



# Coach Brent Burns

Helping community based business owners get booked solid!



## Five Low Cost “Keep in Touch” Strategies

### Pick up the phone and call!

Nothing is more welcome than an appropriately-timed, non-selling, “just wanted to check in with you” client appreciation phone call. In today’s world, email has replaced the person to person conversation; this needs to change and will be appreciated by your client. Set a schedule to do just two of these calls every day, and be sure to do it!

### Send a news clipping or related article

Did you just read an article (online or offline) that pertains to your client’s business, interest or life? Cut it out or forward the link to them with a note, “Hey, saw this article and thought of you, I hope you enjoy!”

### Drop in! (But call ahead of time!)

When you are in the vicinity of your client’s office, just pick up the phone and say, “Hey, I am in the area and wanted to drop by, does that work for you?” If it doesn’t, that’s OK; you’ve still demonstrated that you were thinking of them!

### Connect your network to theirs!

Who do you know that your client should know? Think about it and you will be surprised how many people you know that should know each other who may not. Become the “connector” in your network. It puts you in a leadership position and makes your client indebted to you and more likely to return the favor!

### Send a card!

This is the number one way to make a client feel special. Simply send them an unexpected card! Better yet, if you do this first thing each day, this simple act will set a positive tone for you and your day! You can send a card *for free* using the same system I use by visiting [www.mykeepintouchstrategy.com](http://www.mykeepintouchstrategy.com).

For more “Keep in Touch” strategies and information about Brent Burns and his speaking and coaching programs, visit [www.coachbrent.com](http://www.coachbrent.com)