

Keep in Touch | Module #4

Reconnecting

1. Reaching out

You know your ABCs and are ready to reach out to them to (1) let them know what you are up to and (2) find out what they're up to. Now, how to do it?

You're ready to reach out to your contact list and get permission to stay in regular contact with them. Of course, you can call them directly and set up phone calls or in person meetings (*which we'll go over next week*). Another option is to send a letter, or email if you don't have their address, and let them know what you're up to and that you'll be reaching out.

I recommend sending a letter in the mail if you have their address, because it's more likely to be read and remembered.

There are a couple of ways to reach out to your contacts, warm letters or a confession letter (as mentioned in *Referral of a Lifetime*).

2. Warm Letter

A warm letter is a great introduction or reintroduction to you and your business

"Warm letters" – initially you might be wondering what the heck that means. Once you understand it, it makes a lot of sense. It's a great way to reconnect with people and while this exercise is geared toward being the first touch point with people you already know, it's easily adaptable. With a little tweaking, you can use it as your personalized newsletter if you want.

A warm letter generally has six points:

1. Greeting
2. Share something new about your business or share that you now have a business
3. Share who your ideal client is and the challenges they have
4. Share the results your clients have
5. When they can expect to hear from you
6. Closing

Before you start putting the pieces together for the letter do two things:

1. Set your intention. How do you want the person reading to feel as they read? What emotions do you want to convey? What action, if any, do you want them to take?
2. Review Module #1: *Defining Your Ideal Client* or go through it again. You can use that information to complete your warm letter, specifically for knowing your client's challenges and results.

Now, you're ready to create your own Warm Letter.

Here's a warm letter I sent out as an example:

Greeting	Hi {name}, It's a little early for Christmas newsletter type updates, and I know you're probably busy - so I'll try to keep this short 😊
Share something about your business	As you might already know, early last year I changed the focus of my coaching business. I'm now the Entrepreneur's Productivity Coach. And I've been slowly building that business. Anyway, the reason I'm writing is this: I'm just now announcing to friends and colleagues that I've opened up a few more spaces to take in new clients. (I'm moving slowly here to make sure that my clients get the high-level attention they deserve.)
Your ideal client and their challenges	The kind of client I work with is typically a woman entrepreneur who works from home. She's the entrepreneur who's really busy all-the-time, stressed out, and wants to be more successful, but doesn't have time to do the extra work that requires. As we work together, they are more relaxed in their day and a cool side effect is they're fully present with their loved ones at the end of the day (instead of worrying about what did and didn't get done).
The results they get/experience	
When they can expect to hear from you	I'll call you on Wednesday afternoon. I'd love to hear how you are and know what you're up to!
Closing	Love,

Greeting

This is the opening. Use your contact's first name, you want the letter to be *warm*. The rest of it will depend on what you want the tone of your letter to have. Is it friendly? professional? somewhere in between?

Also, because you're addressing the letter to a specific person, you can change your note to include anything specific

Share something about your business

This is the reason you're writing them. Are you announcing your new business? Sharing that you have spaces open for clients? Announcing a new program? Sharing a client success story? (*Note: the last two are great options for your personalized newsletters in your personal Keep in Touch system*) Or doing some combination of these?

Your ideal client and their challenges and the results they get/experience

Refer back to *Defining Your Ideal Client* (Module #1) to help you write both of these.

When they can expect to hear from you

Some programs suggest that you have a call to action here, an action you suggest they take (perhaps joining a mailing list, calling you if they recognize they're your ideal client or asking for referrals). However, when you've received a letter in the mail how often do you have the best of intentions to do something, but somehow it never happens?

This is why it's best to let them know that you'll be calling them. And tell them when they can expect your call. This does two things for you: (1) they know you'll be reaching out to them and (2) you have an extra incentive to make the phone call (and not put it off). In your next module, you'll receive a sample script of this phone call, both for leaving a voicemail and talking with them.

Closing

Again, your closing should reflect the tone you want your letter to have. Also, sign your name at the end of the letter.

3. Confession Letter

An option for previous clients or close friends that you have not seen or talked to in a while.

The confession letter is an option for reaching out to people you've worked with in the past, whether clients or otherwise, and friends you haven't talked to in a while.

You can find the example in *Referral of a Lifetime* on page 69. If you decide to go this route, alter the contents of the letter to better fit your voice, style and tone.