

Actions to Deepen Relationships

The following are marketing actions you can take to deepen relationships with individuals you meet as a result of your marketing actions to find new clients. Rate; using a scale of 1 – 10 (10 being equivalent to absolutely), how likely you are to do any of these. Only consider taking part in activities in which you have a genuine interest. When you complete the exercise come up with at least three actions you will do on a regular basis.

- Mail a note or letter reminding them of your first meeting
- Make a telephone call to find out what is going on in a contact's business or life
- Find reasons to keep in touch and then keep in touch
- Make lunch or coffee meetings
- Listen more than talk
- Send an email to keep in touch
- Find ways to get to know their business – be curious
- Send information on something a contact would be interested
- Inform contacts of changes in the law that may affect them (use a newsletter)
- Use a newsletter to inform contacts what is going on in your practice
- Send a note or card acknowledging a contact's accomplishment
- Make referrals to your contacts
- Volunteer at your contact's events
- Send congratulation cards
- Send holiday cards
- Invite a contact to join you at a presentation in which you would have a common interest
- Invite a contact to join you at a networking event
- Attend a sports event with a contact
- Serve on your contact's committees (only if they interest you).
- Have an open house in your firm