THE TOUCHPOINT TIMELINE

5 Steps for Following Up After an Interview
1. Send a **simple thank-you email**
   - **Time frame:** the same day

2. Decide if you want it
   - **Time frame:** 1 day later

3. Write a **handwritten note**
   - **Time frame:** 1 day later

4. Send a **value-add email**
   - **Time frame:** 1 week later

5. Send a **hail-mary email**
   - **Time frame:** 2 weeks later
AT THIS POINT, you’ve prepared intentionally and performed exceptionally in your interview. You might’ve even used my Interview Guide to help you with that.

Now you’re faced with the age-old question: “How am I supposed to follow up after the interview?” It’s a hard line to walk. You don’t want to be pushy or obnoxious, but you also don’t want to seem passive and disinterested.

Not to worry, folks. This Touchpoint Timeline will help you figure out exactly what steps you need to take, at exactly the right time. The way you follow up after the interview could make all the difference when it comes to sealing the deal and actually getting hired. So let’s get you closer to that dream job!

Onward!
1

SEND A SIMPLE THANK-YOU EMAIL

TIME FRAME: THE SAME DAY
1. **SEND A SIMPLE THANK-YOU EMAIL**

**TIME FRAME: THE SAME DAY**

As soon as you’re done with the interview, send an email to thank the person who met with you. Don’t wait more than an hour. Send it in the elevator on the way out if you have to. (Just don’t send it when you’re still in the room with your interviewer.)

This doesn’t need to be a three-page letter or a formal essay. You don’t need to gush—just express your appreciation for their time and your excitement about the opportunity.

Here’s a basic outline for how this email should go. Think of it as a thank-you sandwich:

1) Thank you
2) Enthusiasm
3) Thank you
Hello (Interviewer’s Name—start with Mr. or Ms., or use their first name if it’s a more casual environment),

Thank you so much for taking the time to meet with me earlier today. I enjoyed talking with you about (be specific about some of the things you talked about) and really appreciated the tour around the office.

After seeing the company culture firsthand and learning more about the responsibilities of this role, I’m even more excited about having the opportunity to work for (Company Name).

Please let me know if there’s any additional information I can provide or if you have any further questions for me. Thank you again for your time.

Best regards,

(Your Name)
Type out the whole message before you put the interviewer’s email address in the “To:” box. (That way you avoid the agony of accidentally sending a half-finished email.) And don’t forget to proofread!

Keep in mind that if you’re interviewing with a larger company and went through someone in the HR department to get the interview (or had multiple interviewers), you should send an individual thank-you email to each person. The emails can be a similar structure, but change up the wording and details or it will seem impersonal. Once you’ve sent your thank-you email(s), you can relax! Your work is done—for today.

**PROCESS YOUR THOUGHTS ABOUT THE INTERVIEW BEFORE YOU MAKE ANY MAJOR DECISIONS.**

Note: If you aren’t actually feeling excited about the job after your interview, there’s no need to lie. You should still send an immediate email thanking the interviewer for their time. Then, sleep on it and process your thoughts about the interview before you make any major decisions. Look to the next step for advice on what to do if you’re on the fence about the job.
2

DECIDE IF YOU WANT IT

TIME FRAME: 1 DAY LATER
Sure, the purpose of the interview is for the company to decide if they want to hire you. But it’s also for you to decide if you want the position.

Take some time to reflect on whether or not you’re a good fit for this role, and whether it’s a good fit for you. Ask yourself these questions:

- Do I believe I have the skills to do a great job in this position?
- Do I feel a connection to this role and the results of this role? Is it meaningful to me?
- Did I connect with my potential new leader? Do I want to work with this leader?
- How do I feel about the company culture? Could I see myself in that environment?
- Do I feel genuinely excited about this opportunity?
After answering these questions, if you no longer feel like this position is right for you and you don’t want to keep going with the interview process, write a polite email to withdraw your application.

Here’s how:

▶ Express gratitude for their time and consideration.

▶ Give a brief, honest reason for declining.

▶ Be clear that you’re only declining this specific position (you never know if you’ll want to pursue a different position at that same company in the future).
Hello (Interviewer’s Name),

I want to thank you again for considering me for the (Job Title) position at (Company Name). After taking some time to think about the position, I have decided to withdraw my application as I don’t believe this role is the best fit for me at this time.

I appreciate your time and communication during this process. Thank you for the opportunity, and best of luck with filling the position.

Sincerely,
(Your Name)

IF YOU FEEL GOOD ABOUT THE POSITION, SKIP THIS AND GO TO STEP 3!
3

WRITE A HANDWRITTEN NOTE

TIME FRAME: 1 DAY LATER
3 WRITE A HANDWRITTEN NOTE
TIME FRAME: 1 DAY LATER

In this day and age, handwritten notes are rare. Since most people probably won’t take this step, it’s a simple way to set yourself apart from the other interviewees.

Now’s the time to confirm with the hiring manager that you’re in it to win it. There should be no doubt that you want this job and you’re excited and thankful to be considered.

IT’S A SIMPLE WAY TO SET YOURSELF APART FROM THE OTHER INTERVIEWEES.
Mail the note the day after your interview (it will take 2–5 days to reach your interviewer). If you’re able to deliver it in person, go for it. However, don’t be weird and try to track your interviewer down—dropping the note off at the receptionist’s desk is fine.

And now we wait.
4

SEND A
VALUE-ADD EMAIL

TIME FRAME: 1 WEEK LATER
4 SEND A VALUE-ADD EMAIL
TIME FRAME: 1 WEEK LATER

If it’s been a week since you sent the handwritten note and you still haven’t heard anything from the hiring manager, it might be time for a follow-up email.

But this isn’t just any follow-up email. We always want to find that balance between bold and bothersome, and the way to do that is by offering something helpful or valuable to what the company’s working on right now.

THINK BACK TO THE CONVERSATION YOU ALREADY HAD WITH THE HIRING MANAGER AND BASE YOUR FOLLOW-UP ON THAT.

If your interviewer brought up a certain project related to the position you want or a problem the company is trying to solve, brainstorm some ways you would tackle that project or problem and share them.
This will, of course, look different depending on the role you want. Maybe you write a brief article on a topic the interviewer mentioned the company wants to cover in the future. Maybe you provide an example of how they could refresh a web page they’ve been wanting to revamp. Maybe you simply give an explanation of how you solved a similar problem at another job in the past.

**NO MATTER WHAT IT IS, THE FOCUS SHOULD BE ON HOW YOU CAN HELP THE COMPANY, NOT ON WHETHER OR NOT YOU’RE MOVING ON IN THE INTERVIEW PROCESS.**

On the next page is an example of how someone who’s interviewing for a marketing position might structure their value-add email.

The point of this is not to suck up to the hiring manager, but to show that you’re still interested in the position, you’re proactive, and you’re already invested in the company enough to do work that nobody asked you to do.
As you’re giving new ideas or helpful suggestions for something the hiring manager already told you they want to improve, be careful to not come across like you’re critiquing the company’s existing work. Nobody really wants to get unexpected feedback.
5
SEND A
HAIL-MARY EMAIL
TIME FRAME: 2 WEEKS LATER
5 SEND A HAIL-MARY EMAIL
TIME FRAME: 2 WEEKS LATER

If it’s been two weeks or more since you sent the value-add email and you still haven’t heard anything, it’s worth sending one final email.

This one should be brief and to the point. By now, if they haven’t gotten back to you, there’s a good chance they’re extremely busy or have moved on to another candidate. Be polite and ask for clarification on whether or not you’re still being considered for the position.

Once you hit that send button, take a deep breath. The ball is officially out of your court.
Hi (Interviewer’s Name),

I hope you’re doing well. I just wanted to check in and see if there have been any updates on the hiring process for the (Job Title) position. I’m still interested and excited about the opportunity, and I look forward to hearing about any potential next steps!

Thank you,
(Your Name)
**LET IT GO . . .**

There’s really nothing else to do right now except be patient and focus on other things. If you don’t get this job, it wasn’t the right job for you. That means you’re free to keep looking for the job that will take full advantage of your skills, talents and passions.

Be encouraged that this experience will bring you closer to where you need to be, even if the results aren’t what you expected or wanted.

**And whether you get this job or not, remember you do matter and you do have what it takes!**

**Press on!**

Whether you landed the job or you’re on to conquering your next interview, *The Proximity Principle* will help you confidently move toward the next step in your career.
# YOUR TOUCHPOINT TIMELINE

Fill this in when your interview is scheduled, so you can be prepared to follow-up afterward!

<table>
<thead>
<tr>
<th>POSITION:</th>
<th>COMPANY:</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERVIEW DATE:</td>
<td>HR CONTACT:</td>
</tr>
<tr>
<td>HIRING MANAGER:</td>
<td>OTHER INTERVIEWERS:</td>
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</table>

<table>
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<th>STEP</th>
<th>DATE</th>
<th>NOTES</th>
<th>DONE</th>
</tr>
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<td>WHO DID YOU SEND THIS TO? WHAT DETAILS DID YOU MENTION?</td>
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<td>1 DAY LATER</td>
<td>REASONS WHY YOU WANT THE JOB! (OR DON'T)</td>
</tr>
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<td>4</td>
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<td>WHO DID YOU SEND THIS TO? WHAT VALUE-ADD DID YOU PROVIDE?</td>
</tr>
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</tbody>
</table>
DISCOVER WHAT YOU WERE BORN TO DO.

Talk to Ken and get answers to your career questions.

844.747.2577
ask@kencoleman.com