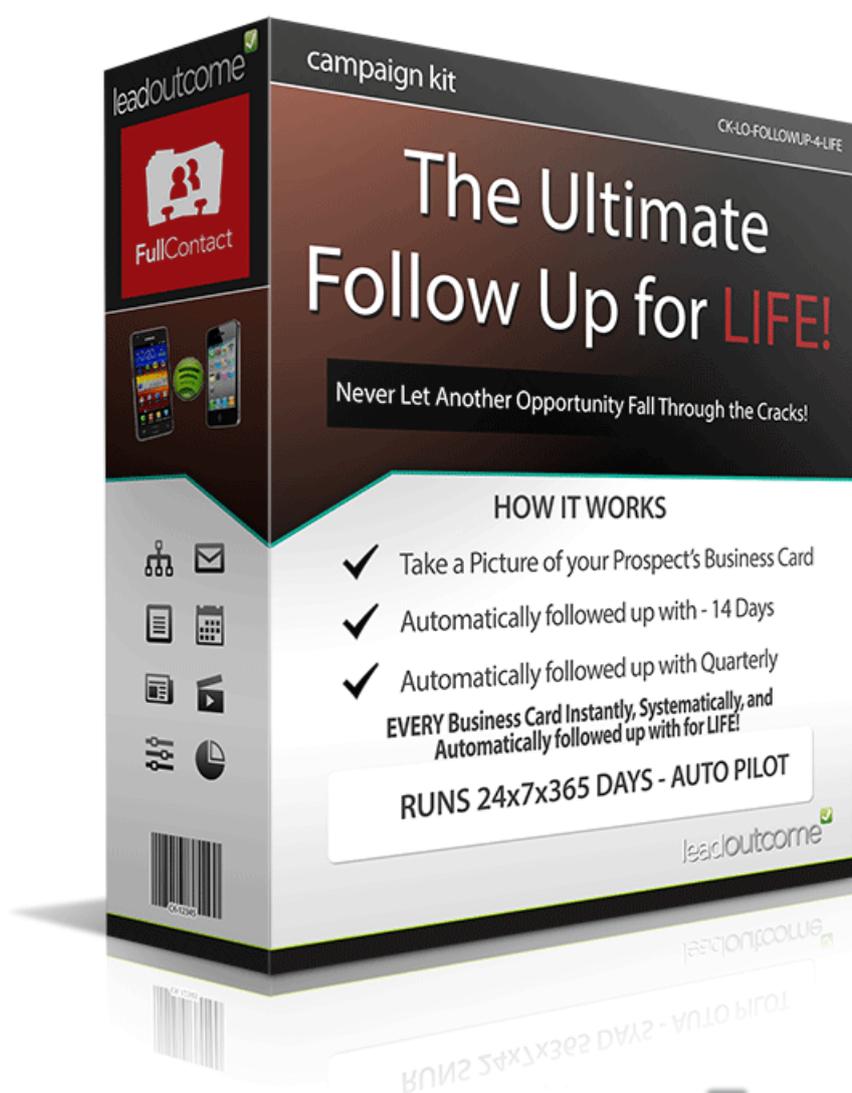


# How To Systematically & Automatically Follow-Up With Every Prospect You Ever Get To Meet...



**...For Life!**

[www.FollowUpforLife.co.uk](http://www.FollowUpforLife.co.uk)

# The Ultimate Follow-Up for Life System – Is It For You?

Before we get started with going through the Ultimate Follow-Up for Life System, let's address the first question you're probably asking yourself:

## ***“Do I Actually Need This?”***

Well, I don't know about you, but if you're anything like me you'll have found yourself in a similar situation to me where...

- After getting off the phone with a hot prospect you've said to yourself something like ***"I really need to make sure I follow up with him next week."***, but somehow you don't get around to it & an excellent prospect ends up just slipping through your fingers.
- Or, after a great meeting with a new contact over coffee, you tell yourself, ***"I must keep in touch with her."***, but everyday life gets in the way and for whatever reason another prospect slips through the net.
- Or, more often, at a networking function you promise yourself, ***"I'm going to follow up with everyone I meet today."*** But afterwards find yourself busy at work & only able to follow-up with about half of them.
- Or, finally, after that three-day business conference you declare, ***"I'm definitely going to connect & follow-up with everyone I met this week."***, but you end up too busy catching up after being away and don't get it done even though you know there's several great opportunities that'll be falling through the cracks.

So I have a question for you...

If you think about all the people you have met or interacted with over the past year, **how many opportunities do you think you've let slip through the net?**

If you're like me, then you'll realise there will have been rather too many missed opportunities.

However, DON'T feel too bad! Almost everyone is in the same boat.

But we can do better. And I am going to show you how.

Let's assume we do decide to follow up with all of the prospects we meet... We now need to think through the follow up message... the call to action.

What do I say to the prospect to get them to engage, to respond, to schedule an actual demonstration, to meet face to face, to make them want to talk to me?

And we need to do this for every prospect we encounter. So this could end up being quite a few emails we have to write.

## Let's Do Some Sums...

Let's say you use a variety of different strategies to generate leads:



Integrate contacts from any mail provider and smart phone



Imagine, in any given year, generating just 1 new lead per day, 3 leads per day or up to 8 new leads per day.

If you're consistent, and do that for 50 weeks of the year then you'll have...

New Contacts per day	Total New Contacts p.a.
1	250
3	750
8	2,000

Now let's imagine that, during the year you also want to follow up once a quarter. So you have the initial follow-up email plus 4 quarterly follow-up emails.

Which now looks like this...

New Contacts per day	Total New Contacts p.a.	Follow-Up Emails p.a.
1	250	5
3	750	5
8	2,000	5

How much time does it take to write each prospect a follow up email?

Even if you cut & paste messages, by the time you've checked the individual's details, the content of the email and hit send, it's never going to be less than about 3 minutes per email, and that's if you're a really organised individual. Be warned, it works out at considerably more if you're not!

So, just assuming a minimum of 3 minutes per contact message you've got...

New Contacts per day	Total New Contacts p.a.	Follow-Up Emails p.a.	Follow-Up Time / Msg	Man Hrs of Follow-Up	Man Days Follow-Up
1	250	5	3 mins	62.5	8
3	750	5	3 mins	187.5	23½
8	2,000	5	3 mins	500	62½

You can see it quickly becomes physically impossible to follow-up properly with everyone manually. Therefore, it's no wonder you don't personally follow up with everyone you've met!

## Conclusion

Given that following-up is **something that you MUST do** in order to grow any business, and it's possible to automate somewhere between 60 and 600 hours of your time per year in about quarter of an hour, you must agree that the Ultimate Follow-Up for Life System is something which provides an outstanding Return on Investment (RoI). Even though it may be something ***you hadn't even realised you needed until today!***

So, here are your Options:

1. To Implement the Ultimate Follow-Up for Life Blueprint provided in the Appendix of this report within your existing system for yourself.
2. Get **our Done-For-You Ultimate Follow-Up for Life Campaign Kit solution** that installs automatically in just 3 minutes.

# The Ultimate Follow-Up for Life System

Isn't it interesting that in business, it's so often the simplest ideas that are the most successful, tend to scale, and ultimately provide the most value.

That is absolutely the case with The Ultimate Follow-Up for Life Campaign.

Check out the mindmap of the follow-up campaign implemented after attending the Traffic & Conversion conference last year:



The campaign starts out with an introductory email campaign of 2 or 3 messages and then, upon completion, moves into a follow-up for life campaign email sequence. What is absolutely key here is that the second email campaign loops back on itself, year after year.

## Why is this so important?

This ensures that in years 2, 3, 4, 5... each contact continues to receive a follow up message from you.

This also highlights that by using the Ultimate Follow-Up for Life Campaign, an **attention compounding effect** starts to take place.

What do I mean by that?

Let's say I conservatively add 250 people to the Ultimate Follow-Up for Life campaign I've already established. All I need to do is write 4 quarterly emails and 1,000 emails will go out automatically on my behalf by the end of the year.

Now let's say in year 2, I add another 250 people.

We've now got 500 prospects.

That means there are  $500 \times 4 = 2,000$  follow-up emails going out in year 2

That increases to 3000 , 4000 and 5000 by year 5, all sent with no extra effort.

How many hours of my life has my investment in the system now saved me?

Remember the amount of effort I put in up front is just a few minutes.

But wait. There's a problem I hear you thinking. Everyone is getting the same email every year. How do we deal with that?

Simple!

Schedule yourself a once a year task to update your 4 quarterly emails with a revised message and some intriguing new content about what you've been up to and how your business has grown in the last 12 months.

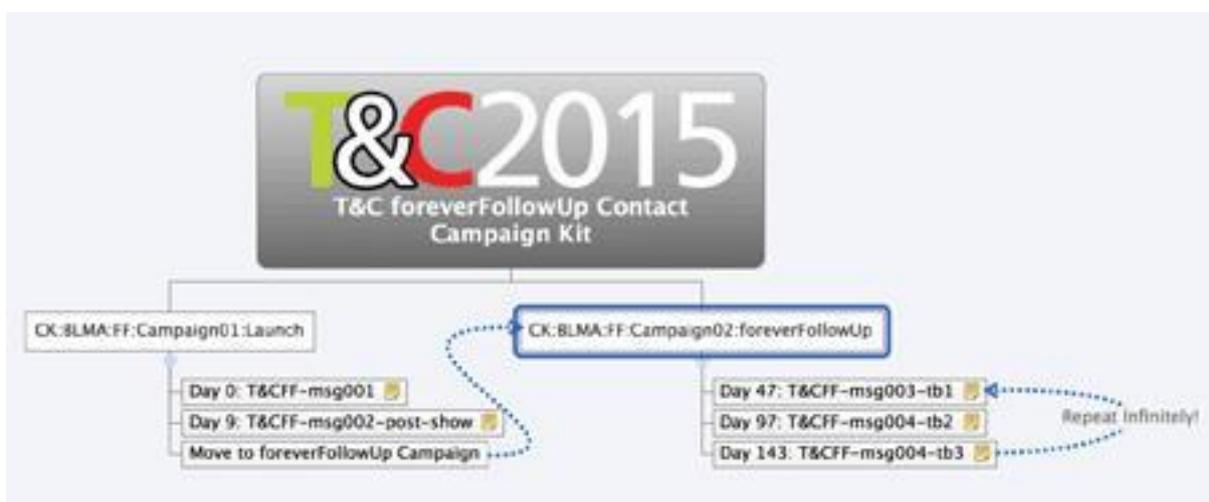
That's all there is to it.

You just update 4 Emails and the rest of the year, all 250, 500 and more prospects will receive a personalised email that puts you at the front & centre of their mind when they're ready to purchase the product or service you provide.

You never can know with any real certainty who the timing of your offer is going to be just right for. Therefore, the most important thing is to be at the forefront of their mind when the timing is just right for them!

And the easiest way to do that is to sit back and let the Ultimate Follow-Up for Life Campaign keep reminding them about what you do and how you can help. You'll know exactly who is ready to buy when you see their reply in your inbox.

## Multiple Uses of the Ultimate Follow-Up for Life Campaign



One thing you might consider doing is to copy the Launch campaign sequence and create separate individual email campaigns for different scenarios like when:

- You meet someone at a networking meeting.
- You meet someone networking at a conference
- You meet someone on a conference call.
- You connect with someone on LinkedIn, Facebook, or Twitter.

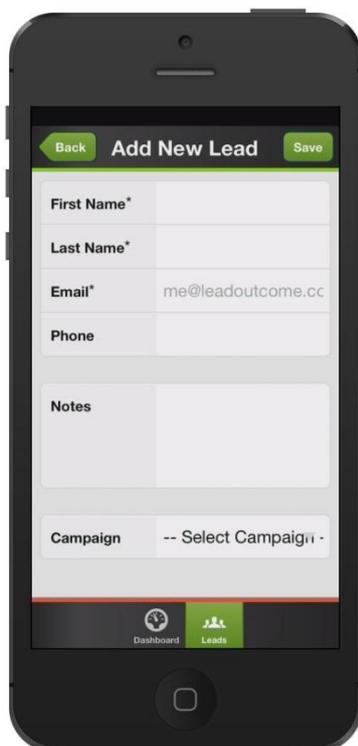
When setting up your campaign, configure it so that when the campaign sends out the last email in its sequence, it then automatically assigns the prospect to your Ultimate Follow-Up for Life Campaign. This will give you multiple points of entry into your Ultimate Follow-up for Life campaign sequence.

## Want Even More Automation?

How many times have you met people you'd like to follow-up and staying in touch with, but don't because you don't have access to your contact database.

Why not use your phone to capture the lead and have it automatically update your contact database and assign them to your Ultimate Follow-Up for Life campaign there and then?

This can be done by using LeadOutcome's Follow-Up for Life mobile app.



This is particularly effective when the person you are speaking with does not have a business card with them.

Another opportunity saved from falling through the cracks!

But what about all those business cards that we just never follow up with because we don't have a system for doing so?



LeadOutcome has a Business Card Reader solution that turns your SmartPhone into a fully-fledged 100% accurate Business Card Reader. This means you can take a picture of a business card and your Prospect will automatically be entered into your database & assigned to your Ultimate Follow-Up for Life Campaign.

The way it works is after the photo of the card is taken, it is uploaded into the cloud where a team of VA's are used to check the image prior to the CRM system being automatically updated. This ensures a much greater level of accuracy than traditional OCR (Optical Character Recognition) systems produce. Then, the prospect gets added to your LeadOutcome account, assigned to the Ultimate Follow-Up for Life Campaign sequence and can be simultaneously added to your phone contact list if desired. How cool is that?!

## Show me some results!

Ok. Look, I realise it sounds great in theory, but does it actually work in practice?

Absolutely!

You can see the screen shots on the next page provide proof of this working directly with a live Gmail account.

These are responses from prospects Will Berger, the founder of LeadOutcome, met at the T&C 2015 show.

They were all added via the mobile app & assigned to his Ultimate Follow-Up for Life Campaign:

## Example #1

On Mon, Mar 2, 2015 at 11:16 AM, Alison Gerrish <[AGerrish@powerpay.biz](mailto:AGerrish@powerpay.biz)> wrote:  
Hi Will,

It was a pleasure to meet you at the Traffic and Conversion Summit 2015 in San Diego! I wanted to quickly follow up from our conversation there to see if you would still like to speak further regarding either our merchant account solutions or referral business partnership.

I know your time is important so it would only require a couple minutes to discuss further. Please let me know and we can setup a time to talk by phone at your convenience.

Best Regards,

Alison

Alison Gerrish | Relationship Manager  
320 Cumberland Ave | Portland, ME 04101  
t: 207.228.6000 x 1854 | f: 877.877.9077 x 1854 | f: 207.228.6036  
[agerish@powerpay.biz](mailto:agerish@powerpay.biz) | [www.powerpay.biz](http://www.powerpay.biz)

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**From:** Will Berger [mailto:[wberger@leadoutcome.com](mailto:wberger@leadoutcome.com)]  
**Sent:** Monday, February 23, 2015 10:42 AM  
**To:** Alison Gerrish  
**Subject:** Traffic & Conversion Summit Follow Up

||

Hi Alison, it's Will Berger.

I trust you made it back safely from T&C. Now that I'm back, I wanted to make sure that we stayed connected and explored mutual opportunities.

Would you do me a favor? Please hit reply and tell me your thoughts. Let's get a brief call on the calendar. Tell me some good times for you.

Sincerely,

Will

770-294-5329  
[wberger@leadoutcome.com](mailto:wberger@leadoutcome.com)

## Example #2:

Re: Nice meeting you at Traffic & Conversion Summit

Inbox x



Lisa Allen <[lisa.jvp@share-serv.com](mailto:lisa.jvp@share-serv.com)>  
to me

Feb 24 (7 days ago) ☆



Hi Will,

Thank you for sending a followup email – was nice meeting you at the conference and learning about your company's product offerings.

I had a question about your service that came to mind after I got home that maybe you could answer for me.

The question is what happens after I reach 10k contacts in my account? I ask this because I already have about 7500 people on my existing lists from product launches that I'd want to bring over. 1-2 more launches could easily put me over the 10k mark, so is there a higher bracket for accounts with more?

Let me know because I'm still thinking about transferring over from the services I'm using now (SendReach and SendLoop)

Best Wishes,  
Lisa Allen  
MindLink Labs

On 2/18/2015 11:20 AM, LeadOutcome wrote:

Hi Lisa, it was great seeing you at Traffic & Conversion Summit.

Nice meeting you today. I absolutely loved the keynote. Lots of fun fact with just practical real world tips.

There's a lot going on here at T&C and I want to make sure that we follow up with each other after the event. I'll touch base again with you next week when we both get back. Here is my contact information for your records.

Will Berger  
770-294-5329  
[wberger@leadoutcome.com](mailto:wberger@leadoutcome.com)

Enjoy the show,

Will

P.S. Lisa, has this ever happened to you?

I say to myself *"after the show I am going to follow up with every person I connect with. I am not going to let a single opportunity fall through the cracks"*, but the reality is life gets in the way and I just do NOT get to it done. LeadOutcome's "foreverFollowUp" Campaign Kit automates this completely and is FREE to all T&C attendees. Get yours [HERE](#).

## Example #3



Ron Ballard (ron@theresi.com)

On Mon, Feb 23, 2015 at 1:47 PM, Ron Ballard <[ron@theresi.com](mailto:ron@theresi.com)> wrote:  
Hi Will,

I had a one-day workweek last week and have a 4-day workweek with another three seminar at the end of this week (Fri-Sun); hence, I'm cramming in client work.

I took a look at your site and have some interest. You have Zapier integration don't you? I didn't see it featured on your website or in the Knowledgebase? (Oh, I just checked on Zapier.com and see it.)

If you are familiar with Mike Koenigs' suite of tools with Traffic Geyser/Instant Customer, etc., I have those and expect to be implementing them. Their CRM/mailling/funnel tracking side can be stronger and I think Leadoutcome could be a solution, particularly via Zapier. I'm at their function this weekend.

Can you calendar me for an email follow up around March 4 and then we can look at calendars?

Thanks,

Ron Ballard

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**From:** Will Berger [mailto:[wberger@leadoutcome.com](mailto:wberger@leadoutcome.com)]  
**Sent:** Monday, February 23, 2015 7:42 AM  
**To:** [Ron@theresi.com](mailto:Ron@theresi.com)  
**Subject:** Traffic & Conversion Summit Follow Up

## Conclusion

Listed on the next page in the Appendix are the conference follow-up emails you too can use if you see the value in automating your follow-up and want to try and implement this strategy for yourself.

Alternatively, you can purchase the [Ultimate Follow-Up for Life Campaign Kit](#) that will automatically install in 2 minutes flat and do all of this for you.

Either way I hope you see how important this concept is to your future of your business. It's a tiny investment that not only saves you a huge amount of time but also has a very high Return on Investment, and more interestingly, a return that compounds over time the more you actually use it.

So, let's all agree to stop letting any more opportunities ***"fall through the cracks"*** right now.

Get this done today!

Because...

If you don't take action today, how can you be sure that an opportunity won't not fall through the cracks, tomorrow, or next week, or next quarter...?

You don't have to use this particular solution. You could implement this on your own if you felt so inclined and are technically minded.

But, whatever you do, either way, you can't afford not to do this, can you?

Thank you for your time and attention and if you'd like any more information or assistance in deciding whether the [Ultimate Follow-Up for Life Campaign Kit](#) is something you'd like to implement in your business then please don't hesitate to get in touch. I guarantee that you'll end up delighted that you did!

My name is Tim Dodd. I am the owner of 3d Consulting Services and I'm using LeadOutcome to automate my follow-up because it works straight out of the box.

All the Best,

Tim



[tim@3dconsultingservices.com](mailto:tim@3dconsultingservices.com)  
[www.3dConsultingServices.com](http://www.3dConsultingServices.com)  
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Mobile 07710 268322

# APPENDIX: FOLLOW-UP FOR LIFE CAMPAIGN EMAILS

## The Conference Launch Email Campaign:

CK:BLMA:FF:Campaign01:Launch - Conference - msg001

**Subject:** Nice meeting you at [conference]

Hi \$lead.firstName, it was great seeing you at [Conference]

Nice meeting you today. I absolutely loved the keynote. Lots of fun packed information with honest practical real world tips.

There's a lot going on here at [conference] and I want to make sure that we follow up with each other after the event. I'll touch base again with you next week when we both get back. Here is my contact information for your records.

**\$leadOwner.first \$leadOwner.last**

\$leadOwner.phone

\$leadOwner.email

Enjoy the rest of the show,

\$leadOwner.first

P.S. \$lead.firstName, has this ever happened to you?

I say to myself "***after the show I am going to follow up with every person I connect with. I am not going to let a single opportunity fall through the cracks***", but the reality is life gets in the way and I just do NOT get to it done.

LeadOutcome's "Ultimate Follow-Up for Life " Campaign Kit automates this completely and is FREE to all T&C attendees. Get yours [HERE](#).

**CK:BLMA:FF:Campaign01:Launch - Conference - msg002-post-show**

**Subject:** [Conference] Follow Up

Hi \$lead.firstName, it's \$leadOwner.first \$leadOwner.last.

I trust you made it back safely from T&C. Now that I'm back , I wanted to make sure that we stayed connected and explored any mutual opportunities.

Would you do me a favor? Please hit reply and tell me your thoughts. Let's get a brief call on the calendar. Tell me some good times for you.

Kind regards,

\$leadOwner.first

\$leadOwner.phone

\$leadOwner.email

## **Ultimate Follow-Up for Life Email Campaign – Runs Forever!**

*Stagger these emails throughout the year according to your work schedule.*

**CK:BLMA:FF:Campaign02:Ultimate Follow-Up for Life - msg001**

Hi \$lead.firstName, it's \$leadOwner.first \$leadOwner.last from T&C.

It's been a while since we last connected and I wanted to reach out to you.

What are you working on? Is there anything I can help you with?

Simply hit reply and let me know.

Kind regards,

\$leadOwner.first

\$leadOwner.phone

\$leadOwner.email

**CK:BLMA:FF:Campaign02:Ultimate Follow-Up for Life - msg002**

Hi \$lead.firstName, I hope all is well.

Just wanted to send you a brief message to touch base and stay connected. I've got several things that might interest you. Let's get a quick call on the calendar. Shoot me a message and let me know what you're working on and how I can help.

Kind regards,

\$leadOwner.first

\$leadOwner.phone

\$leadOwner.email

**CK:BLMA:FF:Campaign02:Ultimate Follow-Up for Life - msg003**

Hi \$lead.firstName

I just wanted to drop you a quick note and say "Hi". How have things been going? There's a lot of great new marketing tips, tricks and technologies that I've been featuring on my blog.

I would love to discuss how I might be able to help you. Simply hit reply and let me know.

Kind regards,

\$leadOwner.first

\$leadOwner.phone

\$leadOwner.email

**\$leadOwner.company** \$leadOwner.phone \$leadOwner.email

***TIP: Use these emails as a template (in other words edit and customise them for your particular business). Tailor them the way YOU write and add your own unique voice. Remember to keep them conversational, as that has proven to be far more effective, and add more emails where you think they will add value.***

***Think about your yearly schedule and decide when you are at your busiest. Then adjust the delivery of your emails in order to supplement your quietest periods.***