

Keep in Touch | Module #3

Your Keep in Touch System

1. Mailing

Before you reach out to people to get permission to keep in touch with them, it's helpful if you have an idea about how you plan to keep in touch with them at each level.

In *Referral of a Lifetime* the Simpson Systems Keep in Touch System was outlined (on page 91) and looked like this:

January	—	New Year's Greeting Card
February	—	Item-of-Value Letter
March	—	Personalized Newsletter
April	—	Springtime Greeting Card
May	—	Item-of-Value Letter
June	—	Personalized Newsletter
July	—	Fourth of July Card
August	—	Item-of-Value Letter
September	—	Personalized Newsletter
October	—	Item-of-Value Letter
November	—	Thanksgiving Card
December	—	Personalized Newsletter

Now, this doesn't mean that you're sending things monthly to *everyone* on your ABC list. That would leave little time for anything else!

The only people receiving something every month are your As. So, it's important to keep the number of people on that list manageable. In *Referral of a Lifetime*, it says "your As will account for about 10 to 12 percent of the people you know." (page 46)

If you're just looking at your list of 250 people, that's 25 to 30 people. However, pick a number that works for you. If you're comfortable with reaching out monthly to 10 people, stick with 10, if you're comfortable with 40, then reach out monthly to 40.

The point is to do what works for you and your schedule. Play with the number a bit to find out what works best for you.

So, let's go through some of the ways you can keep in touch with someone throughout the year.

Did you notice in the Simpson Systems program that there are only three types of communication going out the entire year? They repeat every quarter and are a card, item-of-value letter and personalized newsletter. I'm adding a personal email to the list.

Let’s look at them in a bit more detail:

<p>Card</p>	<p>Send a greeting card. This could be New Years, Chinese New Year, Groundhog Day, Valentine’s Day, Tax Day, Mother’s Day, Springtime, Father’s Day, Summer, Fourth of July, Ramadan, Fall, Labor Day, Rosh Hashanah, Halloween, Thanksgiving, Hanukkah or Christmas. You can also send cards for some fun or obscure holidays like Pi Day (March 14) or Talk Like A Pirate Day (September 19).</p> <p>Or for themed months like Stress Awareness Month (April).</p> <p>For various lists of interesting holidays and months take a look at these pages: 2013-2014 Bizarre, Wacky and Unique Holidays Holidays in United States in 2014 Wikipedia Category: Unofficial Observances Wikipedia Category: Secular Holidays</p> <p>You might be wondering where you’d ever find a card for something like Talk Like A Pirate Day. Well, there are services you can sign up for like Send Out Cards that allow you to create your own cards for any occasion. It also allows you put your contacts into groups, making it easy to create a card and send it to a many contacts at once.</p> <p>Services like Send Out Cards make it easy to schedule and send cards whenever you want. However, some people feel that it’s not personal enough, because you’re not actually writing on the note.</p> <p>I use Send Out Cards because it’s easy. I can send out groups of cards or one card at a time and add a personal note to it. I still send personally written Thank You notes out from my home though.</p>
<p>Item-of-Value Letter</p>	<p>Send a relevant article or some other information that will interest them or they will find value in. This can be an email or a letter. Whatever you decide it is personally from you and not sent as a bcc or from a service like aWeber, iContact, MailChimp, etc.</p>
<p>Personalized Newsletter</p>	<p>Share a bit of what’s been going on in your life and/or business. This can be a variation of your warm letter (you’ll learn more about that shortly).</p>
<p>Personal Email</p>	<p>This is just for your As. Write them a personal email asking them how they are, bring up or ask about things you know from previous conversations and emails. And, of course, share anything new with you, personal or professional.</p>

The point is to keep in touch and this doesn’t mean that you *have* to always be talking about your

business. Tailor your system to be natural for you. If you're someone who's all business with most of the people on your list, then yes, it makes sense to only share business updates and information. However, if you're likely to know a little more personal information about everyone on your list, share some personal information about yourself too!

One more note, some of this can be done via email. However, I recommend that most of your reaching out happen via mail. Why? Everyone receives lots of email and it's easy to get lost in an inbox. However, sending out a note in the mail is something that's going to be looked at a bit longer. And it just feels more personal.

2. Phone calls and in person meetings

Sending notes and cards throughout the year is great. However, it's a one way communication unless the people receiving them take the initiative to reach out to you. And, let's face it, we all have really good intentions to catch up with people, but we might get too busy doing other things (*this is why you're creating a system!*).

Ideally, you'll reach out to catch up with everyone on your list at least once a year. Again, you'll talk more with your As than your Cs. So, you might talk with your Cs once a year, your Bs two or three times a year and your As three to four times.

Decide whether they are in person meetings, maybe for coffee or lunch, or phone conversations.

3. Birthdays

Birthdays are a great reason to send an extra card *and* reach out to catch up. Of course, you'll need to know when that is (*we'll cover that later*).

With this method you send a birthday card and then reach out to catch up (*and wish them a happy birthday!*) right before or after their day (*and after they've received your card*). And 6 months later is another good time to call them.

4. Resistance

Have you ever unexpectedly received a birthday card from someone or had an unexpected phone call from someone you know and like? How did it feel? Probably nice to be thought of and a nice break in your day to find out what they're up to and share what's happening for you.

Remember that feeling (*how nice it was to chat with them or get that note*) if you're finding it difficult to write your monthly note/card or make phone calls. Know that you're providing that feeling to someone else!

And, later in the program you'll get some drafts of scripts to use to help make this easier. Just know that it's coming and in the mean time you can start planning your system.

Of course, I encourage you to bring any type of resistance you're feeling to our calls. It's a great place to receive support.

One other thing to think about when you encounter internal resistance is your Energy Level. Ask yourself these questions:

- What is my Energy Level for this?
- What would increasing my Energy Level one step look and feel like? (*if you're currently at a 2 what would 3 look like*)

4. Create your system

The next page is for you to draft your keep in touch process. Right now that's all it is, a rough draft. By drafting it out you'll have an idea about how you want to keep in touch with your list. This allows you to talk about it if someone asks later.

And as you start reaching out to people, tweak your process with any new ideas you have.

Also, if you have another idea or reason to reach out to someone, there's a spot for you to add that too!

So, take some time, print out a couple extra pages and draft your own Keep in Touch system!

	A's	B's	C's
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			
Birthday			
Other			