



3-5-7 Follow Up System

I truly believe in this system and I use it to build relationships and grow my business. It is an accepted system at **Newworld Coaching** and hundreds of our clients have implemented their version of it with great SUCCE\$\$!

Networking

Rarely give out your business card. **Collect business cards** instead.
Have a ready made 30 second verbal commercial to make yourself memorable
Meet the 3 connectors in the room
Ask the 'killer question'

*for more networking tips go to www.newworldcoaching.com to acquire a copy of "Shameless" a Business Coach's Guide to SUCCE\$\$**

Follow Up

Within 3 days: The prospect or associate should receive a **hand written** Thank you card from you. Everyone likes to feel special and this is an awesome way for people to remember you. Systemizing this process does not make the gesture any less meaningful.

Create draft "Thank you" notes in the computer and then pick the appropriate one each time and copy it.

I have found this format to be very productive for me. It includes 3 sentences ...

Thank you for... ???(The conversation, the opportunity to speak with you...).
A compliment of some sort.
"I hope we meet again" type sentence.

NO MARKETING...NO BUSINESS CARD INCLUDED...JUST 'THANK YOU'

Within 5 days: A copy of an article that was pertinent to the conversation that you had. Place a sticky note on a 45degree angle and write... "Saw this and thought of you!"
Or...E-introduce or send a referral.

The idea is to stay uppermost in the person's mind. Flattering them, or helping them to make \$\$ by sending them a referral will do the trick!

Within 7 days: Contact & invite them for a chat. Find out more about them so that you can send them quality referrals.. .and perhaps you could chat a little about what YOUR company as well. **DONE!** More often than not, using this method of building rapport and following up will be beneficial to you. Please remember... Far more of these people will end up being associates of yours and not directly clients, but if they like you and trust you, then they will send you many many referrals.