

SAMPLE LEAD FOLLOW-UP SCHEDULE: 365 DAYS

- Creativity follows commitment. Your commitment to follow-up must be so unreasonable that you keep returning to your leads with new reasons to get in contact, even if they claim they're not interested. In this section, you'll find an entire year's worth of ideas that will spark your own creativity as you follow up with your leads in ways that make you stand out in your niche.
- The next few pages will also show you what a full 365 days of follow-up could look like. Model this sample calendar to turn your unsold leads into customers. Remember, you have to be willing to do what others won't—and following up over the course of a full year certainly qualifies.
- Obviously, every industry and every type of sale is a little different, but use this Cardone Enterprises template as a model to get you started.

| Timing | Strategy | What To Say |
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| Same day | Text | You made first contact with your lead, but you didn't close the deal. Send a simple thank you text. <i>"Thank you for coming by today. --[Your Name]"</i> |
| One hour later | Phone call | Call and say, <i>"Again, I want to thank you. It was really special meeting you."</i> Leave a voicemail if you have to. |
| Day 1 | Phone call | Make a follow-up call the next day. Messaging: <i>"I had an idea about something that would benefit you, and I'd like to set up a time to meet, either tomorrow or the next day."</i> Get them to commit and ask for a personal visit. If you're out of the area, substitute with a video call via Skype or Zoom. |

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| Day 2 | Letter and phone call | Put together a short, tight handwritten letter, then call your lead and say, "Hey, John, I'm sending you a letter. I want to make sure I have the right address for you, because I want to be sure you're going to get it." You can send this message via email, but a phone call is better. |
| Day 3 | Text and email | Film a selfie video, and remember to shoot with your back to the wall and the light in your face. Messaging: "Great meeting you. I have some information I think would be very valuable to you. You can reach me at [Your Cell Number]." Text it to your lead, then email it to them. |
| Day 4 | Phone call | If you haven't done this already, it's time to make the Personal Visit Offer. Call and say: "Rachel, I'm going to be in your neighborhood this afternoon. I'd like to come by and talk with you." If they're out of state, set up the meeting for next month. Or, if this business is important enough, say, "I'm going to be in Las Vegas next week. I'd like to come visit you. Is that possible?" More often than not, you're going to get turned down, but, remember, be the water. Keep wearing down that stone. |
| Day 5 | Email, text, or phone call | Use the "I thought of you when I saw this" excuse to get in contact. Find a piece of data or a piece of your content that makes you think of your lead. Make a phone call, shoot them a text, or send them an email that says, "I thought of you when I saw this," and share the link, data, or content. |

Note: It's not necessary to give the lead a five-day breather at this point, but you may want to, so they don't feel like you're jumping on them every day.

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| Day 10 | Email, text, or phone call | Take an event in your area, either one related to your company or one that's in line with your brand (get creative!) and invite your lead to the event. Messaging: "Hey, I want to invite you to an event that we're doing / that I thought would be useful to your business." The event can be far in the future—30, 60, or even 90 days out—but you want to make the contact now. |
| Day 14 | Email, text, or hand-written cover note | Think of this as an informational push. Use this communication to send information-based links that relate to the concerns of your lead's company as well as their buying decision. Once again, you're chipping away at your lead. Messaging: "Thinking about you and your company. I wanted to share this data because I know you could benefit from this." Don't forget to provide your cell number if you send this via email or mail. |
| Day 21 | Email and phone call | Film a video on a specific topic, such as a product coming in, a benefit you want your lead to know about, or some kind of revelation you've had about how this product can help your lead. Email this to your lead (include your cell number!), then call and say, "I want to be sure you're getting my emails, and they're not going to your spam folder. I have some information I think that would be very valuable to you, and I just emailed it over." |

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| Day 30 | Email, phone call, and/or mail (but follow up via phone if you use mail or email) | Make another event offer. Use your imagination. It could be coffee, lunch, or something really special like a baseball game. It should be something within the next 30-60 days that makes your lead feel important, like they're getting the VIP treatment. If you mail it or email it to them, call them, too. Messaging: "Hey, I just sent you an invite, and I want to be sure my email didn't go to your spam folder / mail got delivered." That's real follow-up. |
| Day 40 | Email or phone | Today's follow-up goes straight for the heart. Messaging: "Hey, I was just thinking about you. Literally woke up and was just thinking about you as a potential client in the future and someone I consider to be a friend." |

If you're feeling discouraged at this point, don't give up! Stick with it, and you're going to get this deal.

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| Day 50 | Email, text, or phone call | It's time to make a special offer to your lead. If you sell air conditioners, offer them a free filter. If you wash cars, offer a free wash. If you're a barber shop, offer a free cut. Most offers are never redeemed, so it's likely not going to cost you anything. Use this offer as a reason to follow up and, remember, you're not asking them to buy. You're asking to give them something. |

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| Day 60 | Phone call | Pick up the phone and give your lead a call. Messaging: "I want to come see you today or tomorrow" or "I'm going to be in your area with another client, and I'd like to come by and see you." If they're out of state, set this up for another time. "I'm going to be in your area next Monday or Tuesday. I'd like to stop by and meet you." You're now at 60 days of relentless follow-up. I promise you, it's paying off. |
| Day 75 | Email, mail, or text | Send the client a photo mock-up. Maybe it says "Future Customer of the Month." Maybe put your lead on the cover of Time or Forbes magazines. Send it with a little note that says, "You're the best." |
| Day 90 | Phone call | Now that you're at 90 days, it's time to ask someone else to intervene. Have a manager call and ask one simple question, "Why haven't you done business with us?" The manager should not try to close. Just collect the data and give the information to you. If this 90-day call turns into a hot lead that's ready now, you should take advantage of it. |
| Day 100 | Mail and phone call | Nothing has worked yet, so it's time to use a special gift. It could be a dollar gift. It could be a lottery ticket. It could be something you made. Send it out. But before you send it, pick up the phone and call your lead. Messaging: "I just want to be sure I have the right address for you. I'm sending out a special gift." Even if you know the address is right, make the call anyway. |

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| Day 120 | Phone call or text | Make your third personal visit offer. Messaging: "I'm going to be in your area, and I'd like to stop by and buy you a cup of coffee / get you lunch." Even if they don't take you up on this offer, it's still doing what it's meant to do, showing your lead that you're willing to invest in your relationship. |
| Day 150 | Email, phone call, and/or in person | Now that you're almost halfway through the year, it's time to drop off a special offer. Either email and call your lead, or simply call them. Messaging: "I want to stop by and drop off something special from the company, a special offer for you." You could also drop by cold and leave this offer with your lead or their assistant. |
| Day 180 | Email or text | Send over a link to your lead with some compelling information and a note that says something like, "This made me think of you." The information could be a new story that could affect their company, information about your company, data about the economy, a note about recent events that might affect their company—something that will impact them and their buying decision. |

Don't give up yet. It might be tempting, but you've still got some strategies in your arsenal. Keep at it!

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| Day 210 | Email, text, or phone call | Share something that just crossed your desk. Maybe you have a new product, a new feature, or some other idea that just popped up that will solve a problem for your lead. Reach out via email, text, or phone. Messaging: "Hey, I just got this in / just saw this update / just saw this new model, and I thought of you. Hit me back, and I'll tell you all about it." |
| Day 240 | Phone call | You're going to trigger what we call the "apology contact." Call your lead and say, "Hey, I want to apologize to you if you have a minute. I just woke up this morning and I felt bad that I haven't been able to secure your business, and I want to apologize for whatever I've done to misread your needs or misread you." Then stop and listen. Many times, your prospect will say something like, "You haven't done anything wrong. I'm just not ready yet." Receive whatever data your lead offers you, collect it, and see if something's changed. Remember, a whole bunch of things could have happened throughout this follow-up. This contact can give you new data, new information, and new reasons to stay in contact. |
| Day 270 | Mail | Now that we're at Day 270, it's time to try a gimmick. Send your lead a giant chocolate boot candy with a personal note from you that says, "I need to get my foot back in the door." You might not like this idea, but it doesn't matter. We're just trying to be that stream that wears out that rock over time. Write that note, and send out that boot. |

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| Day 300 | Phone call | Reach out to your lead and ask them a favor: to be a person of influence with your company. That's right, you're going to call them and ask them a favor. Messaging: "We think so much of you that we'd like to have you speak to our company because we see you as a person of influence." You can invite them to come in person or via video conference. You're asking for a favor. People love this because it makes them feel good—and it gives you a reason to be in touch. This strategy is going to actually make a difference for you and turn that 20% that don't buy in the first 11 months into customers. This could be the one that makes your lead say, "Let's roll." |
| Day 330 | Phone call, personal visit, handwritten note or email | Here's your chance to make your testimonial request, "Out-of-the-Box Techniques." You can make this request via handwritten note or email, but you'll likely get the best response from a phone call or a personal visit. If your lead asks if they can do it later, push to get it right then and there. You might say something like, "What would you say about me? I'll write it up and send it back to you to approve." |
| Day 365 | Phone call | This is it. 365 days, exactly one year since you first made contact. Today, pick up the phone, call your lead and say this: "Clearly, you can see I'm not going away. Is there any way we could consummate this on the 12-month anniversary of our first contact?" Be direct. Be clear and concise and ask for their business. Today is your one-year anniversary. Take advantage of it. |

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