



5 Star Relationship Marketing Checklist

Create More Clients, Customers, Referral Partners and BUSINESS

How many times have you gone to a Networking Event; met some great people; collected a stack of business cards, and then come home with no idea what to do with them?

You toss them on your Desk; look at them; move them to another pile; stare at them; and know that there is SOMETHING you should be doing to “Monetize Your Message” and your Networking efforts.

This checklist and action plans your Roadmap to a way of doing business that you’ll love. A business where people come to YOU, already in a state of mind to BUY. A 98% REFERRAL BASED BUSINESS!

Whether you are in Real Estate, Direct Sales, Network Marketing, Party Plan, a Coach, Solopreneur or Small Business, you need to be adding people to your data base regularly in order to grow your business.

And, more importantly, you must be growing strong relationships with the right people.

So, how do you do this? How do you meet people and then shift things to business?

It’s simple - people are EVERYWHERE! The key is to make contact; make an impression; and then build a relationship based on a good first impression. This system is PROVEN, and I’ll share results with you!

The catch? Like any good thing, it doesn’t happen overnight. Building a 5 Star Relationship takes time, focus, consistency and an executed action plan! Your goal is to become MEMORABLE....no, UNFORGETTABLE with this simple system.

5 Stars is typically known as the TOP RATING...the HIGHEST QUALITY one can achieve! The 5 STAR RELATIONSHIP MARKETING SYSTEM has 5 steps that offer the highest degree of High Tech, combined with powerful High Touch, creating relationships that lead to business.

The 5 Stars are:

- Face to Face - you meet someone new
- Text Message
- Social Media Connection
- Send “Nice to Meet You” Greeting Card
- Second Face to Face

Let’s Break that Down - Here’s your plan:

- STAR ONE - Meet new people regularly. This can be done in a variety of ways. While out living your life or “lifestyling.” At kids activities and events. Attending Networking events regularly. Consistency is key. Most people give up on Networking events after showing up one time, and no one buys. KEY TIP - only 2% of sales take place at the first meeting. Focus on quality contacts, and not quantity. 3-5 people who will remember you are HANDS DOWN better than 20-25 who have no idea who you are when you initiate STAR TWO. You want to get their contact info - business card; take a photo and send it to them by text; make a Facebook friend request.
- STAR TWO - Immediately send a nice to meet you Text, after the event, with your name and a Virtual Business Card, ideally. (This is very simple to create!) Don’t “sell” your business in this. Just “remind” them that you met, that you are a professional, and begin to become “memorable.”
- STAR THREE - Request a connection with them on Social Media, ideally Facebook and/or LinkedIn. Make sure your profiles are “cleaned up” and represent you and your brand the way you want to be represented. You are inviting someone into your “space” and you want it to be enticing.
- STAR FOUR - Send a top notch, PHYSICAL “SNAIL MAIL” greeting card. Who does this? When was the last time you received a “nice to meet you” or “Thank you for your business” card from anyone you do business with, or met at a networking event... someone who wants YOUR business or wants to KEEP your business? A simple way to get an address is just say - “what’s your best mailing address? I want to send you something. Oh, and when is your birthday?”
- STAR FIVE - schedule another face to face meeting, for coffee, lunch or even a Skype, Zoom or Facebook Video Chat. Get to know them better and learn more about their business/career and how you might be a solid referral partner for them. Then, you can share some details on your business and what a good lead source is for you.

#MonetizeYourMessage

People do business with those who they know, like and trust.

When people know you care, they remember you. You become a friend.

They want to do business with you and refer you to others.



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Here is how you are going to keep that relationship building:

First, you are going to engage with them consistently on Social Media, ideally Facebook. Keep track of new friends and contacts you meet, and make time each week to visit their profile and see what's going on. Like, comment and share content that's going to make them remember you.

Second, you are going to reach out to them 3-5 times a year with a direct mail piece - a nice to meet you card; a birthday card; at Thanksgiving; when you see a life event that they have shared on Facebook; Happy New Year; or another random holiday such as July 4th or Halloween.

I promise you, next to no one else is doing this, so you will stand apart. And, these are not going to be “business promotional” types of cards.

Demo the system I use at - SendOutFunCards.com - I have 2 free cards for you to send! Just click to send a card and follow the instructions.

You can even send it from your SmartPhone or Device. Get the App.
app.SendOutFunCards.com

Now, remember this - Networking is NOT Prospecting. However, when you do it right, it can LEAD to Prospects - lots of them.

First, let's get started with this checklist. Stay tuned for more details on the rest!

Questions?

Contact me at CardsMakeCash.com or 909-289-7908

EXPECT Success!

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