



Fun & Fabulous Follow Up

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FIRST – I'm NOT talking about cold calls

What if you started every day reaching out to spread joy, abundance, curiosity and creative possibilities in the world?

Yes, you might invite people to a sales conversation to talk about how you can help them...that's a big part of your follow up right?

And, it's more than that!

There's referral partners, speaking opportunities, collaborations, joint ventures, masterminding, inspirational friends, colleagues and new friends.

I found it's the in between stuff...that's not clear.

What do you do when you get a biz card or meet someone at a conference?

Or you have this great connection on FB or you see their FB live and you are curious about the person?

Or maybe you see them speak at a conference & feel inspired?

Do you Follow Up?

How much do you follow up?

Most people are worried they'll look too salesy.
Then what do you do with all those biz cards ?

If you don't answer those questions and create a system for this then you'll be doomed to live in a state of confusion and a tumbling pile of business cards...and a very small business!

Can you relate?

My old story – My follow up system looked like this:

IF I met someone they said they wanted to work with me or were considering a program or product then I reached out.

IF they seemed like an ideal client...I thought about it and put their biz card on my desk.

IF they seemed like an interesting person I'd like to know...I didn't want to be salesy and I put their biz card on my desk and did nothing.

That is a great way to slow growth. Very, very slow growth.

And a whole lot of frustration!

Can you relate? Anyone have a stack of biz cards on your desk?

Or wonder what you should do when you meet someone?



I was tired of feeling frustrated and confused and having all these biz cards falling all over my desk and feeling guilty.

So I created a system.

I'm known for talking about ***Sexy Systems! They make you feel confident, organized, focused and professional...so you feel fabulous!***

Fun & Fabulous Follow Up System:

#1 Have a plan for what to do when you get back to your office.

–Know what to do right after you meet someone interesting. We will expand your idea of WHO in a few minutes...

Know your preferred method & how to best reach them.

Email

Facebook message

Call

Text

Linked In message

#2 Know what you want.

Virtual Coffee to get to know you, meet in person, want to just acknowledge you met them – invite them to have a free gift? Or...just reach out to say they inspired you.

#3: Make it fun, lighthearted and a pleasure to do

If it's drudgery then you're more likely to put it off.

Have some templates on hand. Share photo quotes. Have your calendar link ready. Have a free gift or article you love to share.

#4: Start a Daily Success Habit of 3 follow ups a day. Track it.

Every day. Follow Up with 3 people.

#5 Go beyond ONE CALL – have an online system

About going beyond one follow up call

Being a real biz – this is what grownups do! Know who you want to follow up with again & put them on a calendar or CRM system.

Example: Outlook, LessAnnoyingCRM.com, Highrise.hq

This is the #1 marketing activity you can do to grow your business – set up a follow up system.

Example: Share how real estate agents work...constant reminders...all about relationship marketing

So you are there when they are ready to buy.

Remember:

What you do today – creates biz in 30, 60, 90 days, 6 months, 1 year.

What you do today...creates your future biz.

Example: I was at a workshop with another coach. She said she's been following me and was interested in quitting her job and really starting her coaching business. This was January.

I sent her an email to f/u. She didn't reply.

3 months I sent another message. – no reply

In the summer -

She contacted me. We had a call in September. She's a client.

Remember what I said...Your system

Follow up with 3 people every day.

Every single day.

Track it.

I'm curious – what is your favorite way to follow up with a client or potential client or even a colleague?

Follow up with:

Call

Email

Facebook message

Linked In message

Personal note/mail

- Use YOUR natural style and the natural style of your potential client.

Part of your personal success systems.

I am actually hosting a Fun & Fab FU 30 Challenge so you can get this tracking sheet and ideas and be in a group where we are all building a new daily success habit AND making it fun!

This daily success habit will increase your sense of abundance and joy and you know you are planting seeds.

Your income will increase because you shorten the in between time. OR...they don't just go with someone else who is top of mind in that moment.

#1 question...

WHO:

- networking event – follow up with people you met – new biz cards/old favs
- old favs – send a fb message - great to see you
- speaker – great job
- organizer
- even if not a potential client – send a note – you never know who they know
- Person you sat next to or at the same table (you never know!)

Conference – people you met, speakers

You meet your real estate agent, insurance agent, plumber....colleague
– send a note - great to see you

Past clients: I have a printout from my shopping cart of all my clients or
you can make a list – every day pick 3 to follow up with.

Past consultations/strategy Sessions

Questions on WHO??

WHAT:

-Sometimes it's just – great to see you – love to hear you are doing well....if I can help, let me know or if you know of anyone.

- If you see them a lot...just great to see you.

-follow up with an invite to :

-have a call

-get together for virtual coffee

-real coffee/tea

-breakfast/lunch

-invite to an event you'll be at

-Strategy session/consultation

-send them a link to a class/webinar

-a freebie – printable gift

-speaking ideas/referrals

-referrals example: my retreat

5 Different Types of Calls

1. Get to Know Each Other Call

You meet & are curious but don't know much about each other. It's exploratory. Taking the networking further to get curious and really understand someone's business and share yours.

- Share your biz, what you do, your specialty, your ideal client, personal, what you are working on and what you need.
- They do the same.

You may find they are like "wow, I need what you have!" Cool. Move ahead 3 spaces to a consultation.

- Now a good time or set up a time.

Or, you may have a referral for a speaking engagement, client, podcast, resource.

Determine – are they a potential client for the future?

Or, a referral partner

Something else?

Set up a follow up system...

- give them info, check in on them, personal note about a program coming up.

Or just check in and let them know something you are up to in case they know of someone.

2. Connection Conversation

Someone you already know. Colleague, past client.

- thinking of you and thought we could catch up
- share where you each are now
- what are you working on
- what do you need

Set up a follow up system

3. Invitation Call

This is when you have a specific event or program, service in mind.

And you were thinking of them and want to invite them in.

-Hi Sandy, I was just thinking about you. I have my retreat by the sea coming up and I just think you would love this...do you have a few minutes to talk about this?

4. Referral Calls

Some just aren't your clients right now and some won't be but are great referral people

- check in with them
- let them know what you are doing
- It's also a side door way of asking for their help AND maybe they are interested.

5. Strategy or Consultation

Specific to discuss the possibility of them being a client
Creative Visioning Call or Creative Strategy Call

Follow up plans

Example: I did the Virtual Pop Up Success Café – 15 signed up for the video gathering

-I offered a complimentary Creative Visioning session

-I had 5 people say yes.

In the Session

I'm getting to know their biz and finding best way I can help them.

Example: 30 Day Passion Project – 30 people

-follow up with emails asking for testimonials AND emails with offers

-Sent Send Out Card

-Post after the 30 Day Passion Project

Example: Retreat – Follow Up

-Facebook posts with pictures

-Email with bonus call calendar link

-Facebook post with bonus call link

-SOC card with picture