

Networking Follow-Up Email Templates

Southern Indiana Wedding Professionals — Member Resource

Templates for following up after a networking event. Personalize the bracketed placeholders, send within 24–48 hours while the conversation is still fresh, and keep every message short — one clear reason for reaching out, one clear next step.

Template 1: General “Great Meeting You”

Use this for anyone you had a good conversation with, even if there's no specific next step yet.

Subject: *Great connecting at [Event Name]!*

Hi [Name],

It was great meeting you at [Event Name] last night! I really enjoyed hearing about [something specific they mentioned — their business, a recent wedding, a shared interest].

I'd love to stay connected and learn more about what you do. Feel free to reach out anytime you have a couple who might need [your service] — I'd be glad to return the favor.

Looking forward to crossing paths again soon!

Best,

[Your Name]

[Your Business]

[Phone / Email]

Template 2: Proposing a Referral Partnership

Use this when you see real potential to send each other business regularly.

Subject: *Loved meeting you — let's send each other referrals*

Hi [Name],

It was such a pleasure meeting you at [Event Name]. Our services really complement each other — I have a feeling our couples would benefit from knowing both of us.

Would you be open to becoming preferred-vendor partners? I'd love to start recommending you to my couples, and I'd be honored to be on your radar too. Happy to send over anything you need — photos, pricing, reviews — to make referring easier.

Let me know if you'd like to hop on a quick call or grab coffee to talk it through.

Best,

[Your Name]

[Your Business]

[Phone / Email]

Template 3: Scheduling a Coffee or Coordination Chat

Use this to move a promising connection to a real conversation.

Subject: *Coffee sometime? Would love to learn more about [Business Name]*

Hi [Name],

I really enjoyed our conversation at [Event Name] — [reference something specific they said]. I'd love to learn more about your business and see where our services might overlap for shared clients.

Would you have 20–30 minutes in the next couple of weeks to grab coffee? I'm generally free [days/times] but happy to work around your schedule.

Talk soon,

[Your Name]

[Your Business]

[Phone / Email]

Template 4: Reconnecting With Someone You Didn't Get to Talk to Much

Use this when you only exchanged cards or had a brief hello.

Subject: *Sorry we didn't get more time to chat at [Event Name]!*

Hi [Name],

[Event Name] was such a busy night — I'm sorry we didn't get more than a minute to chat! I saw you do [what they do] and would love to learn more when things settle down.

Would you be open to connecting over coffee or a quick call sometime? No agenda, just would enjoy getting to know you and your business better.

Hope to talk soon,

[Your Name]

[Your Business]

[Phone / Email]

Template 5: Thank You After a Referral

Use this after a fellow member sends you a lead — reciprocity keeps referral relationships alive.

Subject: *Thank you for the referral!*

Hi [Name],

I wanted to say thank you for referring [Couple's Name] to me — I really appreciate you thinking of me! [I've reached out and we have a call scheduled / They've booked with us / I'm following up this week], and I'll keep you posted on how it goes.

Please don't hesitate to send my way anyone else who might be a good fit, and know I'm always looking for opportunities to return the favor.

Thanks again,

[Your Name]

[Your Business]

[Phone / Email]

Bonus: Short Social Media Version

Use this for an Instagram or LinkedIn DM when email isn't the natural channel.

Subject: *(Direct message — no subject line)*

Hi [Name]! So great meeting you at [Event Name] — loved hearing about [Business Name]. Would love to stay connected and see how we might support each other's businesses. Following you now!

Quick Tips

1. **Send within 24–48 hours.** The conversation is easiest to reference while it's still fresh for both of you.
2. **Personalize the first line.** A specific detail from your conversation shows you were actually listening.
3. **One clear next step.** Whether it's “let's grab coffee” or “I'll keep you in mind for referrals,” give the reader one easy thing to say yes to.
4. **Keep it short.** Three or four short paragraphs is plenty — nobody wants a novel after a networking event.