



“Timesaving and Profit-making Ideas To Look After Your Clients and Keep Them”

With Lorraine Pirihi and
Becki Maxson



**‘Timesaving and Profit-making Ideas To Look After Your Clients
and Keep Them’**

The Productivity Queen

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Lorraine Pirihi is the founder of productivityqueen.com and creator of “The Productivity and Profit System” the complete one-on-one training program for sole entrepreneurs and small businesses.

Lorraine is also the celebrated author of “The Productivity and Profit Home Study System” the proven 6 step system guaranteed to help you free up your time, organise your systems and master your marketing so you are much more profitable and have time to enjoy life. This is available at

<http://www.productivityqueen.com/profit.html>

She's a productivity expert, leading business coach, author and speaker with straight-shooter, no-fluff strategies that really work.

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“Welcome everyone; this is Lorraine Pirihi the **Productivity Queen** and welcome to the December Special Topic Call for my **Productivity Coaching Club** members.

Today is Tuesday the 1st of December and our special topic call is **Timesaving and Profit-making To Look After Your Clients and Keep Them.**

Now over the next few weeks anything can change. You’ll find that people often make decision this time of year about what they will and won’t be doing in the New Year. You want to make sure that your clients and referral sources continue to doing business with you. And if you are one of those business owners who doesn’t look after them, you may find that they end up spending their money and sending their referrals else where, where they are appreciated.

Most business owners take the current and past clients for granted. They spend too much time and money trying to find new ones instead of looking after what they already have and gaining even more business.

Before we get into the call and before I introduce our special guest, I just want to share with you upcoming dates, that our next Question and Answer Call is Tuesday, the 15th of December, 10AM VIC Time, and that is your chance to write down all your questions and ask what is stopping you being more productive and profitable. Is it your time management, having efficient systems, finding the right team to support you, mastering the marketing or maybe it’s your motivation, whatever it is that is causing you to get stuck.

Now this call is very powerful and members are going to get heaps of benefits from them. So please make sure that you use

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your time wisely with me so you can get move forward and blast off in 2010.

So, let's get on to today's special topic call. Today we are very fortunate to have Becki Maxson. Becki is a Senior Manager and Small Business Specialist with SendOutCards. In over 20 years in Sales, Marketing and Training, Becki has always had a passion and interest in Human Style Marketing. She trains self professionals, solopreneurs, coaches, internet marketers and authors, how to harness the power of the internet to check their ideal prospects online and offline and to develop those new relationships into sales, referrals and raving fans.

Becki is on one of the top business groups of SendOutCards regularly conduct phone and webinar trainings to help people make the best use of automating their follow up with a personal touch.

Welcome Becki, it's great to have you on the call."

Becki: "Thank you Lorraine. Thank you for inviting me."

Lorraine: "Tell us a bit about you and how did you end up basically being with SendOutCards?"

Becki: "Well, I actually heard about SendOutCards about 3 years ago and I have another business as well, in a service business, and some couple different people told me about it and I wasn't really looking for something new at that time and my business was growing by referrals primarily but as I begin come and look into the time efficiency of sending my cards this way, it really made a lot of symphony not only for my business, but for my personal use as well and I just don't really like having to run out of the house. I work from home and I don't

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like having to run errands more than I need to and so, SendOutCards is just a web-based service that allows me to send all the cards I needed both for business and for personal right from my own computer.

Since that time I have been able to help many business owners to incorporate keeping in touch this way with SendOutCards for post cards or greeting cards and we are going to talk today about some ways that's really going to help you get more referrals from the people you are already doing business with as well as stay on top of mind with them when they need your services again and when their friends do too."

Lorraine: "That's an important point there about Staying on Top of Mind. With my own clients and club members, I often stress the fact that you have to be in people's faces on a regular basis because there's so much information bombarding them but if you are not out there constantly, they'll quite easily forget about you."

Becki: "I have heard an interesting comment than attention is the new currency and I think that makes a lot of sense when you realize, how many marketing messages where all exposed to everyday. Whether, it's in our mailbox, in our inbox with our e-mail and everything we are seeing that getting somebody's attention is getting harder and harder and the only way to get someone's attention is to do something different to make them feel special and not do what everybody else is doing and I think that's really the first key to stay on top of mind, is to do something that makes you stand out."

Lorraine: "Tell us Becki, with SendOutCards, what is it all about and how it works?"

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Becki: "Sure. It is actually a web-based service and when people think about greeting card or post card and the internet, they tend to think it's e-card which is an email card and I really need to clarify right upfront that these are cards that are mailed, specifically, they go to your mailbox and it is all done online and so that's where the big time savings come in.

Basically you'll log in as a member. It is a membership based company and there are different levels of membership depending on what suites your needs. You will just log in from your computer, you choose a card, and there's about 15,000 cards, that's more cards than even you store could have, choose a card, you type your message, the company can even put it in your own handwriting and your own signature. You can include also digital pictures of yourself or an event, maybe you met them out, and then you click send and the company prints it out for you on a beautiful custom 5" by 7" card. They'll print it out and mail it for you with a first class stamp and it goes out the next day.

In the States, it is about a dollar including the postage, I think maybe a little higher in Australia but in a range of dollar to a dollar and 25 cents."

Lorraine: "That is cheaper than actually buying a card and sending it off yourself."

Becki: "Oh sure! That's not even counting the time it takes you to go to the store, choose the card and drive home."

Lorraine: "Exactly! And by the way, SendOutCard, they're actually sent from in Australia and I think the warehouse now is not far from me, it is actually 5 minutes away from where I live."

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Becki: "They just open their printing facility in Australia last fall, so it's little over a year now, and it is really growing in Australia and in-fact because it can use then Australian Post, you can save money compare if the cards are coming from the States."

Lorraine: "Does it make a difference when someone actually sends you a card to thank you for the referral, or just thinking of you, or if everything's fine, or nice to meet you, or whatever it is, it really does make you stand out and pay more attention because most people just basically do nothing I find, do you find that too Becki?"

Becki: "Well I do find that in fact, I heard a statistic that was shocking to me, and the statistics I heard about trade shows () was that, something like 85% of the lead you get are never even followed up with. With this kind of a system lets you come home, say you are at a networking event or a seminar, you come home and you've got 15 business cards, if you have a virtual assistant she can enter those names and addresses into your SendOutCards account, and you can have a Nice To Meet You card, that is already written in your account and with one click, she can Nice To Meet You card to all the people you met at that event and it has your signature, maybe your photo on it or a picture of you and the picture of the person you met at the event. You can make a picture card out of that and that will definitely makes you stand out."

Lorraine: "Absolutely. I just want to explain the terminology there. My members would know if you've been with me for awhile would understand the concept of a virtual assistant. But for anyone that's new, a virtual assistant is basically an

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assistant like a secretary who works from home and does all your admin tasks for you. Many home-based business owners, rather than having someone come in and work in the premises, will actually outsource to a virtual assistant to work as many hours a week they require. In fact, one of my clients, he is a financial adviser and he loves the concept of the SendOutCards and he has a virtual assistant because his own assistant in their office is already tied up enough with doing all the work she has to do. He actually hires a virtual assistant to handle all the SendOutCards and do all the follow up that way and it really does make an impact."

Becki: "It is really a great idea because, not that it takes you a long time to do it yourself, it's very easy to do but you simply can put their names and addresses in the account and that will save those for you, so the next you time you want to send a person a card, you don't have to find their address again. You can have, even their birthdays and they can't believe it when you remember their birthday because if it is not a personal friend, and it is a business friend or acquaintance, they won't expect a birthday card from you and it really keep you top of mind in a way that is delightful to them and so unexpected and that again goes back to standing out and makes them want to do something nice for you then."

Lorraine: "Can you give us an example of some case studies that you've worked with and what they've done and how it has impacted on their business?"

Becki: "Oh, I have lots of stories like that in fact; I have some couple of notes here that I wanted to share with your listeners.

I know an internet marketer and he has products for sale on his website, and back and feel that it's kind of impersonal if there's

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no follow up afterwards especially when you are ordering online, where you'll get your product in the mail, and then about a week later, I got a Thank You card from him and he was using SendOutCards. Not only the Thank You card which was nice enough, but then about a week or so later, I got another card from him, giving me some more ideas about how to use his product, or some ideas on 'have you look at this' or 'have you sort of implementing that' and then over the course of the next few months, I would periodically get a card from him.

He was cross-selling, promoting his other products because he knew I was a buyer of the kind of the things he has and so he was using the card to follow up offline for an internet customer which I've felt was really smart and I know many real estate agents and brokers are using it because they can set up a sequence of cards to go out over a period of years even and it will go out automatically maybe on the date of the close of escrow. When the house sold, maybe then every 6 months for the next 5 years, you can automatically sent out a series of cards just to say, 'I'm thinking about you', 'it's the anniversary when you bought your house', 'I really appreciate your business', and 'If you have friends who'd love to move, I can help them too' and that kind of thing.

So you can see even with financial services, mortgage people, insurance agents, a lot of those folks have things that the company provides for them but those are usually more business oriented and they aren't personal. They are letters with their letterhead whereas the personal card, it comes in a card envelope and so it is going to get opened and just getting something to open is sometimes a challenge, whether it's email or something or whether it is something you can send in direct mail because people may think it is junk mail or something."

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Lorraine: “Just comments there too, have a look at when you decide to go ahead with this concept, at how you would actually use it. People are sick with papers that they constantly receive but would know that it would only to sell the next thing. Have some other intention, you have to think about that, it is not always about you selling something, it is about touching base, making them aware that you are there and maybe a two or three weeks later, you might then get back with some special offer for people. But just be aware of that, it is not always about selling.”

Becki: “That is so true. In fact, if you have something that you can just share a tip with them based on your own expertise, like you teach in Productivity, you can easily incorporate Productivity Tips and send maybe a card every three months and so four times a year, you can touch your past clients with something helpful to them and you are not asking for anything, you are just remembering them, you are giving them something of value from your own expertise which automatically makes them remember you and what you teach about and what it is that you offer. It really makes a big impression, because just like you say, you are not trying to sell them anything, it is just a nice touch and it is offering them something without asking anything in return.”

Lorraine: “So true. Tell us some more of those stories you can share with us because stimulating these ideas is really good because some people get stuck on what they can do or they have so many options but don’t even know where to start.”

Becki: “Oh well I think people who have businesses like catering or planning social events or wedding services or photographers, those kind of things really lend themselves to

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taking beautiful pictures at the event that you helped with and then making a picture card, which is very easy to use with the system, you just get your digital photo from your camera and you can make that the front of your card. Or you can also put those inside your card and send that as your 'Thank You Note' for using your services for the event and of course they are going to keep that card because it's a picture of their wedding or their floral arrangement or their party that you catered and they are going to keep that because it's personal for them.

It is not just something like a generic card and in that way they are going to remember what a beautiful job you did for them, and they are going to be talking about the event anyway because it was exciting for them and they are going to say 'it was so and so who did the flowers, so and so did the photography or did my dress or anything like that.

So anytime you can get a picture of your client with you or something that you've done for them, that's really powerful. I know different companies like auto-dealers use SendOutCards. What they do is if somebody comes in to look at a car, they'll have them get in the car that they want to buy and they get a picture of them in that car and then they'll send a card after the person has left if they haven't bought the car but they thank you for coming in, 'you look great in the car' of course the person is really going to keep that car and remember that sales man because they took the time to do something special and personal like that.

Well, you know a lot of people in business like insurance, again, they know about personal things going on with their client like surgery or a trip they took, or a new grandchild, or anything personal like that and the company provides them with business related follow-up letters but they don't provide them

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with this personal thing and so I have some insurance agent that uses a card to follow-up because of course being in insurance or financial services, you keep up with your clients and changes in their family.

That gives you an opportunity to sit down at your computer for literally a minute or two, and send them a card and say about 'how I'm excited about the new grandbaby', 'congratulations' or 'I hope you have a wonderful trip' and that again just makes you kind of a friend of the family instead of a sales person and that makes them more comfortable buying more from you or referring you to their friends."

Lorraine: "Interesting isn't it. So with these cards, you can use them both for business and personally. I know one of my clients, she use SendOutCards when she was away. She sends cards to people where she was at and she utilizes it in that way so she was still sending it off to her relatives and friends and also to some of her top clients. Isn't it fantastic? And so much easy, all she had to do is go online and type it all out and off you go. She didn't even have to do it herself; in fact that's what I do. I teach people about productivity so if you are looking at doing it in a bigger way, I get my virtual assistant, I leave her a note on what card and what to send out and to whom and she just does it. There's such a big choice of cards as well, such variety. I'll just say 'get back to me with 3 options', and I'll make a decision on that because it makes it easier for me but some people love doing it themselves.

I actually remember Becki, last year for New Year's, sending out cards to clients and I started using SendOutcards then, and I put myself as the recipient so I can receive the card too, and I'll tell you, it looks so good. The card that I sent out is just saying 'Happy New Year, hope this year is bigger and brighter

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and better for you', something along those lines, and the comments that I got back is like 'who does things like that?', hardly anyone and just a point there, we took about attention getting sending out from the crowd now 'It's Christmas Time now and there's going to be 501 different cards coming through from a lot of people you've never ever speak and it doesn't stand out because everybody is sending cards on Christmas but try sending out one in New Year because people don't do that! That's another idea that you can consider for your business."

Becki: "Right. In the States we have Thanksgiving which we just had last week and a lot of business have started out giving cards because it gives you a chance to say Thank You for your business this year, 'I appreciate you', 'I appreciate your referrals', and it also comes before the Christmas Cards start coming but I love your idea about the New Year's cards and in fact, SendOutCards have the whole section that's called, Calendar Cards, and they are annual calendar printed inside the card and you know that whoever you send that card out to, they are going to keep that because it is going to sit down on their desk and be just an easy way to check the calendar for the year, so there's a whole section for those and that would be perfect for New Year's card."

Lorraine: "That brings us to the point of, (we're talking about) being productive and of course profitable along with it, this is where planning comes into play because there are so many options here that you can utilize for your business, you've got to allocate the time to actually decide what is it that you're going to do. You really need to go and work out how you are going to go about doing it and what's it going to be and it doesn't have to be all of them, like I am planning to do a special card for the New Year not to everybody but just to keep

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people on my database and that will be taken care of and done in the couple of weeks, all set ready to roll out for the first week of the New Year.

Planning is an essential part of this marketing strategy because it is part of one of the things that you could be doing as part of your marketing strategy is appreciation marketing which is what really this is, isn't it Becki?"

Becki: "Absolutely. In fact I am glad you brought out the point about choosing which people you are going to do this with because the system let's you put your names into different groups and so you may have premium clients, regular clients or maybe past clients or currently working with you, or you may have of course family and people you know from outside of work and you can put those names and addresses in separate groups so that when you are ready to send out the cards, you can separate different cards for different groups. And that is in a matter of one click.

And what you said too about planning out your year and it really makes a lot of sense from productivity point of view, to sit down, either in December or early in January and look out what promotions you've got going on during the year, if you know you've got special events that you promote, you can get your card written early in the year and get your names and addresses imported, which we didn't talk about yet but if you have your names and addresses in the database of some kind, you can import that directly in to your SendOutCards account, nobody has to re-enter those names and addresses and then you can look at your calendar for the year and decide what promotions you are doing when, and get your cards ready and that's one thing off your mind and your calendar, when the time comes and you're busy."

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Lorraine: "Exactly. Did you get that everyone? Systems in place and we have spoken about this before, managing database so that you can manage all your key contacts and do things with those names so, that's the crucial part of this whole thing. I just want to reiterate here Becki to my listeners, that marketing is a huge component of business. Most business owners want more business coming in; however, before you can get into that, you got to have your systems in place first so that you can focus on doing these other areas for your business."

Becki: "And the other aspect of that too is having one place where you've got everyone's name, address, phone, email and also a place to have note about them, maybe where you met them or what products they brought from you, or just note about when you are going to follow up with them and the system allows you to do all of that even set reminders where it will send you an email a week ahead of time to follow up."

Lorraine: "If you are to summarize the key points about SendOutCards, what will be your 5 tips for making the most of SendOutCards?"

Becki: "I would say number 1, the reason the whole company was started was to show appreciation and so it is not even about getting more business or getting anything from somebody, it is a way to give back. I know every time I send a card that I am going to put a smile on somebody's face because, isn't it always a nice surprise to go to your mailbox and find that someone has thought about you and sent you a card that's not a sales speech, doesn't ask you for anything, it's

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just, 'I was thinking about you', or 'here's something I appreciate and thank you for what you did for me the other day', it's just a way to put some appreciation out into the world and of course that comes back to you and I think the main thing about that is: the Productivity side of it is the time saving and the money saving because, I don't know in Australia, but here if you go to buy a card, you can't get a nice card for \$3 or \$5 and the SendOutCards I send there is just so beautiful and they're \$0.62 and we post it so it's a little bit over a dollar and I didn't have to go shopping and go to the store. So I think showing appreciation and just the effectiveness of having an online system like that and then the ability to segment your database in a way that lets you do more for the people that you do more business with and lets you keep in touch nicely.

When you've got a business whether you are home based or whether you have a business in town, you've got so much to do and so much on your mind that anytime you can take a task off your mind and do it simpler with left time and with left money, that's really a system you want to look at."

Lorraine: "When I first heard about SendOutCards, I thought, what a fantastic idea, what a great opportunity to show appreciation and obviously save time and money at the same time with looking after people. And what you can do is you can actually try the system by going to www.sendoutcards.com/lorrainepirihj. There you will be able to actually test it out for yourself and send yourself a card and see just how effective the whole system is. That's a simple, easy and effective way to stay in touch with people.

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That's great Becki. I think, what you've shared with us just on its own, I know there's so much more you can share with this people but I think for now because I am overwhelmed if people would actually take action, I'd like for members to take a look at it and if you want to go further with it, fantastic and in another point Becki, we can get you on in another call and you can run through the ins and outs of SendOutCards, how to really maximise the usage of it once they've done the basics, would you do that for us?"

Becki: "That sounds great and in fact, if your members will go the website they can just click on the banner there that says 'SEND A FREE CARD', that will take them inside the website, and they can put their own name and address there, and there's an audio and video that walks them through how to do it so they will have the chance to send one or two cards from your own account and in that way, they will see the card, have it come to them and they can see easy the system is and really think about ways how it can help your business and then like you said later on, we can do a webinar where we can actually have my screen showing to all of your members and walk through some more details and some of the special features we weren't able to talk about today."

Lorraine: "That's fantastic Becki! Thank you so much for being on today's call and just a note to my members, we've got our upcoming dates, our next call would be coming up in two weeks time, on the 15th December 10:00am VIC time and that's our Questions and Answers Call, in fact I were you, I'll be logging on to SendOutcards now, going into the site I gave you, www.sendoutcards.com/lorrainepirihhi, organizing my cards, sending it out, so you would have it and received it by

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the time we have our Questions and Answers on the 15th of December and then you can ask any other question how you can utilize the system so make sure you get on that call and just also to let you know that we will have our recordings available for you for the next 24-48hours to download so you can listen to this call again and again and also the transcript will be available in the next few days.

Thank you everyone for being on today's call. Thank you Becki for being here and have a productive and profitable couple of weeks. Talk to you all soon."

*****End*****

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