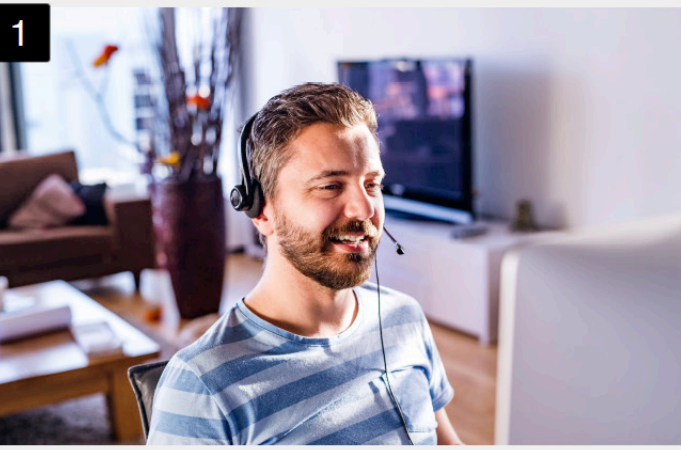


Cultivation of Relationships for Revenues and Referrals



- 1 KIT-SIM-FIL Calls**
- quarterly
 - serve, not sell
 - build relationship



- 2 Thinking of You**
- email
 - bi-monthly
 - relevant
- 3 Personal Insight**
- email
 - bi-monthly
 - revealing your values



- 4 Personal Note**
- handwritten
 - short 'n sweet
 - recognize a quality
- 5 Client Letter**
- monthly
 - one idea / one page
 - action-oriented



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billd@getnewclientsnow.com
+1 860-798-6964