



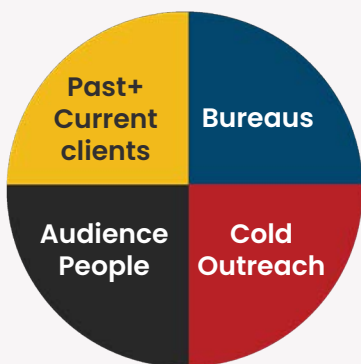
Mary's 90 Day Cycle of Client Love

1



Choose **30 people** to love on for 90 days.

2



Choose **7-8 people** from each of these areas.



Note: Don't have past or current clients?
New to business?

3

Where do you get **people** for **cold outreach**?

- www.intelngin.com
- LinkedIn
- Encyclopedia of Associations
- Associationexecs.com

4

What kind of love?

- Connect on LinkedIn
- Hand written notes
- Postcards with new free resources, new programs, just to say thank you
- One of my books with a 1-sheet
- One of my workbooks with 1-sheet
- Someone else's books/ workbooks
- Sales trigger/ industry information link
- Hardcopy articles
- Cookie blast
- Link to current or past webinar they can use for training
- Micro-learning package video, checklist
- SWAG-wine bottle opener + aerator, then send bottle of wine

1 Messaging:

- I have current programs that are relevant now for my target audiences.
- My programs have evolved over the past 12 months.
- My program descriptions are updated on my website and my one sheet.
- My programs are aligned with my background and my expertise.
- My programs are smooth, polished, and practiced.

2 Marketing:

- I have updated past and current clients on new and current programs.
- I reach out to current and future clients every week and on a consistent basis.
- My social media marketing includes being part of groups where my clients are.
- My social media marketing is focused on conveying the value I offer.
- I provide great information and valuable content when I send things out to my email list.
- My social media marketing includes being part of groups where my clients are.
- I keep my email list updated. I engage in personalized marketing to a core group of prospects on a regular basis.
- My website is up-to-date, conveys the value I deliver to clients.
- My website is easy to navigate on all devices.
- My search engine optimization drives business to me.
- I cherish referrals from other people as though they are puppies or kittens.
- Once a month/week I have lead generation offerings.
- My lead generation promotions are timely, relevant, and valuable for my clients and are unique to me.

3 Management:

- I have systems that allow me to stay consistent.
- I have and use a CRM system to stay in touch with past, current, and future clients.
- I automate the scheduling of meetings and discovery calls.
- Every engagement has a system for client communication and meeting deadlines.
- I respond fast to inquiries and questions.
- I have systems in place to generate honest feedback.
- I automate the scheduling of meetings and discovery calls.
- I consistently contact the meeting planner within 48 hours as Lois Creamer taught me.
- My newsletters go out at the same time every week.
- I make sure to write a new blog article at least every week.

4 Me:

- I consistently over-deliver, from my clients' perspective.
- I am really, really easy to work with and adapt fast to the changing needs of the client.
- I am focused delighting the audience.
- I am determined to do what it takes to make the meeting planners/bureaus look like heroes.
- I include free materials that add value such as:
 - Ebooks
 - Workbooks
 - Hard cover books
 - Extra breakout or follow-on webinar
 - Promotional video
 - Follow-on drip campaign
 - Access to a video series or online course