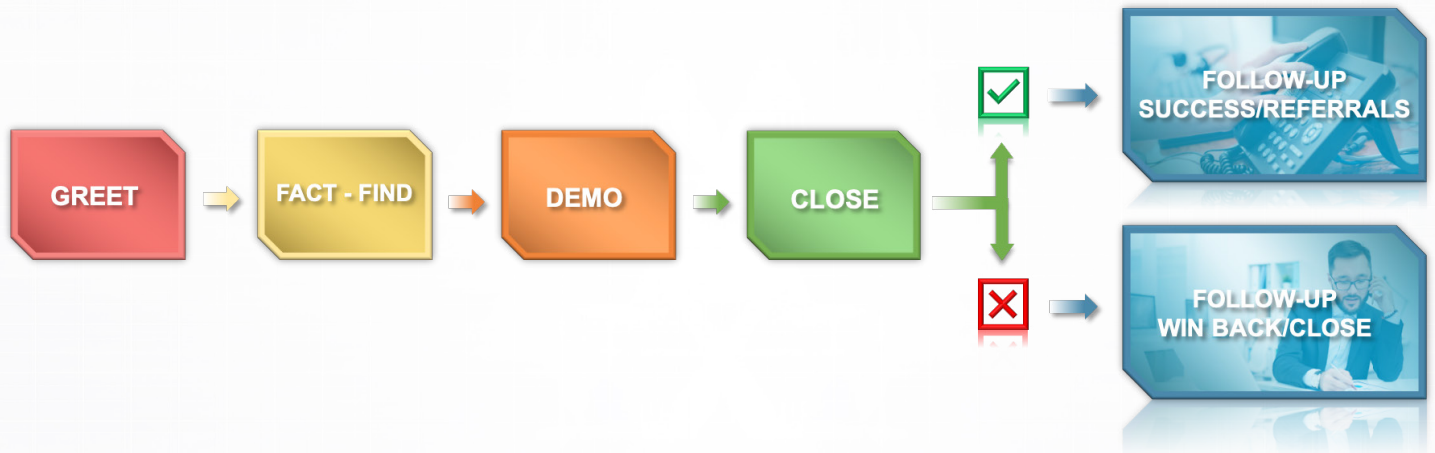


# FOLLOW-UP

The background of the page is a composite image. The top half shows a man in a dark suit and tie, holding a white corded phone to his ear with his right hand and writing in a notebook with his left hand. The bottom half shows a city skyline with a white line graph overlaid on it. A diagonal band of light blue and white grid patterns separates the two images. The entire page has a red overlay, and the title 'FOLLOW-UP' is in large white letters.

# FOLLOW-UP





# WHY PEOPLE DON'T BUY FROM YOU

1. ....

2. ....

3. ....

4. ....

5. ....

6. ....

7. ....

# MISTAKES WITH FOLLOW-UP

1. ....

2. ....

3. ....

4. ....

5. ....

6. ....

7. ....

8. ....

9. ....

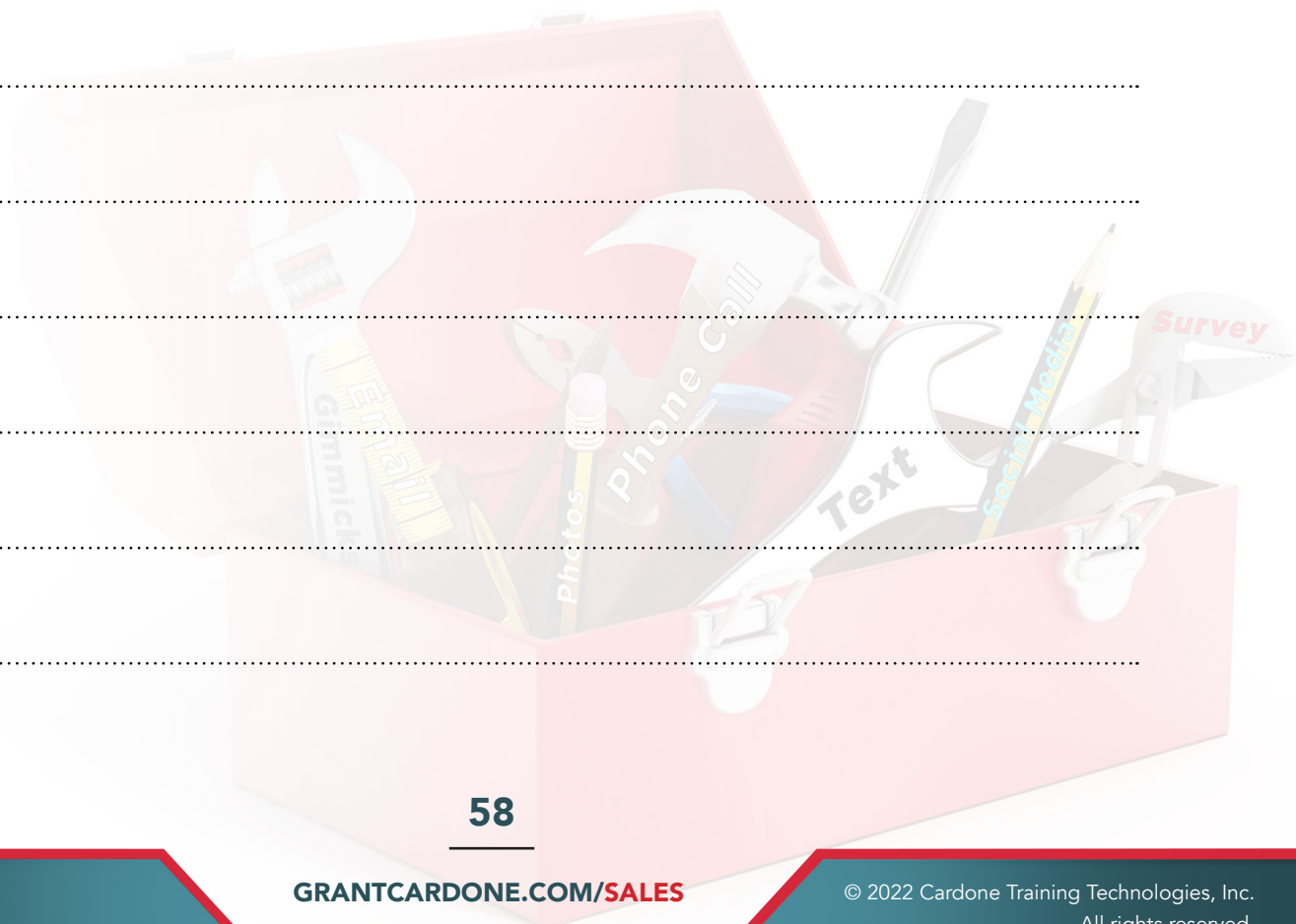
10. ....



[illegible]

# TOOLS FOR FOLLOW-UP

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....
9. ....
10. ....
11. ....
12. ....
13. ....





# AFTER 0-30 DAYS PRESENTATION

<b>Day 0</b> TY Text	<b>Day 4</b> Offer Personal Visit
<b>Day 0</b> Manager Call	<b>Day 5</b> Manager Call
<b>Day 1</b> Idea Call	<b>Day 7</b> Thought Of You
<b>Day 1</b> Send HW Letter	<b>Day 10</b> Event Offer
<b>Day 2</b> Offer More Information	<b>Day 14</b> Manager Call
<b>Day 2</b> Validate Address	<b>Day 21</b> Links/Blogs/Info
<b>Day 3</b> Video Text	<b>Day 30</b> Video Text/Email
<b>Day 3</b> Email	



# 0-365 DAYS AFTER PRESENTATION DEMO

<b>Same Day Contact</b> Thank You	<b>Day 75</b> Send Photo Mock-Up
<b>Day 1</b> Call	<b>Day 90</b> Management Call
<b>Day 2</b> Handwritten Letter	<b>Day 100</b> Special Gift
<b>Day 3</b> Video	<b>Day 120</b> Personal Visit
<b>Day 4</b> Personal Visit	<b>Day 150</b> Drop Off Special Offer
<b>Day 5</b> Thought Of You	<b>Day 180</b> Compelling Information
<b>Day 10</b> Event Offer	<b>Day 210</b> Just Got This In
<b>Day 14</b> Informational Links	<b>Day 240</b> Apology Contact
<b>Day 21</b> Video Email	<b>Day 270</b> Chocolate Boot Candy
<b>Day 30</b> Event Offer	<b>Day 300</b> Person Of Influence
<b>Day 40</b> Thinking About You	<b>Day 330</b> Testimonial Request
<b>Day 50</b> Special Offers	<b>Day 365</b> Your Don't Know By Now
<b>Day 60</b> Personal Visit	

**Action Step:** Go to [CardoneUniversity.com](http://CardoneUniversity.com), log into your account, and watch *Contact Follow-Up Over 365 Days* video for more information.