Research the school. Decide what the NEXT follow up is as soon as you complete the prior one. After three follow-ups, decide what’s next: Do you need a new letter? Do you need to change strategy or mode of communications? If you are denied admissions, speak with an advisor. Make extensive notes. If you have an interview, make extensive notes. Keep your sheet handy and review it at the same time every week and decide on an action plan for the week or two ahead. Pick a deadline for the next update.