worth more than the card.

At the booth

- [ ] Write one detail on the back of every card: what they asked about and what is coming up for them.
- [ ] Ask when a good time to follow up would be, and write the answer down.
- [ ] Keep hot leads in their own pile or pocket.
- [ ] Snap the cards at every break, so nothing waits until the drive home.

That night

- [ ] Snap every card that is left, or lay ten on a table and take one photo.
- [ ] Check each lead Save to Sell read, and add the note from the back of the card.
- [ ] Send Email 1 to every hot lead while the show is fresh.
- [ ] Set everyone else to start with Email 1 tomorrow morning.

The next 8 weeks

- [ ] Work your Today list every morning before email.
- [ ] Connect on LinkedIn 2 business days after Email 1, then call 3 business days after that.
- [ ] Mark Meeting booked or Not interested the moment you know, so the right follow ups stop.
- [ ] Send the break up email about a month after the drop by, then let the lead rest.

Six follow up messages

Change everything in [brackets]. Each message is the step of the 7 step follow up plan it fits, with when to send it.

1. Email 1

The day of the show or the next morning

Subject: Good meeting you at [show name]

Hi [first name],

Good meeting you at [show name]. You mentioned [the detail from the back of the card], and it stuck with me.

[One sentence on how you help with that, with a real number if you have one.]

Could I give you a quick ring next week to hear more about it?

Thanks,
[your name]

With Claude or ChatGPT: Paste my note from the back of the card and my one sentence on how I help. Write Email 1 in under 100 words, in my voice, with one clear ask.

2. LinkedIn connection note

2 business days after Email 1, under 300 characters

Hi [first name], good meeting you at [show name]. I enjoyed hearing about [the detail]. Glad to stay connected here.

With Claude or ChatGPT: Write a LinkedIn connection note under 300 characters that names the show and the detail. No pitch.

3. Call or voicemail

3 business days later, about 20 seconds

Hi [first name], it is [your name] with [company]. We met at [show name] and talked about [the detail]. I have one idea on that I would like to run by you. My number is [number], again [number]. I will send a short email too.

With Claude or ChatGPT: Write a 20 second voicemail from my card note. Say the number twice. End with what I will do next.

4. Email 2

2 business days after the call, with one new detail

Subject: One number from a company like yours

Hi [first name],

One thing I should have mentioned at [show name]: [a short result for a company like theirs].

If [the problem they mentioned] is on your list this year, I can [your offer] in about [time].

Would [day] or [day] work?

Thanks,
[your name]

With Claude or ChatGPT: Write Email 2 with one new detail they can use, a result from a similar company, and two times to choose from.

5. Letter in the mail

5 business days later, one paragraph

Dear [first name],

Thank you for stopping by at [show name]. You mentioned [the detail], and I have been thinking about it since. [One or two sentences on how you have helped a company like theirs.] I have included my card, and I would be glad to [your offer] whenever the timing is right.

Sincerely,
[your name]

With Claude or ChatGPT: Write one paragraph for a printed letter: warm, specific to my card note, and under 90 words.

6. Break up email

About a month after the drop by

Subject: Closing the loop

Hi [first name],

I have not been able to connect since [show name], so I will stop filling your inbox. If [the problem they mentioned] comes up later, my number is [number] and I am glad to help.

Thanks,
[your name]

With Claude or ChatGPT: Write a short break up email that is friendly, takes the pressure off and leaves my number.

Let AI fill it in

Paste this into Claude or ChatGPT with one message from the kit and your card note.

> You are helping me follow up after a trade show. Here is how I sell: [paste your About Me or two sentences on what you sell and who you sell to]. Here is my note from the back of the card: [paste]. Fill in the message below in my voice. Keep my brackets only where you do not know the answer, and mark them [CHECK]. No dashes, no exclamation points, no buzzwords.
>
> [paste the message from this kit]

Or let Save to Sell do it

- **Snap the cards.** Every card becomes a lead in your Sales Tracker, with the follow up plan already set.
- **Tap Write it for me.** Each message is written in your voice from how you sell, with your card note in it.
- **Work Today's list.** Who's due, what to send and one tap to log it.
- **Start free at savetosell.app.** Every Pro feature is free for 7 days. No credit card.

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