CREATING AN EVIDENCE OF SUCCESS POSTCARD

Cost: $100 to $200
Time: One to two hours
Implementation: Easy

PURPOSE
• To validate your client’s perception that you’re a consultant who’s skilled at helping people solve problems and effecting a positive change in their lives.
• To keep your promise that, as a consultant for life, you’ll stay in touch with your clients.
• To describe – in story format – your actual target market.

BENEFITS
• Demonstrates the breadth of your services and the depth of your expertise.
• Builds your credibility as a consultant.
• Ensures a monthly connection with everyone in your database.
• Reminds clients that you can help them – or anyone they might refer to you – in a variety of ways.

STEPS TO SUCCESS
The best way to learn and implement this strategy is to review the information twice:
• First to understand the overall process.
• Then to follow the instructions step by step.

Getting Ready
1. Schedule a block of time each month to prepare and mail your Evidence of Success postcards.
2. Look at Evidence of Success postcard examples to get the “feel” of the format.

Implementing
1. Access the Evidence of Success postcard template. Note: You can also access the current, monthly postcard template from The Solution Center Dashboard.
2. Read the story; consider how well it represents your point of view and your ideal client.
3. Replace the words highlighted in red with your own information. Change a word or phrase to reflect your communication style.
4. Change the words in red font to black.
5. Print a copy and save the file on your computer’s hard drive.
6. Read the card to your Coach (if you’ve changed it) and ask for feedback.
7. We recommend that you purchase and print your cards on canary yellow cardstock.
8. Print the cards on your printer or outsource the printing. We’ve formatted the postcards to print two-sided, four per page, if your printer has that function. If not, you’ll need to print one side at a time.
9. Print a list of labels of everyone in your database, apply the labels, then mail your Evidence of Success postcards.

Following Up
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Be sure to recognize the people who send you referrals.

TIPS AND CAUTIONS

1. Choose a monthly mailing schedule you’ll follow each month.
2. Handwritten notes attract attention, even if the “handwritten” part is a special font, or a photocopy of your handwriting. With this in mind, you may want to “handwrite” your P.S. to highlight the message.

SUCCESS INDICATORS

1. People will show your cards to family, colleagues and friends.
2. People will call or write to you, saying how much they appreciate receiving your card and/or telling you of someone who has been, is, or will be in a similar position.
3. You receive referrals.

MEMBER RESULTS

Lonnie Montemayor, with Real Estate Consulting Center, Inc. in Concord, California, is enthusiastic about this strategy:

“The results from my Evidence of Success postcards are amazing! In just seven months, my business has gone from 75 to 100 percent referral, with half of that business coming from the Evidence of Success postcard strategy.

“My monthly cost is $80 to mail 260 postcards, and it brings me about $26,000 – that’s a $325-to-$1 return. I use the postcard that BY REFERRAL ONLY provides on the Web site every month, and I sometimes add in stories and pictures of my clients – they love seeing themselves in print.”

Lonnie proudly announced recently, “My tracking shows my highest month is $60,000, all thanks to the Evidence of Success postcard strategy.”

YOUR INVESTMENT

1. 250 sheets of bright yellow 8½” x 11” card stock.
2. First-class postage or bulk mailing.
3. Printer labels.
4. Outsource printing (optional).

WANT MORE?

Take advantage of the creativity and experience of other BY REFERRAL ONLY Community members by networking with colleagues at member events and workshops. New ideas from these consultants can enhance your comfort and flexibility with this strategy.