

Casey Eberhart's
expand
the business

20 Ways To Follow Up:
WOW Your Leads and Clients &
STAND OUT From The Competition!

Select 3 at a time and : Test out all 20 and select your favorite

Note: I have * my favorite/most effective tactics.



1. *Text2Mail



2. *Gift campaign



3. *Text bots



4. Video emails



5. Phone call



6. *Multi-touch postcard campaigns



7. Magazine article by mail with a note



8. Connect on FB, LI, IG, etc



9. SM shoutout / promotion



10. Connect to resource



11. Ask to interview



12. Refer someone to the new lead



13. Send sample / no selling



14. Stop by office with a coffee



15. Invite to a Local Meetup



16. Invite them to meet for coffee



17. Send copy of a book / your book



18. Buy their product



19. Review their product



20. *Outsource follow up (\$5ph)