Partnership Follow-Up Cadence

A simple sequence for what to do after a first partnership conversation, so the thread does not go quiet and you do not follow up too often. Use it for collaborations, distribution talks, and shared marketing ideas.

01 Same day

- ☐ Send a short recap of what you both said, in your own words.
- ☐ Include any document, link, or introduction you promised during the conversation.
- ☐ Name one clear next step, not a menu of options.
- ☐ Log the conversation while the details are still fresh.

02 After you deliver

- ☐ Check that what you sent actually arrived and is usable.
- ☐ If you proposed a date or something you would send, confirm it in writing.
- ☐ If they need to talk internally first, give them room to have that conversation.

03 The next check-in

- ☐ Wait until the time you agreed, or until you have something new and useful to add.
- ☐ Keep the note short: a reminder of the conversation, the next step, and an easy way to say not now.
- ☐ Do not stack unanswered follow-ups. One thoughtful check-in is better than a pile.
- ☐ If the answer is no, thank them and leave the door open without pressure.

04 Close or pause

- ☐ Mark the thread as live, paused, or closed. If you paused it, add a date to look again.
- ☐ Write down what you learned, even if the partnership does not go ahead.
- ☐ Tell anyone on your side who needs to know the outcome.

Recap
Same day, while the conversation is fresh.

Deliver
Send what you promised, then confirm it arrived.

Check in
Once, at the time you agreed, with a clear next step.

Close
Live, paused, or done — and logged.

Partnership conversation log

Print this page and keep one row per live conversation. Add pages as you need them. Do not invent contact details. Only write down what you actually have.

Conversation log

PARTNER / PERSON	DATE	WHAT WAS DISCUSSED	NEXT STEP	STATUS

Open promises (yours and theirs)

1. _____
2. _____
3. _____
4. _____
5. _____