



How to Follow-Up Without Being Pushy, Annoying or Too Salesy

*7 Steps to Effectively Following-Up
that will take you from Annoying Pest
to Welcome Guest*

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BY MARTY MARSH

When I decided to go out on my own — I went into business for myself in 1995 — I had already been working in my business “on the side” for 9 years. And in those early years of my side business I was very lucky because all of my clients came to me by word of mouth.

I didn’t have to do any active promotion, I just had to follow-up whenever someone gave me a referral.



And even though I often would have a hot lead handed to me on the proverbial silver platter, I rarely would make those follow up calls.

I used the excuse that I just didn’t have the time to take on new clients AND work my day job. So I didn’t bother.

But to tell you the truth, the problem was that I was actually scared nearly to death to follow up with those people.

In reality, it was the phone that scared me so much. The thought of having to pick up the phone and talk to someone about hiring me would nearly make me sick to my stomach.

That’s me, Marty Marsh →





So I started looking for ways to communicate with these leads that allowed me to put off making that dreaded phone call for as long as possible.

In fact, these things I did worked so well, that more times than not, the prospect would wind up *calling me* instead. I loved that.

And I still use those same tools in my business today.

And it's those tools and the system I'm using in my own business that I'm sharing with you here in this report.

So let's get to it...

The failure to follow up is one of the primary causes of poor sales for most business owners and professional practitioners. Money is being left on the table — and being spent elsewhere — everyday.

The number one reason for failing to follow-up? FEAR.

Fear of rejection. Fear that you're stepping on toes. Fear that you're being a pest. Fear that you'll be perceived as trying to sell something.

Fear seems to always get the best of us, especially when it comes to pursuing prospects and selling your products, your services — yourself!

If fear of rejection — or any other fear — has been stopping you from following-up with your ideal prospects, the steps outlined in this special report will help pave the way to open doors so that instead of being perceived as an annoying pest, you'll be seen as the welcome guest and you'll never be accused of being pushy, annoying or too salesy.



Your follow-up system begins while you are still talking with your prospect.

As you exchange business cards it is just a common courtesy to look at the other person's card. While looking at it, you are checking to make sure that all the contact info that you want is on the card.

You are particularly looking for their *postal* mailing address. If the postal address is not on their card you'll want to ask the prospect for it. (Make sure you always have something to write on.) Tell them that you have something to mail them that will benefit them and be of value and that is why you are asking. Most folks will readily give you their mailing information.

Step 1: Enter their contact info into your database. As soon as you get back to your office, clutching the business card of the person you've just met — who just might turn out to be your next client — enter their contact information in your database.

Your database can be either electronic or on paper. Some folks simply record information on a 3x5 index card. Whatever you use, the information must be easily accessible for you to use.

Step 2: Send them a warm, personal email. Do NOT automatically add this person to your ezine or email marketing list! Remind them of who you are, where the two of you met, the conversation that you had, and that you are writing to simply say you are glad to have met them and wish them well. No selling. Do *not* try to set a date to meet.

Step 3: Mail them a personal note. On your personal note stationery,



write them a warm note, saying something similar to what you said in your email. Again, no selling. Don't ask for a date. You may include your business card if your note does not contain your contact info, but otherwise, it is better to include a small gift of some kind. Perhaps a business-card size refrigerator magnet with a favorite quote on it and your website URL, like I do. You do not want to come off as pushy.

Also, if you promised to mail them something specific, like a report, or an article, or something else, be sure that you do that immediately.

Step 4: Mail them your print newsletter. A printed and mailed newsletter is still one of the best soft-sell marketing tools you can use to promote your business. It is an ideal way to stay in continual contact with both prospects and clients alike. It will help establish trust and goodwill and newsletters are always appreciated.

Don't have a print newsletter? Let me help you put one together. Having an Evergreen NewsCard — a newsletter on a postcard with information that never goes out of date — sitting on your desk ready to go is an ideal way to educate your prospect about who you are and what you do in a friendly, informal way, and makes an excellent touch-point in your follow-up process. Send an email to marty@martymarsh.com to request info or visit:

<http://martymarsh.com/newscards>

Step 5: Follow them on social media. You do not want to become a stalker, or be creepy about it, but following your prospect on social media will allow you to learn a great deal about them and permit you to engage with them on a different level. In return, they will likely follow you as well. Of course, not everyone is engaged in social media so you'll likely need to do some research first.



Step 6: Call them on the phone. This is where most people stop in their follow-up because they are too afraid to pick up the phone. You still are not trying to sell them something. You are calling to connect and to find out in what ways you can help them get more clients themselves or find out what their needs actually are. Common courtesy dictates that they will ask you the same. If they don't reciprocate this could be an indication of their lack of interest in you. (That's okay, because now you know, and you can decide how you want to continue in your follow-up.)

But don't give up too soon! It could just mean that the timing is not right or they still need more information before they can trust you. So you are going to want to continue to stay in touch with them on a regular basis.

Step 7: Invite them to join your emailing list. Ask in a personal email (and when I say personal I mean use your regular business email address one-to-one just like you would send any email to someone; do not use your autoresponder! Go back and see Step 2). Provide a link to your squeeze or landing page at your site and let them opt-in to your list.

Bonus Step: Continue to stay in touch. Use a variety of means — like your emailing list and your print newsletter, and/or postcards, notes or letters — to be in continual contact with your prospect. Also, pick up the phone and call them when appropriate, and meet them for coffee or lunch, but only when appropriate.

Done right — and if the prospect really is a right-fit for what you offer — you should be able to close the sale within 90-days or less. But, depending on what you offer, and the immediacy that the prospect feels for getting their problem solved, you could make the sale almost immediately.



The key is to stay in touch on a regular basis. Don't let them forget who you are. Send regular marketing emails, notes, and newsletters. When the time is right for them to buy, you'll know exactly when to ask. Done right, they'll likely ask you before you have the chance.



Marty Marsh *believes that your successful business is the catalyst for creating massive positive change in the world — regardless of what profession you are in or the market niche you serve. To that end, he specializes in helping you attract your perfect-fit clients and to grow your business quickly and with ease using a variety of creative business management and marketing resources custom-created for your unique business or practice. To learn more about the best ways to stay in touch with your ideal prospects and clients, and to discover tools and resources to make the job a lot easier, be sure to visit www.martymarsh.com.*

To schedule a complimentary, no-obligation exploration session with Marty to discover the many affordable ways you can market your business or practice, and stay in touch without being pushy, annoying or too salesy — both online and off — visit: www.timewithmarty.com.

