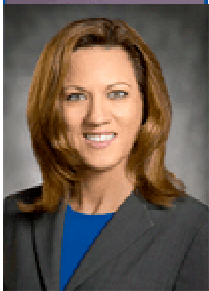


[WELCOME](#)[ARTICLES](#)[NEWS & ANNOUNCEMENTS](#)[CONTACT](#)

WELCOME

I'm so excited to offer F*R*E*E business building teleclasses in September and October! Read the announcements section of this month's newsletter for more information.

As is usual in August, this month's article is a repeat from a past issue. It focuses on the secrets to effective follow-up. Too many professionals go to networking events or get referrals and then fail to follow-up. Often times the lack of follow-up is due to uncertainty about the best approach. I hope this month's article sheds some light!

Enjoy this beautiful month of August! A new Article will come out next month.

ARTICLES

THE SECRETS TO EFFECTIVE FOLLOW-UP

Do you know how to follow-up with people you meet at a networking event or other encounter? Do you know when to follow-up and whether a phone call or email is best? This month's article addresses this issue. Consider the following scenario:

A business attorney met a woman at a networking event who seemed very interested in his services. The two really hit it off and had a conversation about a business venture the woman is interested in pursuing. She fit this attorney's ideal client profile as he specializes in helping entrepreneurs turn their dreams into thriving businesses.

Back in the office following the event, the attorney emailed her and offered a complimentary consultation but he didn't hear back. He wondered if he should email her again and, if so, what should he say?

If you were this attorney, what would you do?

Have you ever been in the situation where you meet someone who seems interested in your services, but you either don't follow-up or your follow-up doesn't result in the desired outcome?

Unsure about whether to call or email? Wondering how to be diligent and professional with your follow-up without seeming needy?

I recommend the Call/Email/Call approach!

STEP 1: MAKE A FOLLOW-UP PHONE CALL

Begin with a follow-up phone call. Calling is a great place to start because if you reach the person you have an immediate opportunity to reconnect and schedule a complimentary consultation.

If you get their voicemail, leave a message. Here is a sample voicemail message script:

"Hi Sue, this is Bob Jones, the business attorney you met at the Entrepreneurs Alliance meeting last night. I really enjoyed meeting you and learning about your business venture. You seem like the kind of person who I would really enjoy working with and who would get a lot of value and benefit from my services.

I only work with clients who I believe have the potential for great success and I get the sense from our initial conversation that your business idea could be a home run.

I'd like to schedule a no-obligation consultation with you to further discuss the viability of your idea and to see if I would be able to be of assistance to you to get this off the ground.

My phone number is xxx-xxx-xxxx and the best time to reach me is xxx. I'll also send you an email in case that is a better way for us to connect.

Sue, I really enjoyed meeting you and I look forward to speaking with you soon."

STEP 2: SEND A FOLLOW-UP EMAIL

Your follow-up email should communicate the same basic information as your voice mail. In addition, offer a way that he/she can stay in touch in case the person is not currently ready to schedule a complimentary consultation.

Here's an example:

Dear Sue,

I just left you a voicemail message and thought I would follow-up via email as well, as I know it is sometimes more convenient to connect virtually!

As I mentioned in my message, I really enjoyed meeting you and learning about your business venture. You seem like the kind of person who I would really enjoy working with and who would get a lot of value and benefit from my services.

I only work with clients who I feel have great business ideas and I think your venture has the potential to be very successful.

I'd like to offer you a complimentary consultation so you can learn more about how I help my clients and what I could see us focusing on in order to get your business off the ground in the fastest and best way possible.

In fact, I have openings this Friday at 10 and 11 am. Let me know if you would like to schedule an appointment for one of those times.

If you are not ready to schedule a consultation right now but would like to stay in touch I invite you to subscribe to my free monthly electronic

newsletter. Each issue contains an article of interest to entrepreneurs and business owners. I think you will really enjoy it!

I wish you the very best and hope to connect with you soon.

Warm Regards,
Bob

P.S.

I have also included an article I have written on determining the correct entity for a new business that I think you will enjoy!

STEP 3: MAKE ONE MORE FOLLOW-UP PHONE CALL

If you have not heard back from the person after a week, make one more follow-up phone call. The key points for this call are to briefly reiterate your offer and remind the person why they would want to speak while still leaving the decision totally up to them.

For example,

"Hi Sue, this is Bob Jones. I'm calling to see if you received my voice and email messages last week.

Based on our conversation at the Entrepreneurs Alliance meeting, I'm guessing you've been busy and might be hesitant to add anything else to your 'To Do' list.

My offer of a complimentary consultation still stands. If you decide to schedule it, my goal would be to give you some real value so you can see how working with a lawyer could help take the vision of your business and make it a reality much more easily than you may think.

Of course it is totally your decision, so if you would like to set something up please call me at xxx-xxx-xxxx or email me at xxx@xxx.com.

I hope to hear from you!"

STEP 4: LET GO!

Don't be like the fisherman who keeps thinking about the "one that got away." If the person doesn't respond, simply let go. Feel good about your professionalism, the actions you have taken and the value you have provided. You have planted a seed and that is never a bad thing. Keep looking forward and taking inspired action in your business. Some of the seeds you sow WILL grow in the future, you just can't predict which ones!

KEYS TO SUCCESS

While I recommend the Call/Email/Call approach, the key points to keep in mind when following-up are:

1. Do it!

Obvious, huh?

2. Promptness Counts

No procrastination! If you make the effort to go to a networking event or engage in other activities to generate leads, be sure to follow up promptly. Preferably within 24 hours!

3. Sincere Flattery Pays

Don't be shy about sharing your positive impressions. Let the person know that they are the kind of person you really enjoy working with. (And why!) Share what you see for them. Extend a compliment. As long as you are being honest, flattery works wonders!

4. Provide Value

There are many ways you can provide value: recommend a resource, include something you have written, provide a checklist or an assessment, etc.

5. Keep in Touch Offer

The follow-up email is a great place to invite the person to subscribe to your newsletter or mailing list. Remember, not everyone is ready when you meet them to engage your services, but if you stay in contact they very well may become ready in the future. Don't have a newsletter yet? Invite them to be on your mailing list. When you launch your newsletter send your first issue to the list you've been compiling!

6. Be Unattached

As much as you might want the person to become a client, you **MUST** stay unattached to the outcome. Maintain your professional posture when following up in order to not come across as needy or desperate.

NEWS & ANNOUNCEMENTS

Assessments. Assessments can be powerful tools for individuals and organizations alike to reach their true potential. Contact me if you are interested in finding out whether the DiSC Personality Profile, Time Mastery, or 360 Degree Feedback assessments are right for you and your business.

Making Rain Out of Mist Program.

If you are a lawyer ready to take your business development efforts to a new level, my Making Rain Out of Mist step-by-step practice building program may be just the thing. Consisting of a comprehensive workbook and four audio CD's, the program is designed to help you clearly identify the vision of your perfect practice, including the type of clients with which you wish to work and in what area of law. The program then helps you determine the best marketing strategies to make that vision a reality, and helps you master the subtleties of converting a prospect into a paying client without coming off like a salesperson.

Want to know more? Please contact me directly at Barbara@Rainmaker-Strategies.com or go to my web site at www.rainmaker-strategies.com and click on the Products link.

Booklet Information. To purchase your copy of my booklet, Business Development: 97 Quick & Easy Tips For Lawyers, go to my web site at www.rainmaker-strategies.com or send me an email at Barbara@Rainmaker-Strategies.com and I'll be happy to process your order. Cost is \$5.00 for a single copy (plus tax where applicable and shipping).



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If you've enjoyed this article and learned a valuable business-building tip, please feel free to forward this newsletter to your friends and colleagues.

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