

The Pop-By Plan



WHAT IS A POP-BY?

A short visit to one of your valued clients to say, “Hi” and give them an inexpensive gift.

Why Do Pop-Bys?

- Gives you an opportunity to deepen your relationships with people in your database.
- Keeps your clients aware of your services.
- Helps you to stay on top of the needs and wants of your clients.
- It’s the quickest and most effective way to generate leads while sorting your database.

TOP TIPS

Make sure the gift is about your client’s needs, not your own.

Keep a supply of Pop-By gifts in your trunk at all times so you can fit them in between other appointments if you can’t do them as a block of time.

The Pop-By Plan

- Make a list of people you would like to serve and receive referrals from.
- Mark on a map where they live or work.
[TIP: Go see your favorite people first.]
- Call ahead and say: “I’m going to be in your area tomorrow between 10 am and 11 am and I’d love to stop by for just a few minutes to see how you’re doing.”*

• Activity: Visit for no more than 15 minutes, remain standing the whole time, and be sure to say “Oh, by the way...I’m never too busy for any of your referrals”.

If they are not home, take a picture of the Pop-By gift at their door and send it to them with a text letting them know you popped by.

- Follow up: Write them a personal note.

**These times are just an example.*

The Pop-By Plan

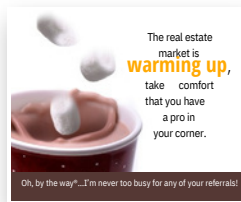
POP-BY GIFT IDEAS: Choose a tag, download and print. Attach it with your business card to a Pop-By gift and go see your favorite people!

Or use one of your own ideas.

Emergency Flashlight



Hot Cocoa



Tape Measure



Water Bottle



Coffee



Packaging Tape

