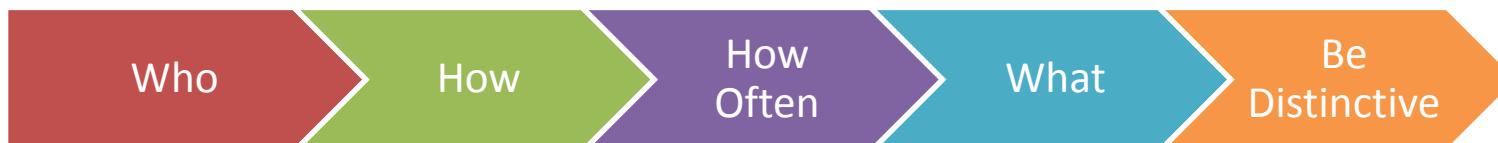




STAY IN TOUCH CAMPAIGN ROADMAP



WHO: Select and list a blend of clients, prospects, referral sources, Linked In connections	HOW: Everyone has their preferences; reach out in ways you believe your connections would prefer Phone, email, text, handwritten note, video or audio Combination of media	HOW OFTEN ?: Select a frequency that is not about your comfort level but the value to your connections– don't go over the line but don't be stingy with your stay in touch either. <u>Consistency is key.</u> Monthly Bi-Weekly Quarterly	WHAT This is the most important factor in Stay In Touch after consistency. Think of what would be of interest and value to your connections* (*suggestions below) Make the material and content relevant to specific audience. This means you may need more than one campaign for different market segments.	BE DISTINCTIVE These days, humdrum or me-too or canned content won't cut it. <ul style="list-style-type: none"> You've got to make it Personal Distinctive Memorable Actionable (Encouraging them to take some action) Engaging High Value



10 FAST & EASY STAY IN TOUCHES TO PUMP UP LEADS & SALES:

- 1. SEND LINKS TO RELEVANT ARTICLES & WHITE PAPERS**
- 2. FORWARD TIMELY NEWS IN THEIR FIELD OR INDUSTRY**
- 3. EXTEND INVITATIONS TO SPEAK**
- 4. EXTEND INVITATIONS TO MEANINGFUL EVENTS FOR THEIR BUSINESS**
- 5. ASK PROBING QUESTIONS ABOUT NEWS IN THEIR BUSINESS (PERIODICALLY REVIEW CONNECTIONS & WEBSITES FOR THIS INFORMATION)**
- 6. SEND VALUE-DRIVEN NEWSLETTERS* - NOT CANNED, ONLY HIGH-VALUE CONTENT AND ONLY IF THEY HAVE VOLUNTEERED THEIR EMAIL ADDRESS**
- 7. SEND MULTI-MEDIA CONTENT COMBINING AUDIO/POWERPOINT/VIDEO AND ADDITIONAL DOWNLOADABLE INFORMATION (THIS CAN BE YOUR OWN OR FROM YOUR FIRM)**
- 8. MAKE INTRODUCTIONS TO IDEAL CONNECTIONS FOR THEM**
- 9. TELL THEM YOU COMMENTED ON THEIR BLOG OR TWEETED ABOUT THEM**
- 10. GIVE REFERRALS**