



The  
Concierge Academy™

## KIT Campaign

A KIT Campaign™ is more than just “keeping in touch”. It’s what’s known as *Lead Nurturing*.

- 50% of people stop after one try
- 65% stop after 2 “touches”
- And 79.8% after 3 touches...

### Are you willing to STOP leaving money on the table?

- Create an Index Card:** I NO LONGER leave money on the table because I’m not committed to the process.

Immediately after you’ve captured a lead, they should go into your Nurture Sequence... **AKA the KIT Campaign.**

- Print out several copies of the Love ‘Em up List
- List all potential clients and referral partners.

**What can you send?** How are you able to stay in touch without being “salesy”?

- Email
- Phone calls (Slydial App)
- Newsletters
- Blogs
- Warm letters
- Hand written notes



- Hand written cards
- Information Letters
- Lumpy Mail (pen/to do list)
- Shock and Awe package (for when you REALLY want someone's attention)

Whatever you choose... do NOT be timid... Be Clear, Confidant and Committed to the process.

## **Mindset**

Let's talk about MINDSET and excuses you USE for NOT following up:

### **Most of them are:**

- I don't have time.
- They didn't respond to my 2 emails, how many more do I need to send?
- I don't know what to send.
- I don't want to be "salesy".
- Afraid of "rejection".
- Don't want to "bother" people.
- If they're interested, they'll call.



Use the space below to list what YOUR fears and excuses are around NOT staying in touch and following up??

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Before recreating the wheel, look through all the flyers, content, rack cards and giveaways you have ALREADY created, and use THEM instead of creating something NEW.

- Rack cards created
- Post cards created
- Letters you've mailed
- Other
- Other
- Other



Now that you understand that the KIT Campaign is the process by which you ultimately gain clients and make money, are you willing to **DO THE WORK??**

**If so:** Open your calendar right now!! (paper or online/either will do)

### **Daily**

- On a daily basis carve out 1 hr. for “follow ups”.

### **Weekly**

- Create something that can be sent on a weekly basis to stay in touch

### **Monthly**

- Warm letter every month updating prospects and centers of influence on what you’re up to. Provide some type of VALUABLE information.
- Make a phone call and leave a message.

### **Quarterly**

- Invite them to something. An event. A program. Send a card.

### **Annually**

- Wish them a Happy New Year.
- Send a holiday gift. Something that says “I’ve been thinking of you”.

**Now let's make it a system:**

What will you do??

**Daily**

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**Weekly**

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**Monthly**

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**Quarterly**

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**Annually**

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The purpose of Nurturing and KIT is NOT to obnoxiously pester or harass people into buying something. It's the process of building trust, building a relationship, providing value and demonstrating your leadership in your area of expertise.

**Do you want more clients??** Then make this a part of your daily practice. When your Love 'Em Up List seems thin, the #1 thing to do is FILL THE FUNNEL...