



# **Fun & Fabulous Follow Up Firestarters**

**Ideas and Tips for WHO to follow up and how to  
make it more creative, fun and successful!**

**Laura West, CPCC**

## **Fun & Fabulous Follow Up.**

The idea here is simple.

**Reach out and connect with 3 people a day.**

**Every day.**

Make it a daily success habit.

**This idea is simple and it is deceptively powerful.**

It will change your business.

**It will change you.**

There are no rules when it comes to your Daily 3 Follow Ups. **Be bold. Be confident. Take the lead.**

**Spread generosity, abundance, positivity and caring.**

While you're at it – **have fun with it! Be creative. Authentic. Genuine.**

See what magic you can create with potential clients, new opportunities, possible speaking engagements, helping people, making and getting referrals and just having inspiring conversations!

It will change your business. And you.

Read on for 30 plus days of creative ideas of who to reach out to, what to say and how to make it fun.

To your big, amazing, beautiful success!

**Laura**

## 1. It's about sending good vibes...

Everyone needs a bit of inspiration at the beginning of the week.

Send a quote or photo quote to a connection (client, past client, colleague, acquaintance) and let them know you were thinking of them! Wish them a wonderful week!

You are simply sending good vibes out into the world.

And, reminding them you are here.

It'll make you feel good and them too.

#Possibilities

#ThePowerofGoodVibes

#DailySuccessHabits

## 2. I'll bring my Jasmine Lemon Honey Tea...

Invite someone to a call so you two can get to know each other's businesses better.

Have a Virtual Coffee via phone or video (Skype and Zoom work well).

Bring coffee or tea or favorite green smoothie and have a conversation.

Be curious.

See how you can help them.

You may be referral partners for clients, networking events or speaking engagements.

#Possibilities

#BeALeader

#BeOpenToWhat'sPossible

## 3. Break the the rules you've made up

I want you to notice what rules you've been making up about Fun & Fabulous Follow Up.

These "rules" are that critical voice inside of you that holds you back. Keeps you from taking action.

Holds you back from experiencing success and joy.

In your self-talk you might hear rules like this...



- Oh that person doesn't count. (Why not? What if everyone counts?)
- They called me so that's not following up. (Yes, it is.)
- We have been emailing back and forth to find the right time to get together so I can only count it once. (Another rule! Seriously, give yourself extra points for sticking it out!)
- It's been too long since we last spoke. I can't follow up now. (Uh, really? Says who? Who is that Inner Rulemaker inside you keeping you from reaching out? Thank the Inner Rulemaker and count it as a follow up! Lol!)
- I don't know what to say. (Go into the Program membership site and check out the templates. It'll give you a place to start and just make it yours. Easy.)
- Well, everyone else is doing better than me so why bother. (Is that how you want to show up in life? It's your life and your business. Be a leader!)
- I fell behind for 3 days so why bother. (Stop beating yourself up. Be where you are now. Right now... you can send an email, message or pick up the phone.)
- It's not feeling fun. (What would make it fun? Break the rule that follow up has to be boring and "professional." Send a photo quote and just see what happens!"
- I'm just not feeling it. I'm feeling low energy and down. (Pull out your SASS Journal and write down the Successes, signs of Abundance, Synchronicities and moments of Sunshine in your day. Shift your energy then follow up!)

Notice if there's other rules you are making up and dare to shift your perspective to one that is more empowering.

Then go follow up with someone!

#### **4. Spread that Happy Friday energy around!**

The end of the week is the perfect time to check in with a client, past client or colleague. Ask them how their week went and that you'd love to hear what they are celebrating or appreciating about their week.

Check in and engage. Ask questions.

Make sure you share what you are appreciating too.

I can't tell you how many times I've heard... I was just thinking about you. Or, I'm so glad you reached out!

#ShareGoodVibes

#BigRipples  
#YouNeverKnow

## **5. Easy weekend project - Super Easy Way to Reach Out & Connect**

This is a fun little project when you have a few minutes over the weekend. In the Fun & Fabulous Follow Up program you received a special bonus of 10 Inspirational Photo Quotes.

It's super easy to just pick one that feels like the perfect message for a connection and send them an email.

Let them know you were thinking of them and wanted to share this bit of inspiration.

You'll feel good sending out positive vibes. If that's all that ever happens it's worth it. You'll feel a bounce in your step that you put goodness out into someone's life.

And, you never know... maybe they'll want to be on your newsletter list or set up a conversation. It doesn't hurt to invite them!

#Bebrave  
#BeWillingToGoFirst  
#AssumeLeadership  
#Spreadkindness  
#Inspiration

## **6. Take some time today to fill up your well and someone else's too**

Sunday is a great day to rest, relax or do something creative and nurturing.

Do a little art. Read a book. Take a walk down by the river. Eat outside.

This is filling up your well so you can dip into as you move into the week.

Once you are feeling good and your energy is inspired and flowing... now is a great time to reach out to 3 people!

Fill your well first then you'll be in the JoyFlow and can fill others!

#fillyourwell  
#funandfabulousfollowup  
#Itcanbeeasy

## 7. Happy Monday! My favorite way to start the week!

Here's my favorite way to start my Monday Morning: I go to Creative Café Time (find a bakery or café), read something inspiring, journal for a bit and then organize my week.

Getting out of my home office and spending a little time getting inspired always gets my JoyFlow going!

I print out my Fun & Fabulous Tracking sheet, Bubble Tracking and JoyFlow Journal to bring with me. (Actually, I put it in my Joyful Business Plan with my Daily Action Planner.)

I go ahead and make a list of people I know I want to follow up with this week and then look for others as the week goes along.

I then come back to my home office all excited and inspired to reach out to people. You can make it easy and fun!

#SetYourselfUpForSuccess

#SexySystems

#ShiftYourEnergy

#InspirationHappensOutsideTheOffice

#ImplementationHappensInsideTheOffice

## 8. Dude, What's Up?

This is a great forevermore sexy system!

Make it a practice to check in with past clients.

This morning make a list (or download it from your shopping cart or CRM) of all of your past clients.

Whenever you aren't sure who to follow up with today... go to your Past Client List.

There's gold in that list!

They already know you, like you and trust you.

Make it a practice (sexy system) that when a client "completes" with you then you automatically put them on a follow up list to check in with them. Don't just let them go and never think about them again.

Follow up with those past clients every few months/quarter/year depending on your business.

Check in and see how they are doing and invite them to catch up on a call.

You can update them on what you are up to as well.

They may give you a testimonial. They may have a referral for you.

And, it's so much easier to invite a past client to work with you.

PS: I realize you may not call your clients, Dude. I live with a 17 year old about to graduate high school so everyone is Dude. Even mom. Especially mom.

#ItCanBeEasy

#BeBrave

#BeOrganized

#InviteThemInAgain

#DudeWhatsUp

## **9. You inspired me today!**

Did you see a great speaker this week at a luncheon? Hear a fabulous podcast interview? Or, maybe you were on a telesummit and took fast and furious notes from a guest interview.

Send them a note and let them know the impact they had on you. Or, simply let them know you enjoyed their presentation and highlight a favorite point.

Who doesn't like to know someone is listening and is inspired? And... you never know where that connection could go!

And maybe you've made a friend of the speaker. Maybe they'll invite you somewhere. Maybe you will get to know them and can interview them for your list. What if they invite you to a conference?

Or, you might just feel good about paying someone a compliment. Feeling good - Priceless.

#GiveWhatYouMostWant

#StirUpTheEnergy

#Possibilities

#GiveAndReceive

#FeelGood

## **10. Happy Lost Sock Memorial Day!**

Yes, there is such a thing as Lost Sock Memorial Day!

And National Banana Crème Pie Day, National Happiness Day and National Spinach Day (March 26th for all you health coaches)!

Send an email or card for a holiday. Either a traditional holiday or an unusual one. You can find out about all the fascinating holidays at [NationalDayCalendar.com](http://NationalDayCalendar.com). Be relevant to your business but why not be interesting? (And memorable!)

#LaughteristheBestMedicine

#BeMemorable

#CreateConnections

#SpreadGoodVibes

## 11. Easy, peasy inspiration!

Today, why don't you select three people you'd love to check in with and send them some inspiration?

Send a kind note, acknowledge their hard work or success, or share a inspiring quote you love.

And it's super easy to send them one of the inspirational photo quotes that came as a bonus in this program.

Pick one out that reflects your personal brand essence and fits that connection.

Let them know you were thinking of them and wanted to share some good vibes.

And of course, be sure to mention if you can ever be of help them to please let you know!

#BeGracious

#BeGenerous

#SpreadGoodVibes

#RandomActsOfKindnessRocks

## 12. Birthdays, Anniversaries & Celebrations, oh my!

It's fun to celebrate a client, past client or colleague's birthday or special occasion. Send them a Facebook message, LinkedIn message, or email. Or, hey, break bad and send them a real card!

You might even want to send them a little gift.

I used to have boxes of beautiful, creative and cool cards on hand just for this purpose. Now I use [SendOutCards](#) and create my own custom creative cards. It's easy and fun!

Check out [Send Out Cards](#) if you're wanting to set up a personal card sending system.

When we feel seen and appreciated... we remember who made us feel that way.  
#BirthdayCelebrations  
#SnailMailisSpecial

### **13. Did you wish them a Happy Mother's Day?**

Today in the U.S. it's Mother's Day.

It's a great opportunity to wish clients who are mom's a wonderful day.

They can be mother's to furbabies too.

Maybe one of your client's recently lost their mom, or maybe they lost their child.

Reach out and let them know you are thinking of them.

This is about letting people know they matter.

About marketing... You're obviously not going to promote your business (unless of course, it's somehow related, like reminding them they can buy a gift certificate for a massage if they forgot their mom!)

People like to be seen and heard. They like to be acknowledged. They like to know they matter. People remember how you make them feel.

#Youmatter

#TakeTheLead

### **14. Congratulations... on your new puppy!**

Today when you are playing around on Facebook, Instagram or Linked In... notice when a client, colleague or potential client has a special moment on they have posted about and make sure you acknowledge them and celebrate!

Better yet, surprise them by saving the photo and using their own photo to custom create a card to send in the mail using [SendOutCards](#).

You can believe that they will be delighted AND they won't throw your card away. Especially if it's of their new puppy, grandbaby, or a romantic couple picture.

### **15. Double checking... you have an email signature, right?**

Each time you send an email (for a follow up or other correspondence) you should use a business signature line. It includes your contact information, website and then a line about something special you have to offer.

People are curious about the people they do business with. They may follow your website, sign up for your newsletter, or ask about your retreat! Or, tell a friend about you!

#AssumePossibilities

Here's an example of one of my signature templates (I update the offer throughout the year):

To Your Big Beautiful Amazing Success,

Laura

Laura West, CPCC

Center for Joyful Business

Certified Professional Co-Active Coach

Creative Business Coach

Creator, Creative Coaching Tools™

Speaker | Author

678.459.5622

[www.JoyfulBusiness.com](http://www.JoyfulBusiness.com)

Where do you go to rejuvenate you and your business? I'd like to invite you to the [2019 Creative Business Retreat by-the-Sea!](#) With gorgeous views of the ocean we'll play, rest, get inspired and nourish what's next for you!

## **16. I loved that chicken today, didn't you?**

What if you sat beside someone at a luncheon or dinner last week and you didn't really see a connection or have anything in common? Do you follow up?

Yes.

Keep believing in "Anything is possible!"

Reach out, connect and send some positive energy. Send them an email, Facebook message, text or LinkedIn message.

Let them know you enjoyed the luncheon today and you are happy to support them if they ever need help. You may want to let them know that you have a free gift or newsletter about your topic in case someone they know might need it.

I once sent a follow up to a colleague where we didn't have a lot in common. He ended up going through my whole website and became a huge fan! He referred a

president of a non-profit to me AND offered to buy one of my products as a scholarship for a woman who was a new business owner at his church.

“Anything IS Possible!”

Especially things you couldn’t even imagine!

### **17. I’m kinda thinking of working with you or buying your program...**

“I’m kinda thinking of working with you or buying your program...”

This would be classified as a HOT possibility!

And, yet, how often do you just keep talking to them and ignore that they just let it slip they MIGHT want to work with you? I’m surprised by how often we block that out.

Like we’re being modest or something.

That will get ya broke!

Seriously, when someone casually inquires about your retreat, workshop, product or service, that means they are watching, they are noticing. Just a phone call or nice note asking if they would like to talk further is all you have to do.

I told a coaching client this. That people WANT to be followed up with. And that I casually inquired about her workshop space last year and was disappointed that she never followed up. She was worried about being too salesy. She couldn’t believe that I WANTED her to follow up!

Invite them in!

Yes, follow up!

#KeepThoseConnectionsAlive

#AssumeLeadership

### **18. You’ve got this!**

What if you send a message to a colleague who is having a big launch or opening day?

Send encouragement, congratulations and positive vibes!

“People don’t always remember what you say, but they remember how you make them feel.”

#Possibilities

## 19. Dance – Sing – Play some Music!

A client asked me...

What if it doesn't feel fun or fabulous when you're following up?

I totally get it.

Sometimes I'm afraid I'll "jinx" the relationship if I'm feeling doubtful, like I'm going to send negative/doubtful vibes along with my follow up email!

Be a leader with your attitude and energy. Go for a walk. Put on some music and dance or sing. Sit in the sun. Read something inspirational.

This helps me to shift into possibility energy and joy. Then I tell myself, "I am open to what's possible. I'm open to reaching out, inviting someone in and being open to what could happen!"

THAT I can always believe.

Then I press send or make the call or walk in the door!

What helps you get into your leadership attitude?

#CultivateJoy

#CreateYourOwnFabulous

## 20. Colleagues Count too!

Which colleague could you check in with?

Send them a note, text or call and see if they want to schedule a call, a coffee or a river walk! I have a river nearby and sometimes I invite colleagues to walk and talk with me! It doesn't have to look like a traditional meeting invitation.

Let them know that you'd love to catch up, hear what they are up to or that you are calling for inspiration!

You never know what possibilities are swirling! Even if you just have a great call – you'll be inspired and as you know, that's priceless!

#Connections

#Possibilities

#SelfLeadership

## 21. Get Creative!

I love sending personalized and custom cards in the mail!

It becomes special and stands out.

Here's a picture of some of the custom cards I've sent.

I use [SendOutCards](#) to create these:

One is a birthday card with an InfoDoodle I drew.

One is a Thanksgiving card with pictures and instructions for how to create Gratitude Stones. (It's so beautiful and helpful – they most likely will keep it, right?)

One is a card I sent to everyone who went through my 30-Day Passion Project. I let them know how much I appreciate them, support their passion projects and let them know how they can sign up for a free strategy call.

I've also sent clients custom cards after our

Private Creative Business Retreats together with pictures of us together and the work we did together.

As you can tell I'm a big fan of creating custom cards with [Send Out Cards](#). It makes them special and it's so easy! There's even an app!

Whether it's a handwritten note, a special card you picked out or one you created, take the time to send a few each month and notice the connection grow deeper!

#PeopleRememberHowYouMadeThemFeel

#BeRealHaveFun

#LetYourCreativityOutToPlay



## 22. My Favorite way to start the week is...

It's Monday!

Everyone likes an energy bump or productivity tip on a Monday!

Send 3 people a note with your favorite way to start the week, or share an organization or productivity tip.

It's easy to reach out when you are sharing and being generous!

#HappyMonday

### **23. Lovin' on your referral partners!**

When you're deciding to buy something new, check out a new restaurant or work with a new person what's one of the first things you do?

Get a referral! (Or read reviews and testimonials.)

77% of us are more likely to make a purchase when we get a referral from someone we trust.

Here's the golden tip... Follow Up on your referral partners. Check in with the people who refer you the most. See if they will hop on a call with you to check in with each other. Maybe you have a new service or product to share.

You might create an affiliate program where they can get a percentage of everything their referrals purchase from you.

#ShowerThemWithLove

### **24. Follow Up from a Consultation**

You have a consultation, strategy session or a conversation.

Be the one who follows up!

Thank them for their time and interest. Champion their dreams. Remind them of what's possible or at least what you discussed. Send them a link or more information about what you discussed.

Don't let them get distracted once they get off the phone.

Keep your conversation alive!

### **25. Business Card Poker**

Pick a card! Any card!

Ok, not *any* card.

Set a timer for 30 or 60 minutes.

Go through that stack of business cards sitting on your desk and make a decision.

Send them a follow up message – you can watch the video that tells you about what to do with all those business cards.

Throw it in the trash (let go of the pressure).

Or put them into your CRM so you have their contact information and set a reminder for when to follow up again.

Go back through that stack of biz cards and see who stands out...

#BeingOrganizedRocks

#DemolishTheStack

## 26. What's YOUR idea of fun follow up?

How would you like to be followed up with?

What would make it fun?

Once when I was in corporate marketing and I wanted to get the attention of SouthWest Airlines for a sponsorship, I sent their VP of Marketing a box with an invitation to a phone call AND a cell phone!

This was in the 90's when cell phones were a really big deal. (And well, just really BIG, LOL.)

It got the head of marketing's attention AND I got the sponsorship!

What would be fun? Send cookies, or brownies? (I do that sometimes through [SendOutCards](#). They have some good brownies!)

Maybe just a card with sparkles in it?

Maybe an inspiring photo quote in an email?

It doesn't have to be complicated... dare to make it fun!

#MakeItFun

#HowFabulousWillYouLetFollowUpBe

## 27. My son is graduating today...

My son Sam is graduating from high school today. It's a big day for him and for me.

Watch for these special big days on Facebook and send a note to congratulate them!

Create a special list of people to follow – colleagues, past clients, current clients, potential clients, potential collaborators and influencers within your industry.

Watch what they do on social media and look for opportunities to congratulate them. Start developing a personal relationship with them.

It's amazing how this can pay off with invitations to speak or when they are ready to hire, they will remember YOU!

#specialoccasions  
#Peopleliketobeseen

## **28. Have you used your creativity to create a story of why NOT to follow up?**

Have you used your creativity for bad? LOL!  
Who has been on your mind but you have created a story that they won't remember you, or care, or want to connect?  
Is it really true?  
If you know it is... then let it go.  
If you've just made it up... then be brave and reach out.  
What if...?

## **29. They haven't responded. They hate me!**

Seriously, just because they haven't responded doesn't mean they hate you or don't want to get to know you.  
People get busy.  
They get distracted.  
They get scared of what talking to you might mean. You might help them change something in their life or business and that can be scary.  
Or... they may have a sick parent, be traveling, working on a big project, they might be sick, they got a new rescue puppy and it's keeping them up at nights, their kid is graduating/getting married/having a baby/it's spring break, or maybe they just forgot.  
Notice if you are making up a story when, in fact, they just haven't responded.  
What do you do?  
Reach out again and check on them.  
Usually they apologize, and share about how busy they were and the conversation picks back up.  
If they still don't respond, then put them on your calendar to follow up at a later date.  
I've heard from more than one person about how they appreciate me following up!  
#WhatIfFollowingUpsHelping  
#BeCommittedButNotAttached

### 30. Follow up with your Follow Ups

I've been in marketing for 30+ years and one thing hasn't changed: It takes from 5 – 12 touchpoints for a person to realize what you do, that they are curious, that they might even be interested, and all the way to the point where they are actually ready and committed to buy.

What this means is that it may take seeing you at a networking event, on social media, your newsletter and a few consistent follow ups before they are ready to buy.

Now is a good time to go back through your Fun & Fabulous Follow Up Tracking Sheets and see which Follow Ups you want to Follow Up with again!

If you are in discussions where they seem interested in moving forward or you had a great connection but suddenly the energy stops... then don't hesitate to contact them again.

If you didn't hear a response about having a virtual conversation or meeting in person then send a gentle reminder to check in with their schedule and see what's possible.

If it's more of a luke warm connection, then set a reminder (using a CRM or your calendar) to follow up in a month or two.

I set follow up reminders a year ahead of time for people who say they might want to go on my retreat next year!

#FollowUpontheFollowUps

#BeTheLeader

#ConfidenceisVeryAttractive

### 31. Check in on their plan

Do you create a plan with your client for their work with you?

An easy follow up would be to reach out and see how they are doing with their plan. You can make a note on your calendar to check in each quarter, each month or even each Friday to see how things are going. It shows you care and it can increase their success!

Who can you check in today with a project, idea or plan?

#planningrocks

#funandfabulousfollowup

#showyoucare

#howmuchfuncanyouhave

### 32. Random Acts of Kindness

If you feel pressure for following up and aren't sure who to follow up with – what if you just thought of it like a Random Act of Kindness.

Simply reach out to someone to show you care, you are thinking of them, or to send a kind word. Maybe send them a free gift, a new checklist or a link to a video and let them know you were thinking about them.

It can be that easy.

You can let it be that fun!

#randomactsofkindness

#randomactsofkindnessinbusiness

#funandfabulousfollowup

#howmuchfuncanyouhave

### 33. Share Your Passion

What if you stepped out of any rules you are making up about being professional with your list and shared a passion?

One of my passions is art journaling and nature walks by water.

I often will share a picture of the river on facebook or instagram. I use those photos to add to a personal email every once in a while to make it more inspiring.



I do the same with art journaling. People love to know what you are up to in your life. It connects in another way beyond the professional.



In this day and age, we are thirsting for authentic, real connections. Those can be created by sharing a glimpse of the “real you.”

BONUS: It’s really fun to start looking around your life for fun, creative and beautiful pictures to express yourself.

#daretoshareyou

#youmatter

#funandfabulousfollowup

#howmuchfuncanyouhave

### **34. Rinse and Repeat!**

These tips are timeless.

You can use these ideas in your business each and every month.

Remember... 3 Follow Ups A Day.

This is the best daily success habit!

Keep doing it every day.

Keep tracking your actions.

Keep tracking your SASS.

It will change your energy, the possibilities and your business!



Laura West is President of the Center for Joyful Business and the creator of Creative Coaching Tools™.

She knows that when you are aligned with your joy and passion, you are more innovative, creative and confident and success is inevitable! She has helped 1000s of entrepreneurs over the last 17 years, develop signature programs, products and marketing so they stand out as a leader in their market AND make great money while creating positive ripples in the world.

As a Certified Professional Co-Active Coach (CPCC), Conversational Intelligence Enhanced Facilitator, Great Story Facilitator and a Creative Business Coach, Laura loves to work with coaches, mission-driven entrepreneurs and creative thought leaders who have a purpose to create a better world with their gifts and expertise: their work is a calling, and they can't imagine doing anything else... and they are ready to finally be successful!

She is the author of oodles of products and programs including Creative Coaching Tools™, the 30-Day Passion Project and the Creative Business Planning system™ and the popular *Joyful Business Guide*™, a creative marketing plan for right-brain business owners.

You can find out more about Laura and her resources at [JoyfulBusiness.com](http://JoyfulBusiness.com)