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The 12 Step Follow Up System
Finally...A Follow Up System
That's Simple, FUN and Most
Importantly ... PROFITABLE!

Congratulations!

Welcome you to the 12 Step Follow Up System. I want to congratulate you for taking action and for your commitment to building your fortune through fantastic follow up!

This course is designed to be fun, easy and most of all profitable. And, here are some initial suggestions so you can the most out of this program.

QUICK START ACTION ITEMS:

Quick Start #1 - The first thing is to go ahead and listen to the audio the full length class I taught on Follow-up. [CLICK HERE](#)

Quick Start #2 - Next, make a list of your contacts. And then decide how many people each day you are going to reach out for your follow-up.

Quick Start #3 - The third piece of that is to go ahead and make sure you have time blocked off in your schedule. You know I'm big a fan of block time scheduling. So pick out the time of day that you are committed to following-up and reaching out to people and block that time off in your calendar now!

I want you to go out there and have fun with follow-up. And remember, following-up is really about building relationships. Take some time, get to know some people and enjoy the process.

Nancy Matthews: Speaker, Author and Business Advisor, who combines her 25 years of business savvy and creative ingenuity with her intuitive understanding of people. She engages and entertains audiences while providing practical solutions to their daily life and business challenges. She is known as the "Visionary with Guts" for her persistence in going for her goals and dreams despite apparent obstacles or challenges. Nancy is the CEO and Founder of Women's Prosperity Network.

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FANTASTIC FOLLOW UP WITH THE 12 STEP FOLLOW UP SYSTEM

Statistics prove that in general the “sale” occurs on the 5th to the 12th contact. Yes, that’s right. Think about how long it takes you to make a purchase, really create a connection and do business with another. The statement (most often attributed to Bob Burg, Author of “Endless Referrals”) that *“All things being equal, people do business with people they know, like and trust”* is more true today than ever before. With the flood of mis-trust, abuse and out and out thievery taking place, people need to know who you are, what your values are and **believe in you** before they will take the step of believing in your product or service.

Statistics also show that most people only follow up with a potential customer 2 or 3 times. After that they let the lead go by the wayside and instead continue to fill the funnel with more new contacts.

The money (and opportunities) really are in the follow up! The questions that often come up from my clients are:

“But what do I say?”

“I don’t want to feel like a pest.”

“I don’t want to be salesy or pushy.”

With the 12 Step Follow Up System you’ll never again have to feel like a pest. The system teaches you how to keep your focus on getting to know the other person and seeing whether or not you are really a fit for each other.

Here are 12 suggestions for follow up steps that focus on building relationships, not closing a sale (and closing the sale will happen as the natural by-product of an effective follow up process).

Note: While it is not necessary to do the steps in this exact order, it is highly recommended to allow you to build relationships which will grow each time you reach out with these steps. Somewhere between steps 1 and 12 you will absolutely receive either a new customer, a referral and/or or a great testimonial!

Suggested Follow Up Action Items

1. **Phone call just to say “HI”.** You’ll just love this one because the phone no longer feels like it weighs 500 pounds when you’re picking it up just to say hello to someone. You may be wondering “how will this lead to making a sale?” and the good news is that when you reach out and ask someone how they are and what’s happening in their life and their business, they will likely return with “So what’s new with you?”

**This is when you have the opportunity to share exciting news about what’s happening for you and your business and do so in a non-threatening ‘salesly’ way, for example:

“I’m doing fantastic! One of the things I’m most excited about is a new program I’ve launched _____ *(then give some quick details and even a success story of someone you just helped with it).*

2. **Hand written note or use Send Out Cards.** Isn’t it nice when you come home and find a personal note in your mailbox rather than junk mail and bills? Taking the extra time to send a written note to someone makes them feel appreciated and important. Plus, people often hold on to cards that have heartfelt sentiments, testimonials, fun sayings and pictures. One of the great features I love with Send Out Cards is the ability to use a customized picture for the front of the card.

**If you have a picture of the person you're sending the card to, or their company logo they are even more likely to keep the card and remember you for sending it to them.

3. Invite to attend a networking event or seminar together. This one works exceptionally well when you met someone at an event. Obviously, they already use networking events as a way to meet new people and if you're the one to let them know about an event which is likely to be filled with great new potential customers for them, you are adding value, building rapport and deepening your relationship.
4. **Send an email with information about THEM, their family, business, hobbies, whatever you have gleaned by "listening" to them.** This step is about reaching out to your contacts in a new and different way, by sending them an email about something of **interest to them**. It could be related to their work, it could be about their kids, a hobby. This is something you picked up by getting to know them, listening to them and it shows that they matter to you. It shows that you were actually listening, that you care about them. So that the next time you reach out to them you will be creating a deeper relationship. They'll appreciate that you're focused on giving to them rather than getting from them and say to "Wow! This is someone who cares about me. I want to do business with them." So, step 4 is to send an email, or newsletter, to your contact, or prospect, with information that is of interest to them.
5. **Newsletter with tips, showing your area of expertise and related topics of interest.** By this time in the 12 Step Follow Up process you have already built some rapport and relationships with your prospects and clients and have found out information about them.

Now is the perfect time, if you haven't already done so (which I bet most of you have) to send out a newsletter or an email that allows your expertise to shine! Share the benefits of your products and services (not just the features), what you have to offer and the value you bring to the table.

Perhaps you'll write something about a great client that you helped last week, a new program or product you're launching and/or information articles of interest and related to your industry. Step 5 is about your time to shine, so go ahead and send an email or newsletter to your contacts and let them know how awesome you are.

- 6. Connect through Social Media (Facebook, LinkedIn, Twitter), comment on their wall posts .** Step 6 is connecting with your friends and your prospects through social media. If you're like most people, you've already sent a friend request and perhaps a message, now you have the opportunity to really connect and use social media for what it does best ... allowing you to get to know more about people!

The way you want to go about this is make friends with friends of your friends. Don't just be a stalker, go on and put comments on their posts such as, "Way to go! That was excellent!"

Another great way to engage in conversation through social media is to solicit other people's opinions (don't you know everyone loves to share their opinion!) Post some questions, seek answers and get advice. Remember that social networking is social *and* networking, it's a new place for you to create relationships and build rapport. It's a great way to tap in to see what else your prospects, customers and clients are up to so that you can get more involved and build that relationship.

- 7. Make a referral or introduction to them. Not necessarily anything in it for you other than building relationship.** By now you have been connecting with people, reaching out to say hello, sending them your newsletters and you've been getting to know each other. This step is about making a difference for someone else. Take a look at your list of contacts and prospects and find at least one person to make a referral to. Nothing in it for you, you're simply doing something for someone else.

While this could likely be a client that you are referring to them, it could also be a resource that they have been looking for. This is your opportunity to show them that you are willing to give without necessarily getting. Now I will tell you, the result will be they will naturally want to also help you and more likely than not refer business your way. Whether it happens on this call or the next time they are thinking about you they are going to say, "Ah, this will be a great fit, let me go ahead and send this referral over." So step 7 is when you contact somebody and simply make a referral without any

expectations of something coming back. The beauty of this is something will come back. So you've been building the process, you've been working on building those relationships, really getting to know people. So we can do business with people we know, like and trust. Step 7 really takes it to the next level and shows that you are a true go-giver. You want to help other people and naturally they will be helping you.

Bonus! Doing things for others feels great! Enjoy the gift of giving!

8. **Meet for coffee or lunch or after hours.** I know this is the one you've been waiting for, the one you used to do right away immediately after you met someone. By waiting and taking the time to actually get to know people first, you are saving time, energy and only now spending time with the people most likely to do business or refer business to you.

Now you've may have noticed, and I've talked about this before, that step 8 is far down on the list. By now you've built a relationship with this person, when you get together it will be a meaningful conversation and an exchange. You've gotten to know then, trust is building and most likely – you actually like each other! Now you have the opportunity to grow and really see how the two of you can fit together. Now this may be a client for you, or you may be a client for them. Or they may open up their database to you; they may open up and start giving you a flood of referrals because you took the time to build that relationship. Most networkers make this their 2nd step in the process (and often their last step too!). This is the 12 Step System, so here in Step 8, go ahead call somebody up and say, "Hey, I'd love to get together and have coffee or lunch." Maybe you'll meet after work or after hours to build that relationship and now take it deeper. See where you are going to grow together.

9. **Ask them for help or a referral "Hey, you live in Fort Lauderdale, can you suggest a good restaurant there?"** By now you've made lots of connections and if you've followed the system, you've also closed lots of deals. This is the time to keep building relationship and following up with contact as well as clients and customers who you've already done business with. Step 9 is to go through your contact list and choose someone who you want to build a better connection with. Next, think of something that you can ask for their help with.

For example, you may say, “Johnny lives in Coral Springs and I’m going to Coral Springs and am looking for a place to have lunch.” Rather than going to the internet to search, call Johnny say, “Hey listen Johnny, I have a meeting in Coral Springs next week. Can you suggest a good restaurant that I can go to?”

Perhaps it’s a referral you need for something else (a car repair place, an accountant, a dry cleaner, etc.) What you are doing with this step is showing that you value their opinion, you appreciate them and you’re letting them know how important they are to you in your circle of influence, in your sphere. What will happen is they will think of you the next time that they need something, they will think of you the next time when they need your product or service, because you show up consistently and persistently. Adding value and making a difference in their life and the lives of others.

10. **Share exciting news about yourself and your life (related to personal or business).** These are especially great to share via social media. For example,

- My daughter just started college
- I just got a promotion
- 3 of my clients just thanked me for helping their change their eating habits.

I posted on Facebook recently when my daughter got a new job and my son got a new job. And there were all kinds of comments back and forth of people want to be part of something fun and exciting. So go out there and share your good news with other people. Go out there; share a little bit about yourself. Let people get to know you and about where your excitement lies. If you are going to a fun concert or seeing a show, let people relate to you and learn more about you. This is one of the greatest ways to build relationships, build rapport and guess what, build your bank account.

11. **Recognize their area of strength and ask for their advice.** Again, related to business or personal. Step 11 is where you are going to look through your contact list and see if there is a good resource you need for your business. So perhaps you are looking for an accountant, or a bookkeeper, or a website designer or a graphic artist. What do you next need in your business? Go ahead and reach

out to one of your contacts, and ask them for advice in their area of expertise. It may turn out that you will do business with them, it may turn out they will refer you to someone related in their field. This is your opportunity again to let them know you value them, their advice, their strength and their expertise. When you do this you are also helping yourself by finding somebody that you now trust because you have gone through the previous steps to really get to know them. It gives you the opportunity to work with somebody you know, like and trust.

Because as you do business with them they will learn more about you and about how they can refer people to you. So step 11, think about what you next need in your business and reach out to one of your contacts or prospects and ask them to help you. People love to help each other so go ahead and reach out and let someone help you!

12. **Ask them where they network.** Ask your clients, prospects and customers where do they go to network. It's time now for you to branch out, go to some new places, build your funnel, and continue to build your list and your connections with people. When you ask your alliances and customers where they go to network to meet new people it will open up a whole new door of possibilities and relationships for you to build. They say that each one of us knows 250 people. Now you may be saying, "Oh I don't know that many." When you stop to think about it you at least know 250 people. So by asking someone else where they network you now have the opportunity to tap into their pool resources of the 250 or more contacts and people that they know. So step 12 is to ask your clients, customers and prospects where they network.

I'm sure there are many more follow up tips and steps to add to the list. Be creative and as always, remember that the purpose of follow up is in building relationships. When you do so, the other party will naturally ask and inquire about YOU – that's when you'll have the opportunity to present them with your offer or opportunity.

Conclusion (and just the beginning too!)

As we come to conclusion of this 12 Step Follow Up System, I want to encourage you, once again, use all these steps. Keep mixing up the steps and keep the focus and goal on building relationships. Getting to know people and letting them getting to know you, like you and trust you. In that fashion, business as well as long lasting friendships and alliances naturally follow!

Keep the faith, keep the courage and keep following up!

Remember ... the telephone really weighs less than a pound. Pick it up with confidence and a desire to get to know people and discover how you can be of service to each other.

Ahhhh... now that feels better, doesn't it?

Be sure to check out the additional resources and programs we offer to support you achieving your goals, having fun and creating the lifestyle you desire and deserve!

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