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FOLLOW-UP *Booklet*

*We can't call your clients...
but we can give you something to talk about.*

Powerful connections come from conversations. Yet sometimes, the hardest thing to do is pick up the phone—especially if you are dialing the number of a client you haven't spoken to in years. What do you say? And how do you make it not sound like a sales call?

That's where your magazine comes in—and this handy booklet you're holding. Your magazine is a powerful tool to help you start a conversation—a bit of an ice breaker, if you will.

How this booklet works:

First, a little challenge for you. Start on Page 1 of this booklet. Give yourself two minutes to write down the names of your top clients, professional colleagues who help your business, centers of influence, and even your well-connected friends and family members. Don't worry about addresses or any other info—just names. Trust us, it's easier than it sounds.

Give yourself only two minutes. Most people will come up with twenty to thirty names. Less is okay for now. More is great.



Contact List

Name: _____

Client Colleague Friend/Family





Issue (Date or Number): _____

Article Topic/Icebreaker: _____

Date: _____ Email Voice Mail Conversation

Things Discussed: _____

Name: _____

Client Colleague Friend/Family





Issue (Date or Number): _____

Article Topic/Icebreaker: _____

Date: _____ Email Voice Mail Conversation

Things Discussed: _____



Contact List

Client Colleague Friend/Family



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Issue (Date or Number):

Article Topic/Icebreaker:

Date: Email Voice Mail Conversation

Things Discussed:

Name:

Client Colleague Friend/Family



Issue (Date or Number):

Article Topic/Icebreaker:

Date: Email Voice Mail Conversation

Things Discussed:

“

Stop contacting,

& start
connecting.

”



Contact List

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Date: Email Voice Mail Conversation

Things Discussed:

Client Colleague Friend/Family



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Things Discussed:

Name:

Client Colleague Friend/Family



Issue (Date or Number):

Article Topic/Icebreaker:

Date: Email Voice Mail Conversation

Things Discussed:

How many did you get?

Powerful connections come from conversations.

If you got twenty-five names, you're halfway to your first mailing list. These are the connections that you can immediately begin turning into advocates for your business.

By focusing on strengthening the relationships that already exist, you will begin to see more repeat and referral business.

So what are the other spaces for?

As you begin sending your magazine to your key connections, utilize these spaces for talking points. Write down when you called them, what issue it was, and what you talked about.

Know a dog lover? "What did you think of the magazine? I thought of you when reading the story on the doggie daycare on page 18." Know an arts and crafts lover? "I thought of you when reading the story on page 36. Have you ever heard of temari?"

Nothing specific? That's okay too. We've found that a simple email or voice mail saying, "I hope you enjoyed the first magazine! I thought you were the perfect person to share it with," can return dividends when the next business need or referral opportunity presents itself.

What will you call your next client about?

