

### **Continuous Connection with current clients and contacts**

- Send a Weekly/Monthly Newsletter
- Postcards/Emails/Brochures – separate way to send info on sales & seminars
- Call your client
- Invite clients to an Events
- Know more about your client than your competition knows
- Send a Thank You Card for doing business with you or for sending a referral
- Send them a gift
- Refer your client business from your database
- Call client to see if anyone they know would be interested in a sneak peek to (something)
- Call your client with tickets to an event that they would enjoy because you remember they enjoyed that.
- Call your client and tell them you have created a newsletter with industry information specific to their situation – are they interested in receiving it?
- Send weekly emails
- Do Lunch Talks, seminar or Workshop
- Do a Quarterly talk and invite clients to
- Invitation to Nutcracker
- Do a Coffee Talk
- Do follow up phone calls
- Follow up emails
- Visit them – home or at their business
- Invite them to lunch
- Do a Holiday Party
- Do Lunch & Learns
- Send out an interesting article or one that pertains to them
- Do Networking Lunches to help their business
- Do a Survey
- Magazine subscription
- Coupons
- Lunch Give away
- Fundraiser
- Value added invitation seminar
- Set up lunch with 2-6 people (Client and/or referral sources and introduce them)
- Golf for 4 - you and your client each invite a person
- Referral Program
- Simply ask for referrals if you did a GREAT job
- Team building seminars (Basics on how to work your team, ie ropes, go-karts, workshop)
- Fishing lessons using Orvis if you specialize in waterfront properties
- Using social media to connect
- Google Ads
- Other: \_\_\_\_\_