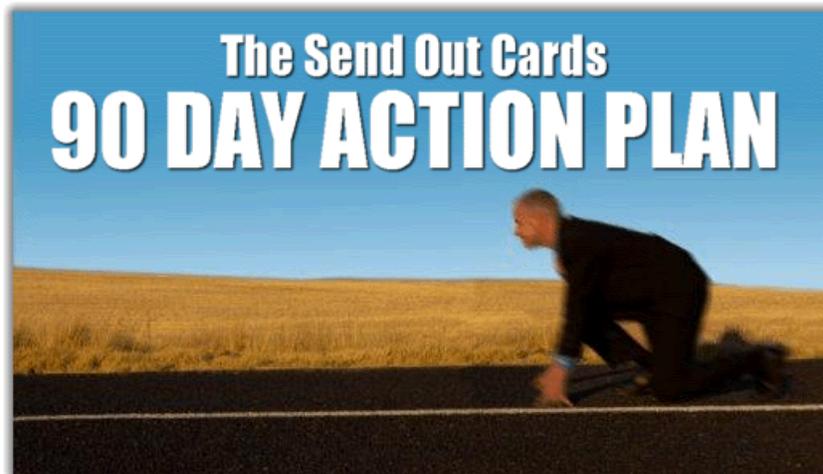


# The Send Out Cards 90 Day Action Plan



*“How to Quickly Build Your Send Out Cards Business and Reach ‘Senior Manager’ Status In Record Time”*

**“The Single Most Important Thing You Can Do To Be Successful In Send Out Cards Is To Create and Follow a Plan of Action that Motivates You To Systematically Find, Present, and Follow Up with Your Potential Send Out Cards Customers.”**

# Introduction

Welcome to the Send Out Cards 90 Day Action Plan. If you use this plan and carefully follow each action step, you will be off to a fast start with Send Out Cards.

Having a written business plan like the 90 Day Action Plan is so important, even if you have a home business that you are working part time. So many people who start out their Send Out Cards business never take the time to create a plan.

There was a recent study done Harvard Business School about business plans. The study was done over a 25 year period with 1,600 businesses. These were the results...

**70%** of the businesses in the study had no written or verbal plan.

**27%** of the businesses in the study had verbal goals only.

**3%** of the businesses in the study had them written down.

**→ 98% of the wealth was held by those 3% of the businesses in the study ←**

You see, when you have a plan you automatically know where you're going and your chances of getting there are infinitely higher.

If you're plan calls for you to bring in at least 5 new distributors a week, and it includes the action steps to get there, you'll have a much better chance of reaching your goal.

The Send Out Cards 90 Day Action Plan is very simple and straightforward. If you follow it with some consistency, you should achieve Senior Manager level within your first 90 days. This will give your Send Out Cards business a dramatic start.



# Step One



Put the names and addresses of 10 people you love into...

...the Send Out Cards contact manager

## Step 1 - List 10 people you love and enter them into your contact manager.

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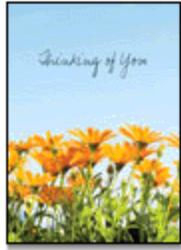
At first glance, this sounds like a strange first step in your action plan, but it is an essential step for two very good reasons...

**Reason # 1** - Sending cards to people that you love forces you to experience the power and magic of Send Out Cards. As you write your heartfelt notes to your loved ones you'll feel a joy and heartwarming spirit within you that is the magic of Send Out Cards.

**Reason # 2** - Once you feel the magic of Send Out Cards you'll fall in love with this tool that helps you to act on your promptings to send out positive messages to people. This will create an "emotional connection" between you and Send Out Cards and when you create have that emotional connection, you'll want to tell everyone about it, whether or not you profit from it or not.

So in this step you'll want to think about the 10 people in your life that mean the most to you and write their name down. Then you'll want to find their address and enter their name and contact information into the Send Out Cards contact manager.

## Step Two



Send a heartfelt  
greeting card to...

...the 10 ten people  
that you love the most.

### **Step 2 - Send each person a card expressing how you feel about them.**

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Think about each person in your 10 person "loved ones list" individually and start sending each person a greeting card. In your message, let them know why you were thinking about them and how you feel about them. Try and be specific. The more specific you are in your message, the more people will remember what you said to them.

# Step Three



Fill out your handwriting  
and signature form and...



...send it to the Send  
Out Cards corp office.

## Step 3 - Submit your handwriting font and signature form to SOC.

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You'll want to set up your Send Out Cards system so that you can personalize your cards with your own handwriting font and your signatures.

To do this you click on the Customer Service link on the main menu and select "printable downloads" and then select "Handwriting Font Form with Instructions."

Print out the form with your color printer and read the instructions carefully. Fill out the form. Make sure you look at the sample "filled out" form so that you get an idea of how to fill out your form.

When you're done filling out the form, just send it to the Send Out Cards headquarters (see the address on the form.) Your custom handwriting font and your signature files should be set up within the next two weeks.



When you finish this exercise you'll have what is called your "Warm Market List" or (WML) for short. Your WML contains the list of people that you'll focus on for your first 90 days in Send Out Cards.

Look over your list for people that are business professionals and entrepreneurs. These are the people that will most likely be the most attracted to Send Out Cards. There will probably be people on your list that will be interested in building a second income with Send Out Cards, but business professionals and entrepreneurs have an immediate business need for Send Out Cards.

You might want to prioritize your WML using an A, B, C classification depending on how open you feel people will be to the Send Out Cards concept. Your "A's" will be the most receptive, and they are the ones you'll want to focus your efforts on in the first 90 days.

### The Eagle's Flight Pattern – Build Your Contact Manager

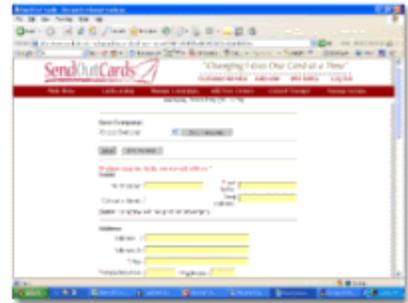
## Using Your Memory Jogger to Build Your Contact Manager

Immediate family members  
 Your family relatives  
 Your spouses relatives  
 Your other in-laws  
 Who's your doctor  
 Your parents' friends  
 Who are your friends  
 Went to school with  
 Who's Your dentist  
 Who watches your children  
 Who cuts your hair  
 Who your kids teachers  
 Who attends church  
 Your neighbors  
 Who sold you your car  
 Parents of teammates  
 Who you met at a party  
 Who delivers your mail  
 Works at the grocery store  
 Owns a small business

Who is your insurance agent  
 Who is your broker  
 Who does your taxes  
 Who is in the military  
 Who works on your car  
 Who repairs your house  
 Who cleans your carpet  
 Who delivers your paper  
 Who cuts your grass  
 Who sells you gas  
 Who waits your table  
 Parents of your kids friends  
 Who reads your meter  
 Pest control person  
 Who have you met on a plane  
 Who cuts your hair  
 Who sold you your home  
 Who is on your holiday card list  
 Who did you meet on vacation  
 Who are your customers / clients

Who is your insurance agent  
 Belongs to Chamber of Commerce  
 Who sells you clothes  
 Who you meet through friends  
 Who works at your bank  
 Your kids bus driver  
 Who photographs your family  
 Friends on social networking sites  
 Your college friends  
 Repairs your house  
 People you work with  
 People you meet in forums  
 You do volunteer work with  
 People at networking meetings  
 Who delivers your pizza  
 Who dry cleans your clothes  
 Worked with in previous jobs  
 Manages your apartment  
 Manages homeowner assoc.  
 Who works out at your gym

## Step Five



Get the addresses of  
people on your WML and...

...enter them into your  
SOC contact manager.

### **Step 5 - Enter your WML into your contact management system.**

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Now that you've generated your WML, your next step is to enter them into your contact management system. You might want to consider creating groups for your WML. For example, If you've listed all your church members you might want to create a group for your church members.

Or if you've listed all the people you work with you might want to create a group for them. You can even define your WML according to you A, B, C groups and entering in your WML according to how you classified them in the previous step.

## Step Six



Create a First  
Look card and...



...send it to your WML  
10 people at a time.

### **Step 6 - Send your WML a first contact card in 10 person increments.**

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Once you have put all your WML into your Send Out Cards contact management system the next step is to send them cards to warm up your relationship with them. Many of the people on your list have not heard from you in a long time and some have probably never heard from you. This is a good opportunity to introduce what Send Out Cards can do by sending them a card or a series of cards.

You should consider focusing on the 10 people that you believe would be the most receptive to Send Out Cards. Send them cards letting them know that you've started a new business. You can be very "low key" in your approach.

For example, if you're contacting a friend that is not a business professional you can create a humorous card using a personal photo and Picture Plus. You can say something like, "I've just started a new business that you may or may not be interested in. I've found it to be a lot of fun and you might find it interesting as well. If you have a moment I'd like to show it to you. It's pretty cool. In fact, you're holding my new business in your hands right now. I'll give you a ring in a few days if that's okay."

Or if you're contacting a business professional you can say, "I've come across a tool that I think could help you get more customers for your business. It may or may not be what you're looking for. I'd like to take a few minutes to show it to you and you can judge for yourself whether it might benefit your business or not. I'll give you a call in a few days to show it to you. It will only take a few minutes."

When you're done sending your first 10 cards and following up with them, take your next 10 people that are most likely to be attracted to using Send Out Cards. Use the same approach as your first 10 and make any adjustments in your approach that you might think would improve your ability to present Send Out Cards. The idea is NOT to just

send out a couple hundred cards and throw the dice but to methodically and carefully move through your WML and give each person a chance to really experience Send Out Cards.

If there is a group of people that you simply don't feel comfortable approaching, then why not send them cards expressing your appreciation or just giving a simple "hello." You never know what might come from your unexpected card.

# Step Seven



Follow up with a phone  
call to your WML...



...and give them a Gift  
Account Walkthrough.

## **Step 7 - Phone your WML's that you have sent a card to and give them a Gift Account Walkthrough (GAW).**

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Now that you've "warmed up" your WML 10 people at a time, it's time to follow up with them. This is a critical step that you really should not skip. What you'll find is that nothing will really start happening until you begin to talk to people. After having spoken with dozens of successful Send Out Cards representatives, each one has mentioned that they never really experienced momentum until they began to follow up with the people to whom they sent cards.

If you've warmed your WML up properly using Send Out Cards, then they should be expecting your phone call. It should not be a surprise to them. You'll want to do your follow up by telephone in blocks of time. If you've never done much phone calling, you might be a bit apprehensive, but after a few calls, you won't have any problem calling people.

Always be respectful and ask if its a good time to talk to your contact. If it's not, try to set an appointment to walk them through the system. Schedule your appointments in 30 - 40 minute increments, which will give you plenty of time to walk someone through the system and answer any of their questions.

Please don't underestimate the importance of this step. Many of the people that you sent cards to really do want to know about Send Out Cards but are just busy. If you don't pick up the phone and give them a call, they will never respond. It's because they don't want to know or are not interested, it's simply because they have a thousand things going on, just like you do. A telephone call is perhaps the only way to grab a moment of their time.

Note: I was sent 5 cards from a person and never called them. A guy sent me one card and picked up the phone and called me and I signed up within 45 seconds. The moral of the story is that it pays to pick up the phone and follow up with people.

# Step Eight



Send a Follow Up 3-card campaign with DVD's to...



Each WML with whom you did a Gift Account Walkthrough

## **Step 8 - Follow up with each GAW with a 3 card "Picture Plus" campaign series containing DVD's (each mailing should be 3 days apart.)**

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Once you've done a Gift Account Walkthrough (GAW for short), they immediately become a highly qualified prospect, even if they said they were not interested. They've seen the system, they've experienced Send Out Cards through your cards, you've taken the time to follow up - - this makes them a qualified prospect.

You would be surprised at how many people said that they are not interested and days later they can't stop thinking about Send Out Cards once they've seen the system. Some people just need to have a little extra help realizing the possibilities of Send Out Cards.

So the next step is to send your WML's that you've given GAW's to a 3 card "Picture Plus" campaign. Picture Plus shows off the best attributes of Send Out Cards and will give you your best shot at making a second impression.

Create a 3 card campaign using Picture Plus and space the cards out 3 days apart. Once you've done a GAW with someone, immediately send them the 3 card campaign.

## Step Nine



Follow up with your  
GAW's by phone...



...7 days after you've  
given your GAW.

### Step 9 - Follow up on the phone your GAW's 7 days later.

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Once again you should consider following up with your GAW's by phone. It's been proven that most people need several contacts before they make a move. In fact, studies have shown that 82% of sales are made on or after the third contact.

In this follow up you might offer them some additional information that you left out in your first presentation. This could include...

1. Pricing for a lower cost entry. Maybe offer them the \$25 option to get their feet wet with the system.
2. A free gift card - If this is someone that you know could benefit from using the system and you're willing to invest \$25 in them, you could offer them a free, one year license to try out the system.
3. A second gift account - You might have already given them a gift account. Why not offer them a second gift card account to use so that they can continue to experience the system.
4. An article - Why not let them know about an article that's been written about Send Out Cards.
5. A testimonial - If you have testimonials from people in their industry, you could give them a ring and let them know that you'd like to send them some comments from people that are in their industry that are using the system.
6. A new idea - Perhaps you have a new idea about how to use Send Out Cards for your contacts business, which you can share with them. Maybe you've created a new card for their industry that they can potentially use.

Always try to have some new information when you follow up a second time. Have a reason for calling. This will make it easier to make that second phone call.

# Step Ten



Send GAW's a 6 month  
card campaign



## Step 10 - Place GAW's on a card-a-month, 6 month card campaign.

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After you've phoned them up a second time they are still a qualified prospect because they've experienced Send Out Cards and they have already had several contacts from you. Again, most sales are made on or after the third contact, so if you just stop at sending a few cards and two phone calls, you could be missing out on many sales.

You want to continue to remind your WML about how powerful Send Out Cards is and how they need it in their life. So the next step is to put your WML on a card-a-month, 6 month card campaign.

This means that over the next 6 months they will hear from you. This will keep you and Send Out Cards on the top of their minds. Over the six month period that they are receiving cards, things change, circumstances change, new situations arise - - you just never know what will happen over the six months that will change some people's mind and make them contact you to let you know that they are ready to join Send Out Cards.

Note: I have people contacting me all the time saying that they are "now" ready to start their Send Out Cards business. These are people that I talked about Send Out Cards to a long time ago. You just never know what will happen in their lives to want to finally start their own Send Out Cards business.

# Step *Eleven*



Follow up with your  
GAW's by phone...



...once every 2 months  
for 6 months.

## **Step 11 - Follow up on the phone once every 2 months with your GAW's.**

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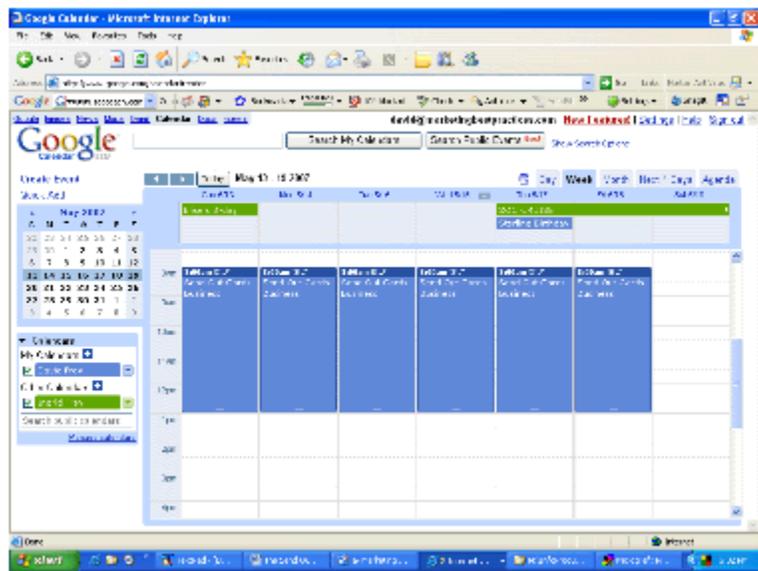
Every couple of months why not give your WML's a call. You can use a few of the reasons that have already been stated above. Again, when you pick up the phone and start cold calling people, magical things will start to happen. You'll start signing up people. More people than you ever imagined. The magic is in the follow up and the phone is your best friend to get people to say, "Yes."

# 10 Tips to Help Maximize Your Results In Your First 90 Days

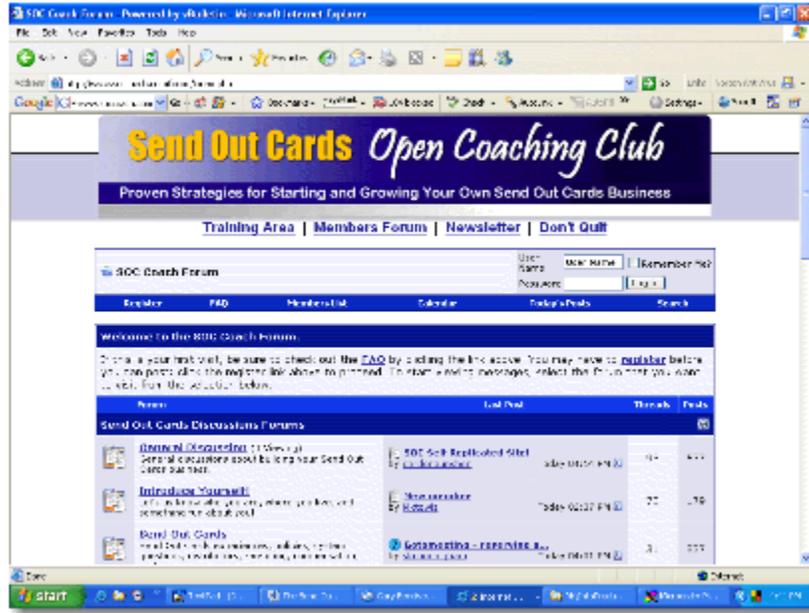
**Tip # 1 - Join a local BNI group or networking group.** If you have the time and ability, the people in these groups are perfect prospects for Send Out Cards.



**Tip # 2 - Set aside blocks of time during the day to work on your Send Out Cards business.** If you don't "schedule" time for your Send Out Cards business, you'll always find things that will take priority and you'll struggle to make progress.



**Tip # 3** - Visit the Members Forum at [SOCcoach.com](http://SOCcoach.com) to find inspiration and motivation to get started on your business. You might even find an accountability partner there. While you're there, sign up to be notified when a Send Out Cards Video Newsletter is released.



**Tip # 4** - Attend all of Jordan Adler's Monday evening phone calls. He often interviews successful Send Out Cards distributors and gives great business building advice.



**Tip # 5 - Create a goal chart to track your daily activities.** Use your goal chart every single day when you start out. Tracking your progress helps you to visualize success and gives provides you with motivation to continue.

**SendOutCards™**

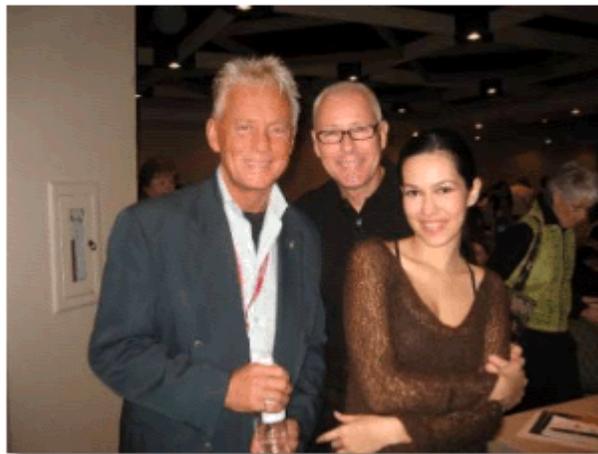
**Daily Process of Action Goal Chart**

	Monday June 1	Tuesday June 2	Wednesday June 3	Thursday June 4	Friday June 5
Send 1 Unexpected Card	✓	✓	✓	✓	✓
Send 1 Prospecting Card with a DVD	✓	✓	✓	✓	✓
Invite 1 person to do a walkthrough		✓	✓	✓	
Follow Up with a Prospect	✓	✓		✓	✓

**Tip # 6 - Attend a Treat 'Em Right seminar and an SOCTBN meeting** as soon as you can. Just do it.

**SendOutCards™**

**Treat 'Em Right Seminars**



**Tip # 7 - Take the time to work on your Memory Jogger** and resist the temptation to not put people's names down on your list because you don't think they would make good candidates to join Send Out Cards.

The Eagle's Flight Pattern – Build Your Contact Manager

**Using Your Memory Jogger to Build Your Contact Manager**

<ul style="list-style-type: none"> <li>Immediate family members</li> <li>Your family relatives</li> <li>Your spouses relatives</li> <li>Your other in-laws</li> <li>Who's your doctor</li> <li>Your parents' friends</li> <li>Who are your friends</li> <li>Went to school with</li> <li>Who's Your dentist</li> <li>Who watches your children</li> <li>Who cuts your hair</li> <li>Who your kids teachers</li> <li>Who attends church</li> <li>Your neighbors</li> <li>Who sold you your car</li> <li>Parents of teammates</li> <li>Who you met at a party</li> <li>Who delivers your mail</li> <li>Works at the grocery store</li> <li>Owens a small business</li> </ul>	<ul style="list-style-type: none"> <li>Who is your insurance agent</li> <li>Who is your broker</li> <li>Who does your taxes</li> <li>Who is in the military</li> <li>Who works on your car</li> <li>Who repairs your house</li> <li>Who cleans your carpet</li> <li>Who delivers your paper</li> <li>Who cuts your grass</li> <li>Who sells you gas</li> <li>Who waits your table</li> <li>Parents of your kids friends</li> <li>Who reads your meter</li> <li>Pest control person</li> <li>Who have you met on a plane</li> <li>Who cuts your hair</li> <li>Who sold you your home</li> <li>Who is on your holiday card list</li> <li>Who did you meet on vacation</li> <li>Who are your customers / clients</li> </ul>	<ul style="list-style-type: none"> <li>Who is your insurance agent</li> <li>Belongs to Chamber of Commerce</li> <li>Who sells you clothes</li> <li>Who you meet through friends</li> <li>Who works at your bank</li> <li>Your kids bus driver</li> <li>Who photographs your family</li> <li>Friends on social networking sites</li> <li>Your college friends</li> <li>Repairs your house</li> <li>People you work with</li> <li>People you meet in forums</li> <li>You do volunteer work with</li> <li>People at networking meetings</li> <li>Who delivers your pizza</li> <li>Who dry cleans your clothes</li> <li>Worked with in previous jobs</li> <li>Manages your apartment</li> <li>Manages homeowner assoc.</li> <li>Who works out at your gym</li> </ul>
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**Tip # 8 - Get really good at doing GAW's using Gomeeting.com.** Your ability to do a great GAW will be directly proportional to the amount of customers you'll sign up. Be creative. In your GAW. Share success stories, show innovative cards, give case studies, offer incentives for signing up etc.

## Gift Account Walkthroughs with GoToMeeting Service



**Tip # 9** – **Become good at talking on the phone with people!** Calling people can be a very scary thing for someone who has never done any type of sales. However, it's not that hard, once you learn how to do it. Consider investing in [www.TheScriptBook.com](http://www.TheScriptBook.com)



**Tip # 10** – **Hang in there!** Your first 90 days in Send Out Cards will dictate how well you do over the long run with Send Out Cards. If you can hang in there for 90 days, you can hang in there for years. In Send Out Cards, small consistent steps can turn into big...very big checks.

