

Things you should do when you meet a mentor

Practically speaking, these are the things you should do right after you finish meeting with a potential mentor, or a mentor you've been working with for a while:

- Send an immediate follow-up email, thanking the person for their time and insight, and mentioning the next steps you're going to take based on the conversation.
- Set a calendar reminder for yourself (for an appropriate deadline) in which to follow-up with your mentor and let them know about your progress.
- Assign yourself tasks based on the suggestions given in the meeting, and start taking action on those tasks.
- If it's a new mentor, add them to your "mentor email list". See below

MENTOR EMAIL LIST

When you start a business, you are going to meet a lot of different types of mentors along the way. Some will mentor you for a season, and some will be with you for the long haul. Either way, it's important to keep in touch with all of your mentors, but how?

The easiest way to keep in touch with all of your mentors is to send them an email newsletter on a regular basis.

The purpose of your newsletter is to:

- Share updates and progress on the company
- List any upcoming events you'll be attending (so you can say hi and touch base with them if they'll be there)
- Ask for their help (Do you know anyone who is an expert in ____?)

I send an email to my mentor email list every 2-3 months and follow the format above. It's an efficient way to keep up with a lot of relationships, and it's a good way to stay accountable to those who are helping you along the way.

Sending this email also allows you to know where you stand when you talk to your mentors in person - if they know what's going on with you, it means they've been reading your emails.

If you don't have a mentor email list, go start one right now!

Andre' Wright
Mentor Connector
Iowa City Area Development Group