

101 Ways to Market Your Language Program

Marketing Resource

Follow-up Checklist

1. Immediate follow-up to answer questions and give information
2. Send a thank you note.
3. Vary in your follow-up methods.
4. Use the follow-up method preferred by the other party.
5. Build a system that works for you. Use a contact management system or a calendar to track your follow up. The actual software is less important than developing a system that works for you. If it doesn't work for you, then it does not work at all.
6. Use a personal touch for sincere follow-up. (Example: I saw this article and thought about you...)
7. Create a network of contacts, alumni and others.
8. Make a point to stay in touch with your closest 25 contacts at least once a month.
9. Focus on building sincere relationships over time.
10. Remember that follow up is not about you or your organization. It is about them. Always.
11. Do not give useless information or offers just for the sake of following up. Be genuine and stay relevant.
12. Be consistent and be patient. Follow-up is an ongoing process.

Check out these websites:

www.draraheaton.com

www.MarketYourLanguageProgram.com

www.draraheaton.wordpress.com