

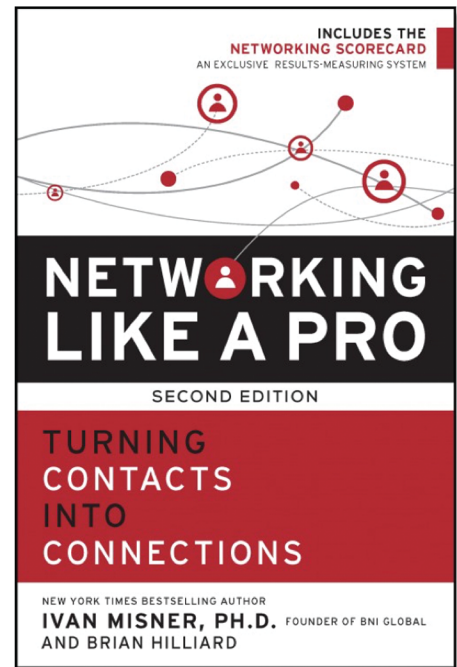
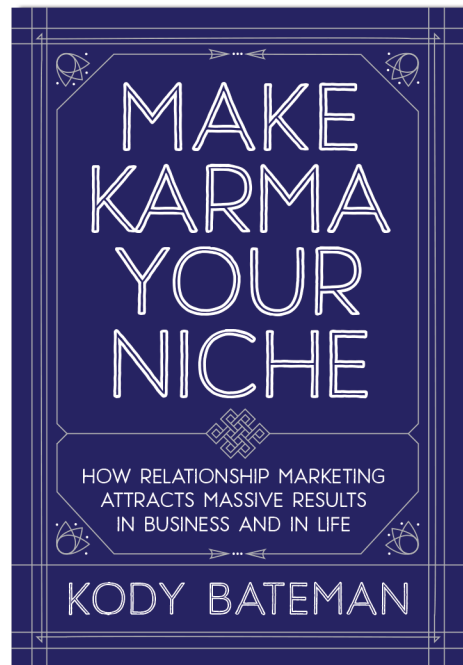
The Power Of Human Connection

AUDIOBOOK

IMAGE REFERENCE GUIDE

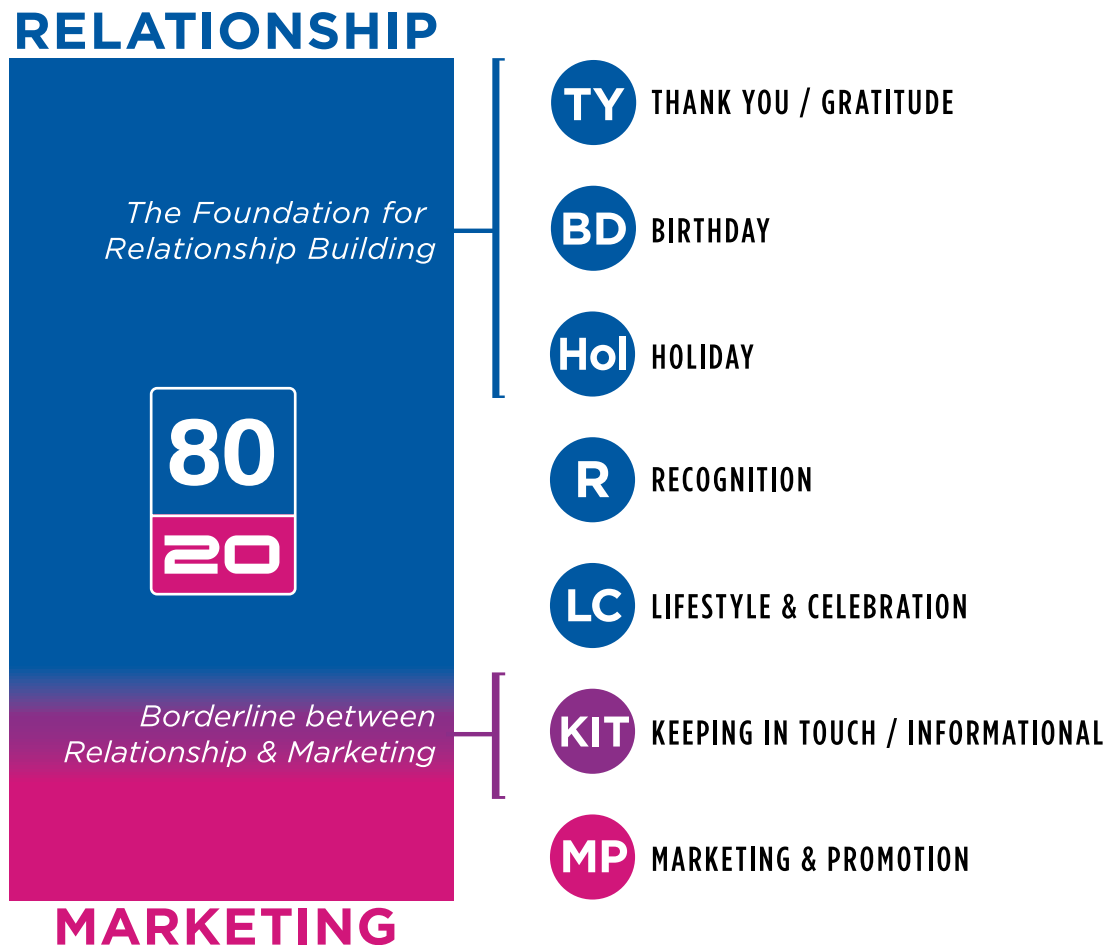
Introduction

Kody's original book title and cover design, next to Dr. Ivan Misner's book cover



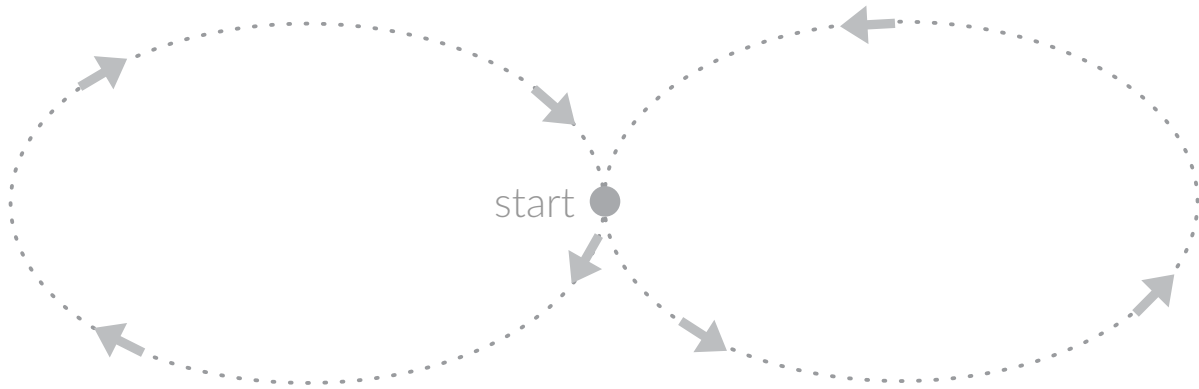
Chapter 1 - Relationship Marketing Overview

- The 80/20 principal in action:

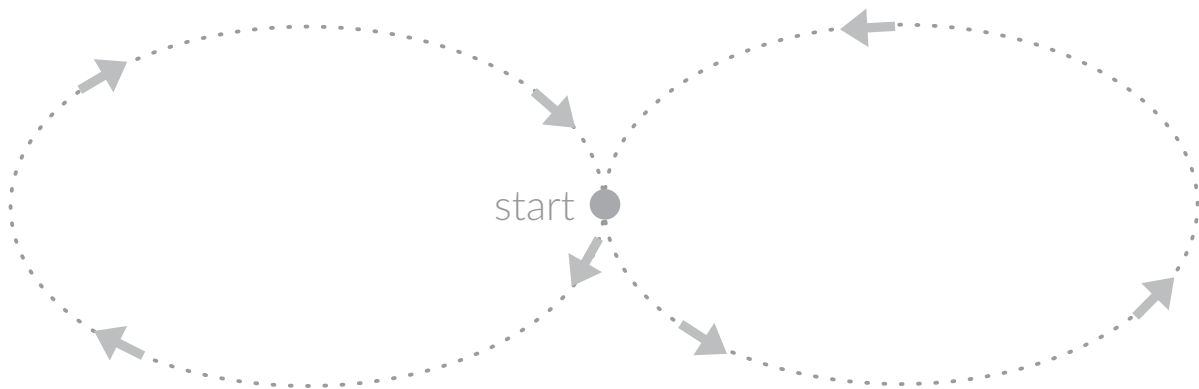


Chapter 1 - Relationship Marketing Overview

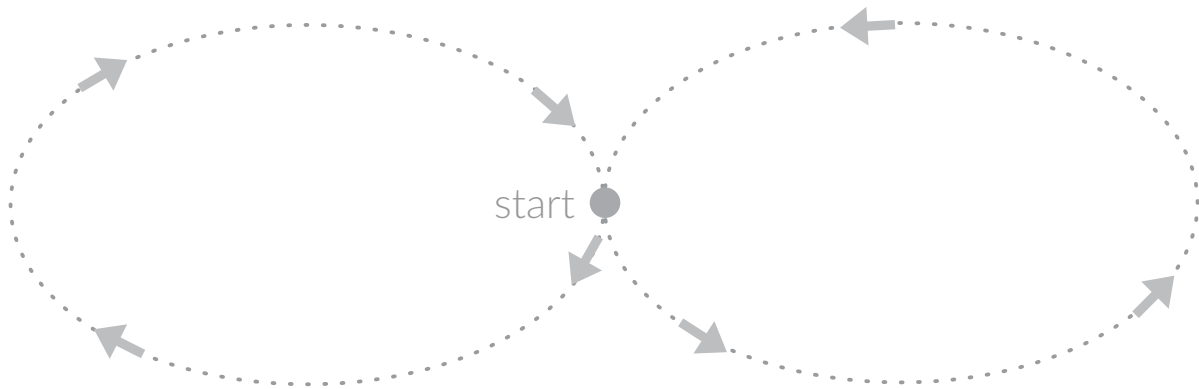
- Activity 1: Infinity trace 1x



- Activity 2: Infinity trace 3x

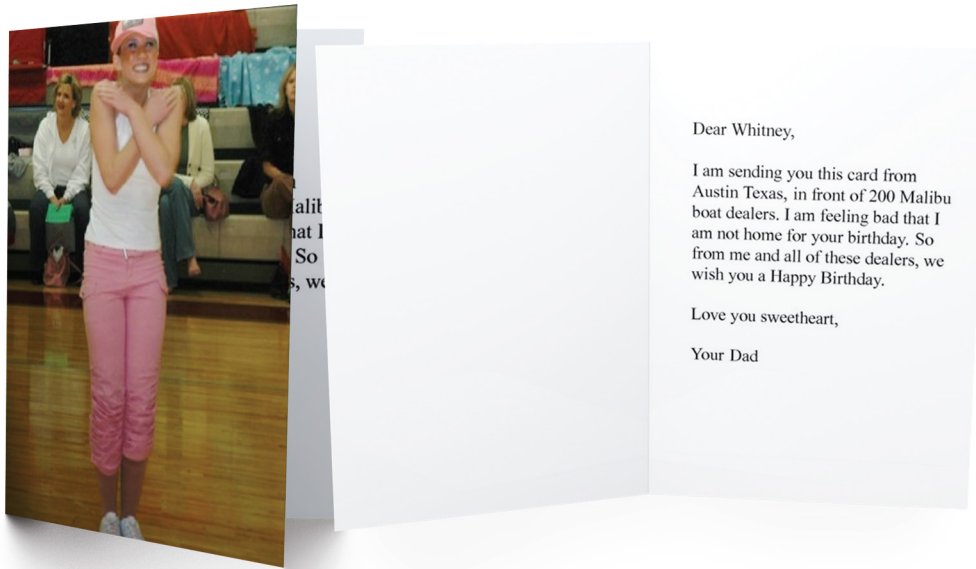


- Activity 3: Infinity trace 20 seconds

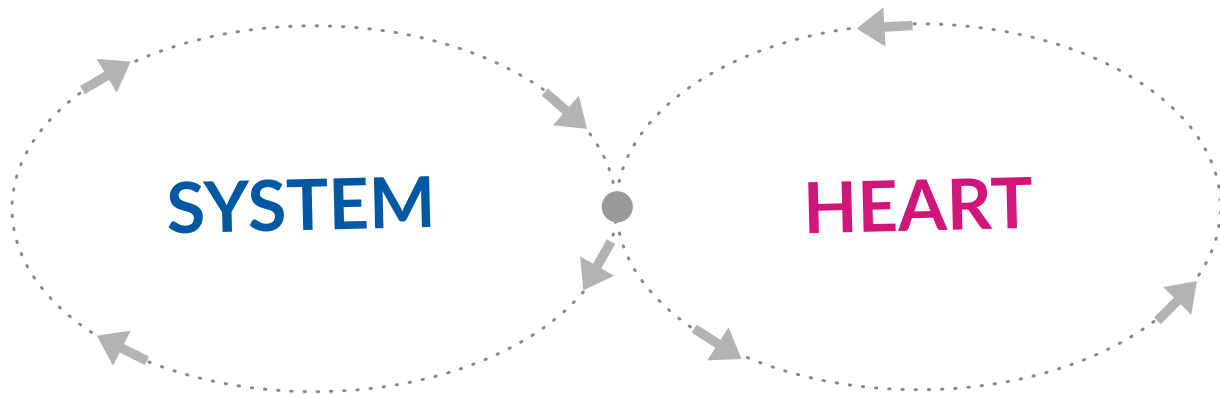


Chapter 2 - Balance Between System and Heart

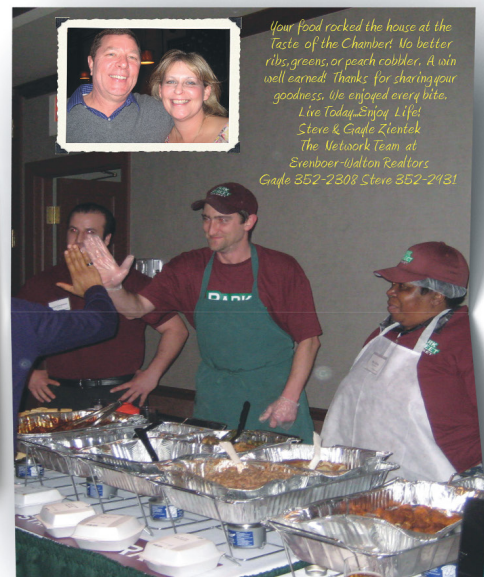
- Malibu Boat Show: Kody's birthday card to daughter, Whitney



- Activity: System/Heart Infinity Trace, 20 seconds



- Gayle Zientek - Taste of the Chamber card

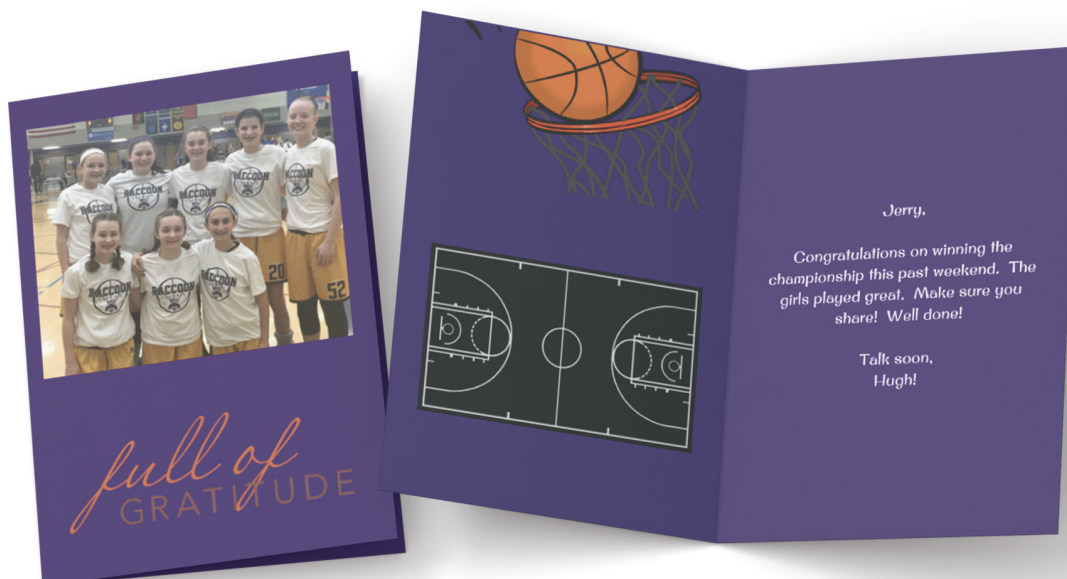


Chapter 2 - Balance Between System and Heart

- Steve Schulz story: Form letter from his State Farm agent

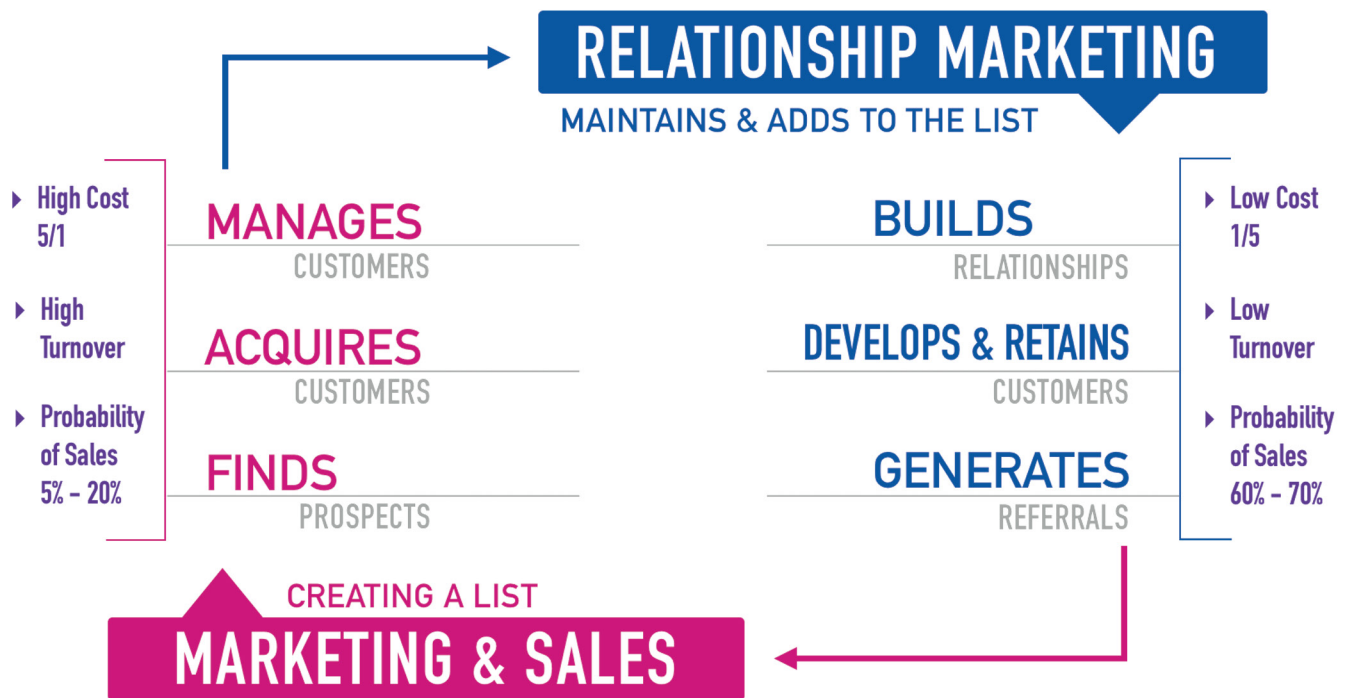


- Steve Schulz story: Agent's "Full of Gratitude" card to his customer

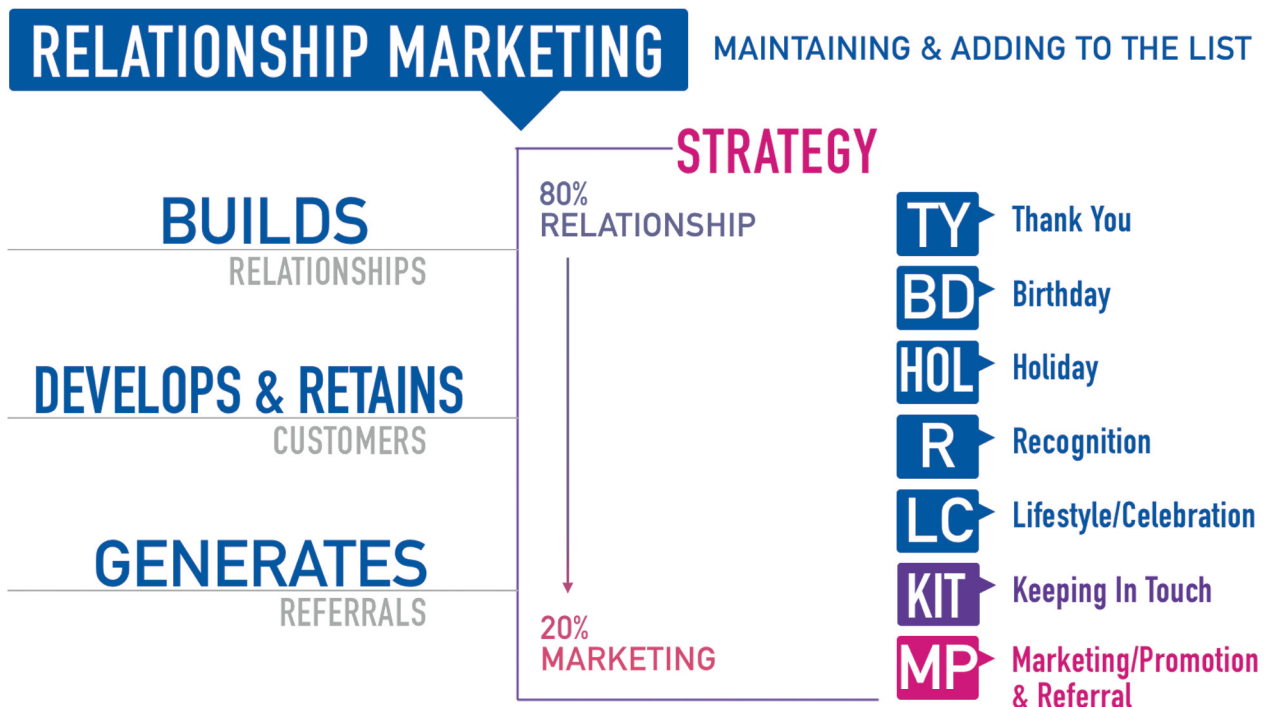


Chapter 3 - Relationship Marketing System

- Chart: Balance between closing the deal and relationships



- Chart: A closer look at the right side of the sales cycle - Relationship Marketing



Chapter 3 - Relationship Marketing System

- Examples: Trash can marketing

From: Chad Rigby General Manager Ken Garff West Valley
Date: Tue, Aug 30, 2016 at 5:12 AM
Subject: Thank You for Servicing Your Vehicle from Ken Garff West Valley
To: [REDACTED]

If you have any questions, please call us at [REDACTED]

Ken Garff
Chrysler-Jeep-Dodge-Ram
West Valley
(WE HEAR YOU!)

4175 West 3500 South
West Valley, UT 84120

DodgeHQ.com

Hi Kody,

Thank you for servicing your vehicle at a Ken Garff dealership. Our goal is to provide you with an unsurpassed experience, so I am very interested in hearing about yours. What did you like? What did you dislike? What can we do to improve the overall experience? I would love to get your feedback, so please complete the survey through the link provided below.

You may be contacted in the next few weeks by the Manufacturer of the Brand/Make you serviced to complete a separate survey. Your feedback on both surveys is invaluable, and greatly appreciated. Please click on the link below to begin:

[COMPLETE SURVEY](#)

Thank you again; I know you have many choices and I greatly appreciate your business.

Sincerely,
Chad R. I General Manager

Office
Email
chadrigby@kengarff.com

Hours: Weekdays: 9:00am - 9:00pm
Weekends: 9am - 9pm Sat. | Closed Sun. [get directions](#)

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The Michah Pearson
REAL ESTATE TEAM

kw
KELLERWILLIAMS

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- H. Jackson Brown, Jr

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faucibus. Class aptent facili sociisq ad litora torquent per conubia nostra, per inceptos himenaeos. Phasellus et tempus tellus.

Sally Agent
REALTOR®
Cell: 941-723-2400

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Jill,
Get \$15 off your next studio visit!

This map shows the quickest route from 3028 Holland Road, Richardson, TX to 191 East Campbell Rd. Richardson, TX 75081 (7.4 miles). Approximate drive time is 12 minutes.

KidPix

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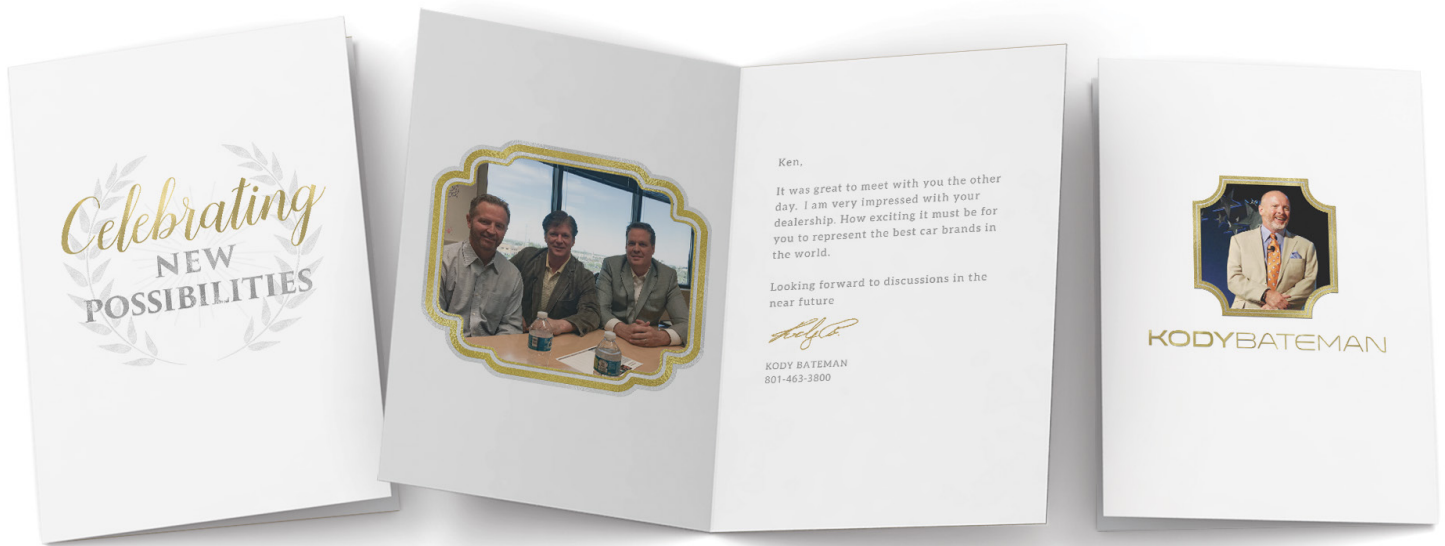
Our records show you are a former client that may have left us. Things have changed and we can save you money on your home, auto and boat insurance.

Rick Gibbs, PA
Insurance Agency

Call us for a quote and receive a Starbucks Gift Card absolutely FREE!

Chapter 3 - Relationship Marketing System

- Kody's "Celebrating New Possibilities" card: sent after an investment opportunity meeting



- Kody's cards: Thank You & Nice To Meet You



Chapter 3 - Relationship Marketing System

- Add a gift with your card and make a lasting impression



- Dave Potter story: Sending cards from 50+ feet above ground



Chapter 3 - Relationship Marketing System

• 5-Touch Campaign: Aston Martin Dealership



• 5-Touch Campaign: Motorsport Dealership



• Linda Walters; 4-Touch Mortgage Broker Campaign



Chapter 8 - Prospect

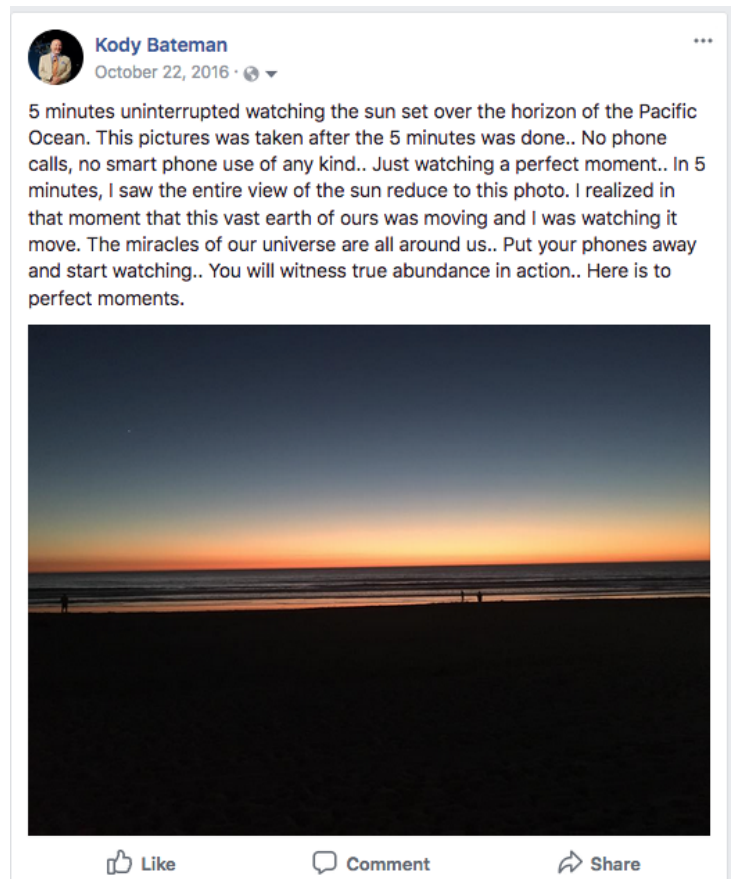
• Memory Jogger

Immediate family members
 Your family relatives
 Your spouse's relatives
 Your other in-laws
 Who's your doctor
 Your friends
 Your parents' friends
 Went to school with
 Who's your dentist
 Who watches your children
 Who cuts your hair
 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

Your insurance agents
 Your brokers
 Who does your taxes
 Who's in the military
 Works on your car
 Who repairs your house
 Who cleaned 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
 You met on a plane
 Who cuts your hair
 Who sold you your home
 On your holiday card list
 You meet on vacation
 Your customers/clients

Who is your insurance agent
 Belongs to Chamber of Commerce
 Who sells you clothes
 Who you met through friends
 Works at your bank
 Your kids bus driver
 Photographs your family
 Friends on social media 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
 Dry cleaned your clothes
 Worked with in previous jobs
 Manages your apartment
 Manages Homeowners Assoc.
 Works out your gym

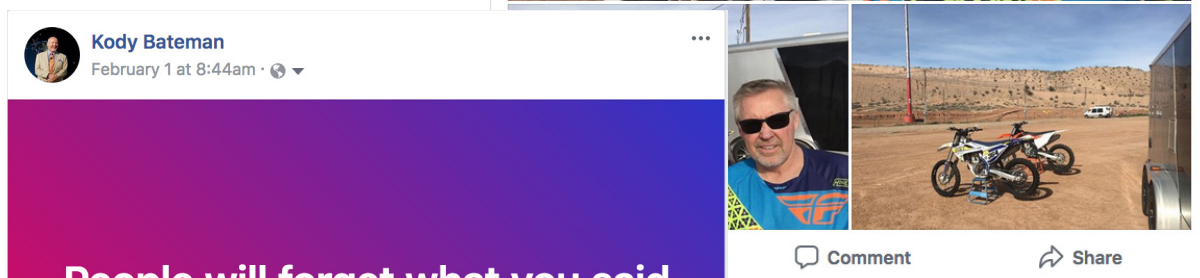
• Social Media Posts 1 & 2



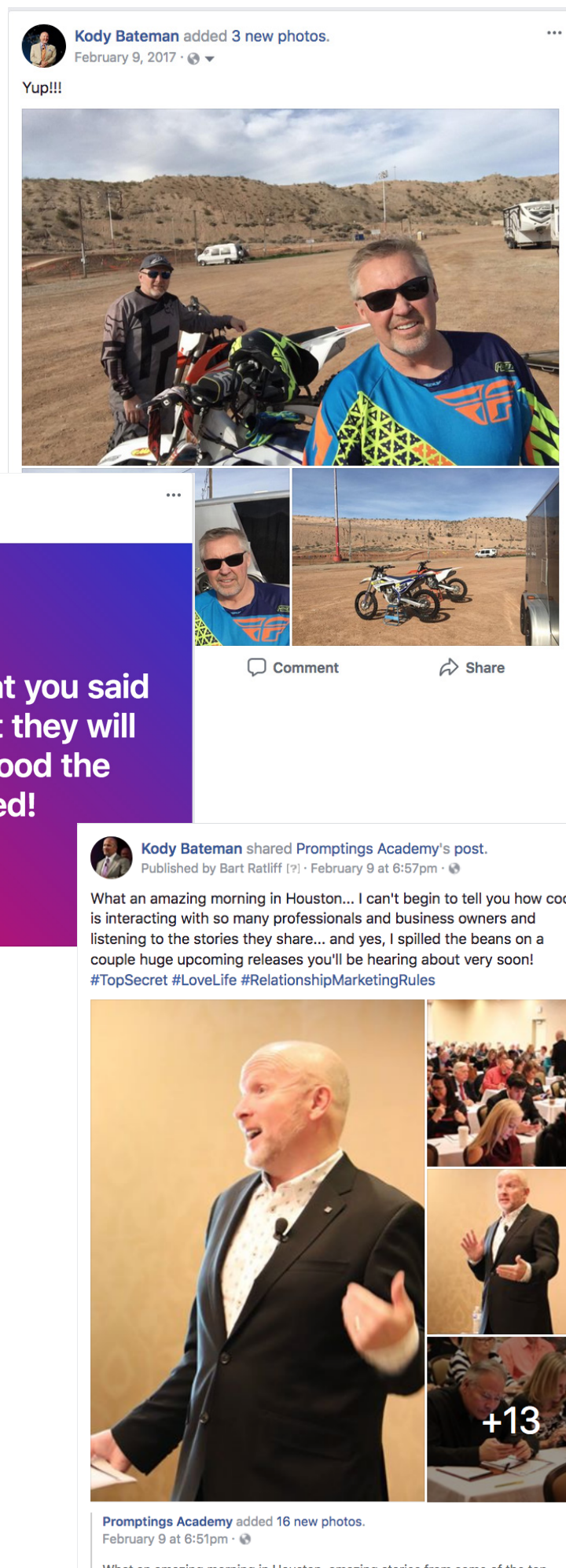
Chapter 8 - Prospect

- Social Media Post 3

- Social Media Post 4

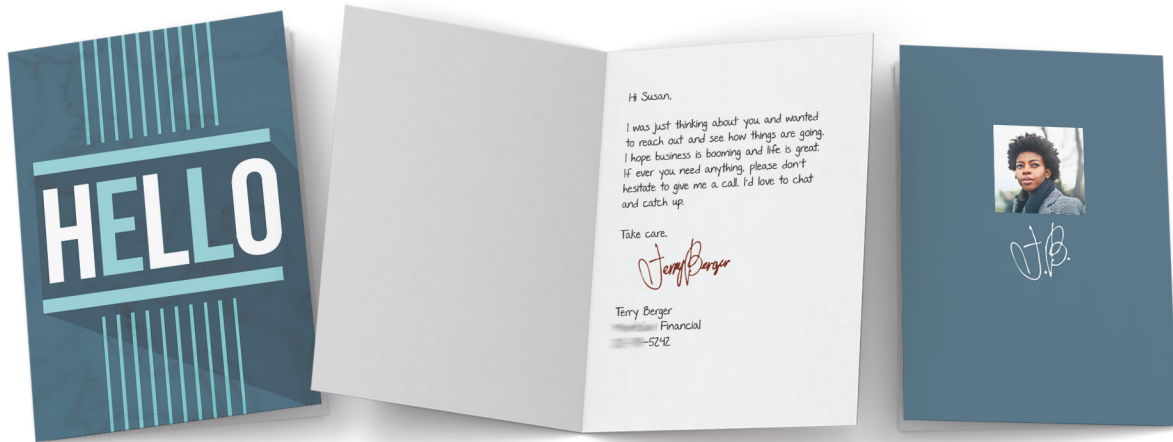


- Social Media Post 5

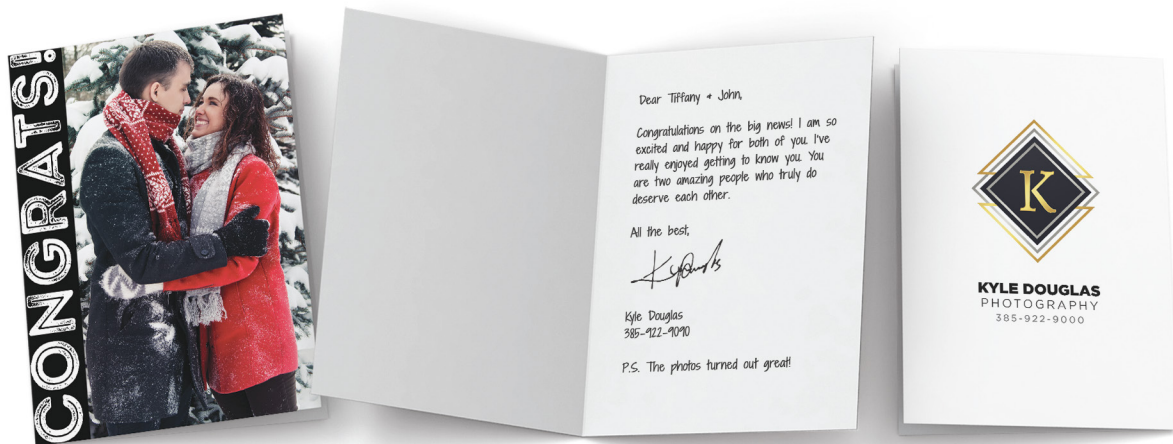


Chapter 8 - Prospect

- Thinking of You card



- Lifestyle Celebration card

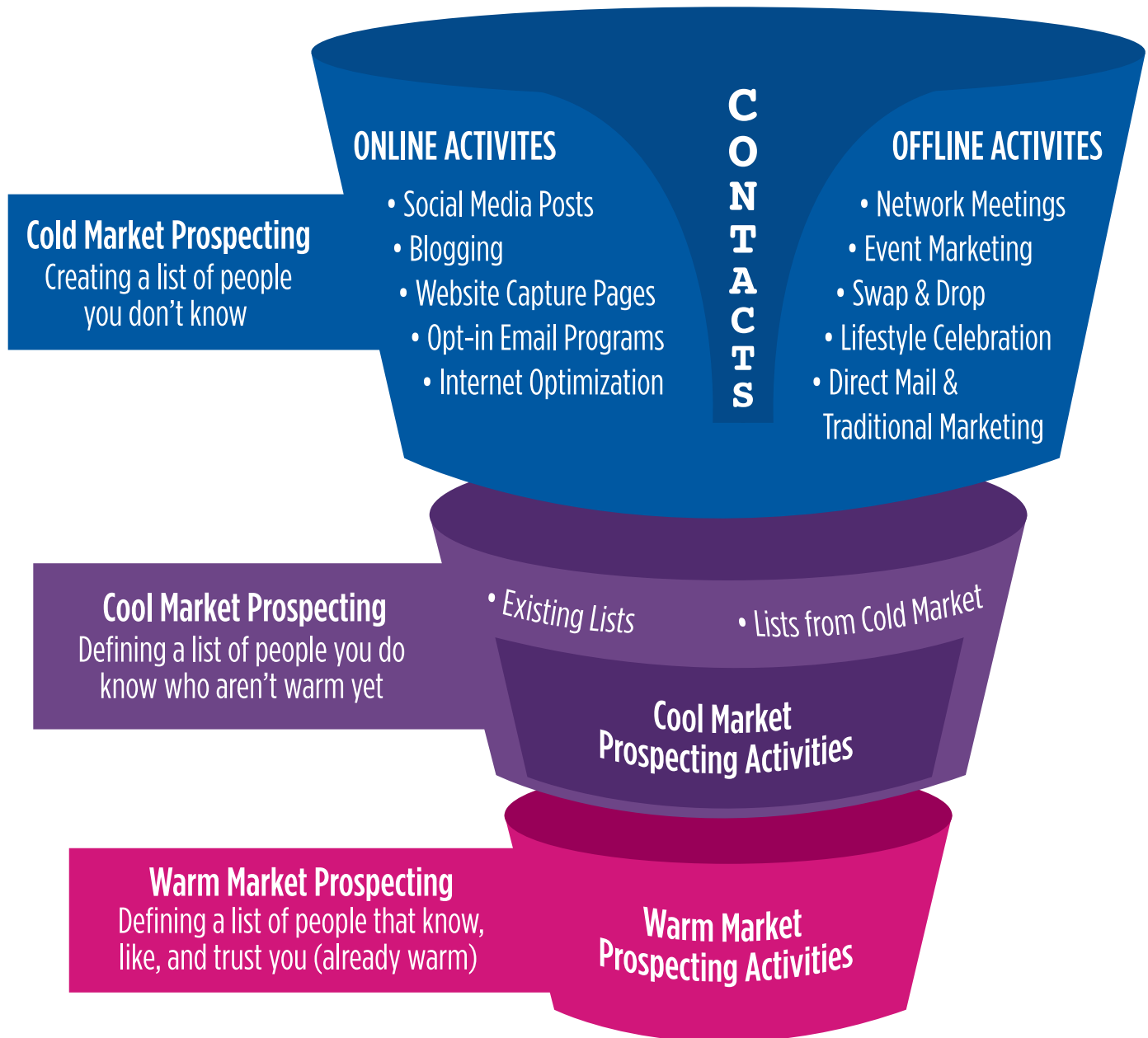


- Birthday card



Chapter 8 - Prospect

- Funnel



Chapter 8 - Prospect

- Event Marketing cards

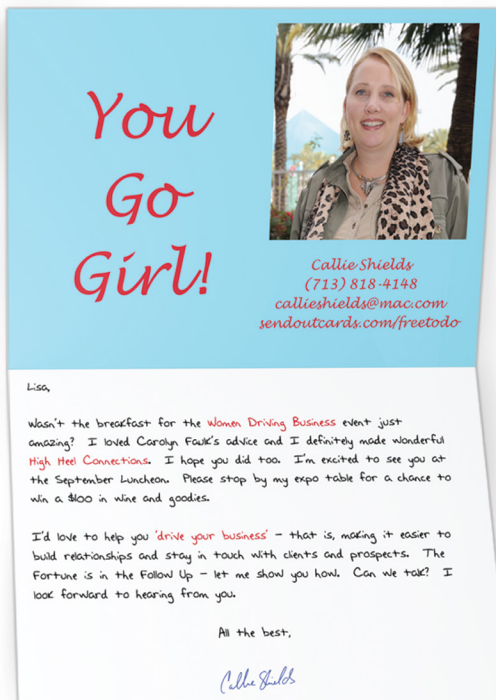


Chapter 8 - Prospect

- Swap & Drop cards



Hi Darrell!
Great meeting you in
Matteson the other
day. It sounds like you
have done well for
yourself in Real Estate.
I love talking to
successful
entrepreneurs about
business. Hope to see
you again soon!
Cheers,
Jordan Adler
602 850 4440



Dear First Name,

It was really nice to meet you the other day at the event! I look forward to getting to know more about you and your business. I work with a lot of people across all different industries, and I enjoy being a connector of people if I can help in any way. I look forward to speaking to you again soon!

Warmest regards,
Jesse

Chapter 8 - Prospect

- Lifestyle Celebration card



Hey Taylor,

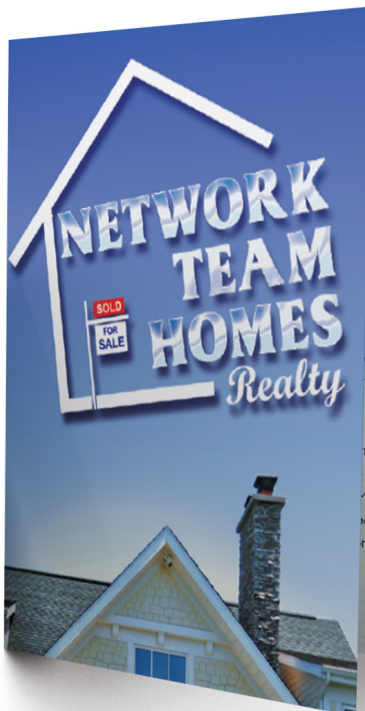
It was great seeing you at the boat show.

Looking forward to seeing you next week.

Your Friends,

Kody B, Dave and Lori Smith

- Traditional Marketing card



July 16, 2013

Dear Neighbors,

Many of you we've met, some of you are friends, and others we hope to get to know.

The purpose of this card is to introduce ourselves, Steve and Gayle Zientek, and our new company, Network Team Homes Realty, established in November 2012.

We've been involved in local real estate since 2004 and as you know, we've experienced a market with lots of twists and turns.

2013 has been our most productive to date. Please keep this card with your neighborhood directory. When you have questions regarding the local market, give us a call. We love to talk shop!

On a personal note we have been married 35 years, we have 3 grown children who are married and enjoy spending time with our nine grandchildren. We've lived at 9607 Oakview since May of 2006. We enjoy social media and can be found on Facebook by typing in our names or our business-- Network Team Homes Realty.

Hope you're having a great summer!

Steve & Gayle

Chapter 10 - Follow Up

- Chris Kendall's Thank You card



Congratulations Renee!

Dear Renee,

I wanted to send this out to say thanks again for doing business with me.

Please feel free to call me or stop by anytime i can be of assistance.

Ps. Enjoy the brownies!

*I added a few more for the office staff.
Please tell everyone happy New Years for me.*

Your friend & New favorite car salesman:)

Chris

- Chris Kendall Birthday card



Dear Owens family,

I want to take this opportunity to let you know how much I appreciate you and thank you for the role you play in my life.

Merry Christmas to you and your family & wishing you all a healthy, happy & prosperous 2018.

Your favorite card sending car salesman,

Chris

Chapter 10 - Follow Up

- Chris Kendall Holiday card



Dear Owens family,

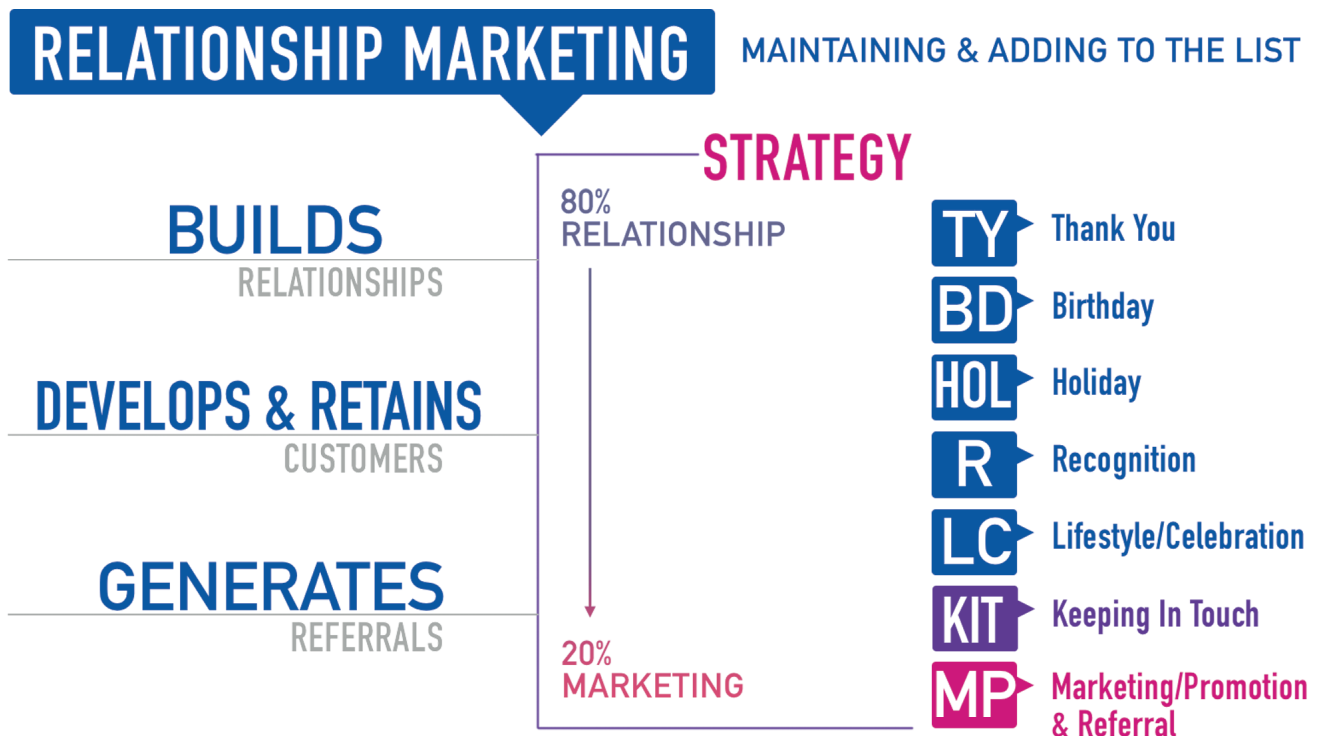
I want to take this opportunity to let you know how much I appreciate you and thank you for the role you play in my life.

Merry Christmas to you and your family & wishing you all a healthy, happy & prosperous 2018.

Your favorite card sending car salesman,

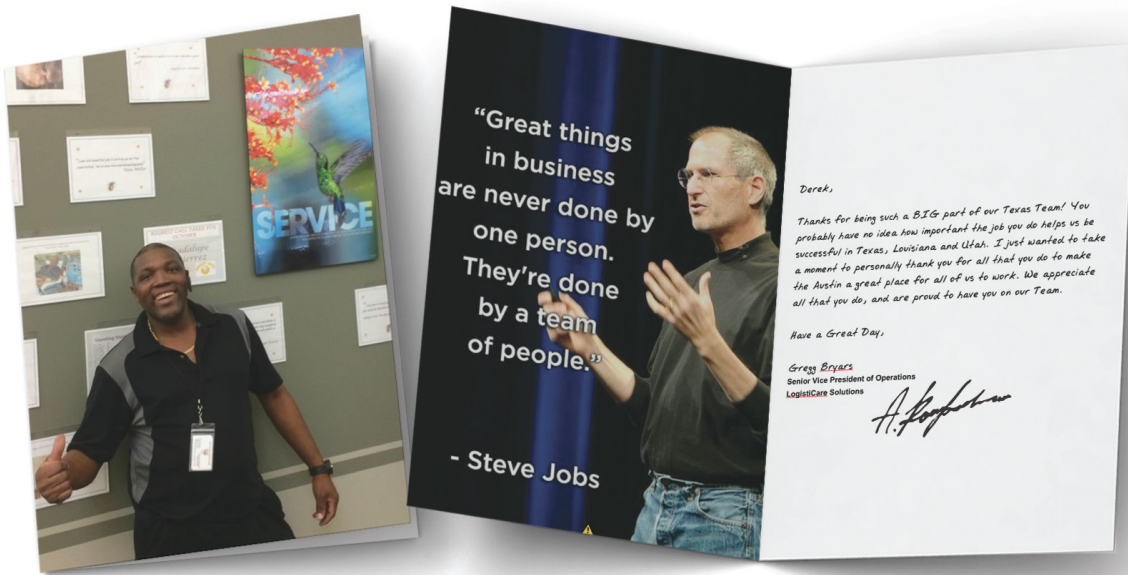
Chris

- Chart; Possibilities for building the perfect follow-up campaign for your own business



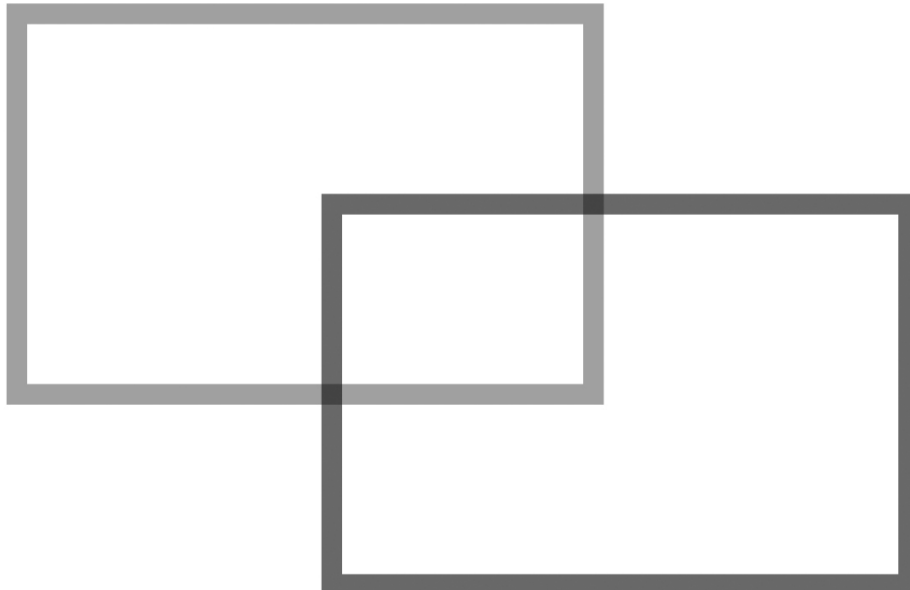
Chapter 11 - Taking Care of the Home Team

- Gregg Bryars "Caught in the action" card



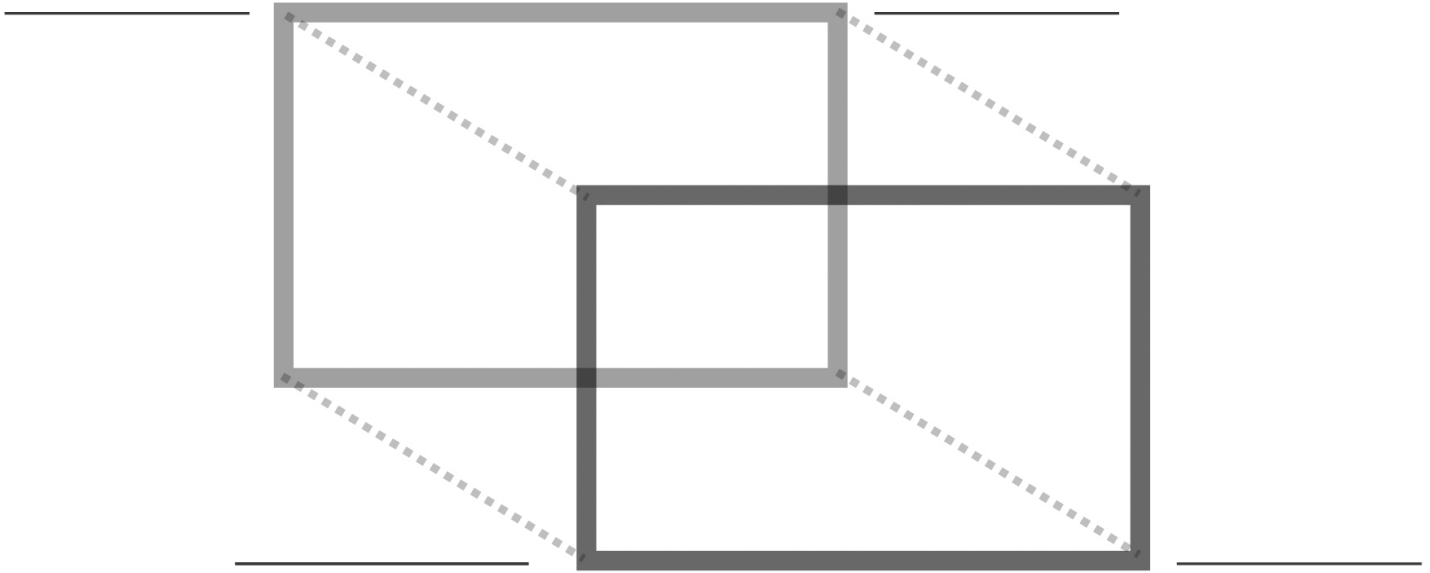
Chapter 12 - How to Leverage the Law of Attraction

- Value and Belief Windows

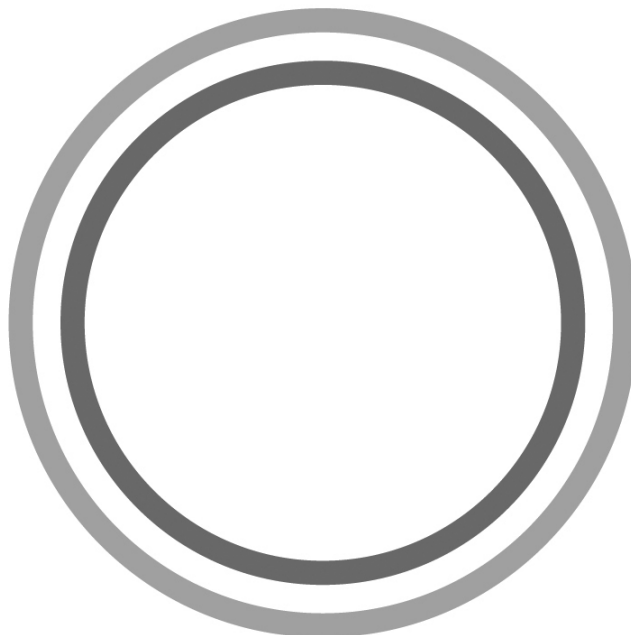


Chapter 12 - How to Leverage the Law of Attraction

- Value and Belief Windows 2



- 2 Circles



Chapter 17 - An Attitude of Gratitude

- Kathy Paauw story & card



Dear Marilyn,

The other day I was feeling down, and you lifted me up with your smile and an encouraging word. Although you may not have know it, my brief conversation with you made the rest of my day so much better. I appreciate your support and encouragement.

You continue to inspire those around you, including me. Thanks for the many big and small ways you make this world a better place, just by showing up and being you.

With love and gratitude,
Kathy

- Jessy Fraser story & card



The Power of Human Connection

BONUS CHAPTER

Riches in the Niches

Sending a real greeting card in the mail is probably one of the greatest traditions we have in the world—an opportunity for us to share kindness, thank someone, or reach out to create a genuine human connection. When you send out to give, you also trigger yourself into gratitude, and when you stay in gratitude, gratitude will also find you. Throughout this book I talked about creating genuine human connection and building relationships as a way to grow your business. It's not for the purpose of a return on investment, or gaining more business, or building your brand. Send because you want to celebrate the people you're sending the card to. Focus on that, because that's what the world needs. You'll find that your business will grow and your relationships will multiply as you thank through the process of building your business and your personal relationships.

Throughout the book I shared examples of how people thank their customers through the process. I want to share a few more examples from guests on my Relationship Marketing Weekly show who shared examples of how appreciating their customers increased their businesses exponentially. A lot of people don't realize how powerful appreciation can be. They may think, "Well, if I'm going to send a thank you card, I will send it when the business is done or when I get the business." And less than 3 percent of people in the business world today send a thank you card at all, even though that is the most impactful marketing touch you can send to a prospect or to a client to inspire referral business.

Over the past year, I've interviewed people from 50 different business niches who have transformed their businesses using relationship marketing—by appreciating their customers and prospects and thanking them through the process with cards and gifts. I mentioned several of these stories throughout the book, and I reference those for you first. Following are many more examples from guests on my Relationship Marketing Weekly show. All together, these examples touch many different business niches. If they don't touch your particular niche, I'd love to hear how you have used appreciation to build your own business. You can share your story with me at info@kodybateman.com.

REAL ESTATE – Gayle Zientek

INSURANCE – Hugh Thompson

COMMERCIAL AND RESIDENTIAL CONSTRUCTION – Heba Malki

COLLISION REPAIR – Andre Perdue

CUSTOM HOMEBUILDER – Paul Rising

MASTER NETWORKER – Jordan Adler

NETWORKING, FOUNDER OF BNI – Ivan Misner

AUTO REPAIR – Tom Lambert

AUTO SALES – Chris Kendall

CORPORATE RETENTION AND APPRECIATION – Gregg Bryars

LAW ENFORCEMENT RECRUITMENT AND APPRECIATION – Dean Gialamas

INTERNET MARKETER – Tanya Aliza

Tanya Aliza is a rock-star internet marketer, and a masterful teacher in the internet marketing world. She's run a very successful, seven-figure business online since 2010, teaching entrepreneurs how to use tools, automation, and build sales funnels. She is also a coach and has an online training business. But to promote her business, she actually uses an offline system. When she was a guest on my Relationship Marketing Weekly show, I asked Tanya how an internet marketer can get personal with an online customer.

It doesn't matter if you're working online with your customers. It's about building a connection. With my team, our mantra is, "The customer is always taken care of." In my business, we have the most skeptical people in the world. People are still scared today to use their credit card online to buy something. So when we make a sale, that's not the end of the road for us—it's more like the beginning. We have a 30-day refund policy, so it's really, really important to us to get the value into our customers' hands and alleviate the skepticism. But it's also really important to have high touch in such a low-touch world.

A lot of people in internet marketing think they can just sell stuff and then go hit the beach. But you also have to take great care of your customers. We've built our reputation and repeat client base because we take care of them with high touches. We phone them personally every time they make an order, and we also send them a greeting card in the mail. We have Facebook groups for all of our customers. When they get the card in the mail, they're so excited and they post a picture in the group saying, "I just received my Tanya Aliza greeting card! Thank you so much. This is awesome."

With that, we solidify the sale, but we also solidify the relationship for life. I've turned some of the people who have come into my world and spent \$7 or \$297 into clients who have spent all the way up to \$25,000 with me. It's really, really huge in a low-touch online world to really take it off-line and make them feel special and golden in your world, to make yourself stand out as the person on the other side of that transaction. My clients love it. No other internet marketer does this. It really separates us from the others. We have less than a 1 percent refund rate per month on our products in an industry where 10 percent is average. I believe our extremely low refund rate has to do with how we treat our customers—we make them feel special. When customers join my annual mastermind, we send them a VIP welcome card and brownies. For my mastermind higher-end clients, we send them a birthday card and a little gift as well.

I also like to network and follow up with people I meet at these events. I was at a networking event six years ago where I collected a bunch of business cards. When I got home, I went through all of the cards and put aside the ones I wanted to stay connected with. With one card, I had taken a selfie with the person, and I sent him a card with our photo on it. He put it up on his refrigerator where he saw it every day. He started doing some webinar training for my community. We started talking on Skype. And he happens to be my husband today. We just celebrated our one-year anniversary a few months ago. He calls it the law of attraction because he put me on his fridge and stared at me every day.

When you're a business owner or an aspiring business owner or entrepreneur, it's not about the money. It's about the relationships first, before the money. If you can remember that and cultivate those relationships, what you put out is what you get in. You will go far in your personal life and also in business.

SALON AND SPA – Darla DiGrandi

Darla DiGrandi started a salon and day spa more than 30 years ago, in her young twenties. She built it into an enterprise with 49 employees, 16,000 clients, and more than five salons, all in the Palm Springs, California, area. She sold items at a premium when the competition was cutting prices. I think it's safe to say Darla does things differently. Even before she had access to a state-of-the-art appreciation card system, Darla was sending cards of appreciation to every customer who came in to her salon.

As a little girl, I had a dream to have the largest, most expensive salon in town. I was the first day spa to open in our area that was not connected to a resort, and I was a big dreamer. I had big visions, but I didn't have any money. I was a young 20-something just out of beauty school, working in a salon. Right away I thought, "I've got to do this. I've got to build these dreams. I can do this." I got started on my own in a two-chair salon and began hiring people and training them. My employees were really young. I taught them how to shake hands, look people in the eye, greet them by their first name, and to say, "We appreciate you and thank you."

As a kid, I remember reading in the Guinness Book of World Records about the guy who was the number one salesman because he hand-wrote thank you cards every day to people who came in to his business. We couldn't afford big advertising, but from the very beginning, we implemented appreciation marketing in the form of a thank you card. We sent out little white postcards with a printed label that had a simple message: "Thank you for visiting and we appreciate your business." Every month we'd run reports, and if our clients didn't come in the next month we'd send them a card that said, "Haven't seen you in a while." We always tracked our numbers and the number one most solid source of customers came from word-of-mouth referrals from people who were already coming to us. As our salons grew, we put mail rooms in them with huge printing machines so we could print our cards of gratitude, appreciation, haven't-seen-you, and happy birthday.

Think about it. Why do you go somewhere? You don't go there because of the price. You go there because you're appreciated. So right out of beauty school, my haircuts were \$20-something. We were frying hair every day, doing bad haircuts and making people cry at the most expensive price. But they stayed with us because we always sent them a thank you card and thanked them for being a part of our growth and our business. We were booked for weeks in advance. You couldn't get an appointment with us and that was because we knew how to make people feel important and appreciated by constantly thanking them and telling them how much we appreciated them.

When I sold my salons and left the business, I became a salon consultant. People would pay me to come into their salons and teach them how to implement this in their business so they could raise their prices and become a high-end salon.

After I sold my salons I ran into Kody's company and relationship marketing system, and I haven't slept since. There are so many things you can do today that you couldn't do back then! If we'd had this system back then, I could have been doing some just beyond things! Back when I started, we always said, "I wish we could put a before and after picture on that card." But you couldn't do that back then. The technology didn't exist.

The number one reason a customer will leave your business is not because of price or service. It's a perceived in-difference. They think you don't care about them. Just start showing gratitude. It's so easy now to put a before and after picture on a card. If every spa or salon owner will take a before and after picture, even the ones their clients post to social media, and put it on a card and send it to them, they will change the entire dynamic of what they're creating with that gratitude.

For a brief time, when social media and email were new, we switched to emailing and posting our comments. But this completed removed the personal touch. When you post a message on Facebook, it's gone in an instant. When you send a card that says, "You look beautiful! Thank you for coming to me to get your hair done," it's something they can hang on their wall or display on their desk. It's a keepsake.

Any business, any person, thing, or place that is successful has a large network of people who are fans, supporters, customers, whatever. Where did those people come from? They came from somebody else telling them or inviting them or referring them. Where did those people come from? Some- one else telling them or inviting them or referring them. They didn't come from a Yellow Pages ad. With appreciation and referral marketing, you can eliminate every other type of marketing on the planet and you will now attract people into your life through them telling other people about you. If you are brave enough to try it, you will instantly see what I mean. Here's the power of this system just for a hair salon. Imagine you took a picture of a little girl coming in to get her first haircut, and you put her picture inside a card with a nice message. She's going to keep this card and you're going to have her as a client for the rest of her life. She's going to show all of her friends these cards. When a wedding party comes in and you're going to do the whole wedding ceremony, or maybe prom or graduation, put these photos in a big card and send your clients pictures of their experience, of their moment.

Darla grows her business exponentially with appreciation you can touch. She created a tribe of raving fans by showing tangible appreciation with greeting cards. The proof of relationship marketing shows up over and over again in the success of businesses in all niches.

RECRUITING PROFESSIONAL – Bijan Yusufzai

Bijan Yusufzai runs Infinite Talent Group in Sydney, Australia. He is a corporate recruiter who finds technology talent for large corporations, a specialized and highly competitive niche. Using the relationship marketing tools found in SendOutCards, Bijan has cultivated a strong network that can be tapped for top IT talent, and it also keeps him top of mind and ahead of the pack.

I have one story I love to share; I call it my \$250,000 card story. For quite a while I had been pursuing a potential client who was a senior project director running an IT project. I knew quite a few other people who worked on the project as well. The challenge was, this project director was very busy, and I knew there were a bunch of other recruiters who also wanted to supply IT talent for this project. Every time I tried to approach her by email or phone, her personal assistant would say, "I'm sorry. She's not available. She's in a meeting. Call another time." And this went on for close to a year.

But I never really gave up. Every few weeks or a couple of months, I would call again and try to see if I could get in touch with her. One time when I called, her personal assistant said, "Sorry. She's actually not in the office. She had to leave because her mom passed away. She's in a different state. She will be back in about two weeks. Try again."

Wow, I felt so bad that she had just lost her mom! But as soon as I hung up the phone, the thought came to me to send her a condolence card. So I went to SendOutCards on-line and created a card that said, "Sorry for your loss. Hoping that you and your family are doing well. If there's anything I can do to help, please let me know." It was a really simple card. But I sent it off to her and then I forgot about it.

In about two weeks' time, I answered an unexpected call and it was this director. She said, "I just wanted to call you and say thank you for the card. It really touched my heart.

When I came back, obviously I was upset with the loss of my mom. There was only one card, and it was sitting on my desk.” She expressed her appreciation and then said, “What do you do? How can I help?”

I said, “In the last few months, I’ve been trying to reach out to you. I’ve got this amazing consultant who can help you out with the project.” I wasn’t in her panel of approved vendors, but we set up a time that I could fly out and meet her. Even though she’s an incredibly busy person, we ended up sitting and chatting in a café for about two-and-a-half hours. We talked less about work and more about her family, her children, and where she lives. It was an amazing conversation and a connection. When we were finished, she said, “I’m going to call the procurement manager. I want to make sure you are on our panel and we’re going to start working together.” This interaction translated into \$250,000 for that particular project, which is still ongoing. And we still have a very good business relationship.

Making a connection on a personal level is what relationship marketing—and life—is all about. Sometimes we forget that businesses are run by people. Bijan simply acted on a prompting to send a heartfelt sympathy card, and it resulted in what will probably be a lifelong business relationship with someone who is now a connection in his sphere.

ADMISSIONS DIRECTOR, MONTESSORI SCHOOL – Darla Fanta

Darla Fanta works as the admissions director for the Montessori School System in Sugar Land, Texas. She begins to build relationships with the school’s future families from the first time they meet. Darla captures their contact information, puts it into her smartphone, and immediately sends a card from her phone with the SendOutCards app. She thanks them for spending time at the school, and says she looks forward to them becoming a part of their school family. It’s become a habit that extends beyond her school job as well. Now any time Darla meets a new person, she automatically sends a “nice to meet you” card.

It’s the little things that mean so much to people. When someone walks away from meeting me in whatever way we connect, I want them to know that they are a very special person. SendOutCards has helped me do that with people; to make them feel like they really mean something and made my day and they’re special.

Some time ago we had a family with two little girls who were going to come to our school in two different grades, but the dad passed away before they could move to our area. They had to wait a few months before they moved over with their mom. So I went into their classrooms and I took pictures of their classmates because I knew which classes they were going to be in. I mailed each girl a card with brownies and wrote inside the cards, “We are excited to meet you.” Then I put their classmates’ first names on the card so the girls would know, “Oh, here are my classmates.” Their mother told me the girls loved those cards and carried them around. They were excited because it helped break the tension of, “Who’s going to be in my class? I don’t know any- one in my class.” Instead they could say, “Oh wait, I remember that face on my card.” Their mother said the girls talked about their card every day because they were so excited to be coming and they got to see their classmates before they ever got there. It helped break the ice for the children when they finally did get to the school.

I know from personal experience that children love receiving items in the mail, and often they remember those impressions for the rest of their lives. I remember receiving little handwritten notes myself as a child. What you send out, you get back in re- turn. When you send out goodness, it comes back to you in your business, no matter what your business is.

HOME INSPECTION CONSULTANT – Brian Hannigan

Brian Hannigan is a home inspector and marketing consultant from Capistrano Beach, California, with 20 years of experience in the business. It's so important for a homebuyer to find out the heartbeat and health of a home before the transaction goes through: foundation, plumbing, electrical, roof. As with many home-related services, referrals are of key importance to home inspectors.

A tremendous amount of business in my field comes from real estate agent referrals. You have to be a professional and be very good at your job, but you have to create a relationship just to get in the door at real estate offices. I network constantly, and follow up with a card and small gift as well as making connections on social media. Facebook is especially rich with life moments, opportunities for what I call social tangible touches. Look for something that's important in someone's life, whether it's the birth of a child, the death of a dog, little Johnny hitting a home run. Everybody else is going to comment on the social media post or give it a "like," something along those lines. But if you take the picture they post, drop it on a card, add a few nice words, and mail it to them, it will stand out like nothing else.

One of the inspectors I'm connected with posted a picture of his new grandchild on Facebook. So while everybody else made a little comment and liked his post, I captured the picture, put it on a card, and mailed it to him. I spoke recently at the American Society of Home Inspectors conference where there are about 2,000 people and a big exhibit hall. That inspector tracked me down to thank me personally for sending the card. How many people do you think he tracked down to say, "Hey, thanks for that like on Facebook"? He found me and personally thanked me for that card, and told me how much he appreciated it. And a deeper connection was made.

About 10 years ago, I also sent out a card to someone who paid an invoice on time. I'd just been introduced to the SendOutCards system, and had learned about the importance of appreciation, so I thought I'd give it a try. I chose a stock catalog thank you card, and wrote, "Tom, I really appreciate you paying your bill on time. You've been a great customer. Thank you very much. Look forward to seeing you soon." About a week later, I got a phone call from Tom saying, "Hey, Brian. I just got your thank you card and I wanted to thank you for it. Of all the services I have, nobody has ever thanked me for paying my bill."

I said, "Well Tom, thank you for calling to thank me for mailing you the thank you card. I appreciate it." We both had a good laugh over it, but that was my first card and the light bulb about the importance of appreciating people went off. I have become a faithful card sender because I can see how important it is to people.

Appreciating people with a tangible card is a touch many people have lost, but people crave being appreciated. If you've ever gone to your mailbox and you've seen an envelope containing a card, there's magic in that, before you even see the actual card.

CHILDREN'S ENTERTAINMENT BUSINESS – Laura Viskovich

Relationship marketing is about celebrating the people in your life. Business is always secondary to that. Laura Viskovich, who owns a children's entertainment business, Fairy La La Land, based in Sydney, Australia, is masterful at celebrating the people in her life. Her business thrives because of it. A lot of businesses, unfortunately, don't focus on customer retention or appreciation. They focus solely on getting the customer into their business. But when Laura

came into contact with the relationship marketing principles at the heart of SendOutCards, she realized the focus needs to be on appreciating existing customers.

Fairy La La Land is a magical world filled with characters like fairies, pirates, princesses, and clowns. We put on children's parties and provide entertainment for children's shows around Australia, entertaining them with magic, party games, face painting, and balloon twisting. We occasionally have a mermaid pop out of the ocean at different parks around Sydney.

When a booking comes in, my virtual assistant activates a five-card touch campaign. The first one goes out to the birthday child before their booked event. I send them a card from either Mermaid La La or Ninja from La La Land. In the card we let them know we can't wait to see them at their event! Then when we do arrive, the children are so excited to see us because we've gone out of our way to touch them before we even arrive. At one party, a mom said, "I just have to thank you so much for sending that card. My daughter thinks the mermaid and the ninja are actually real, and she doesn't stop touching that card. She holds it with her. She sleeps with it. She takes it around everywhere, even to day-care. She thinks you are from a magical land of La La Land."

Then three weeks after the initial service, the mom or dad gets a "Thank you so much for booking us!" card. After that, I send out a Christmas card, and an Easter card with a "Thank you so much for knowing us." And finally, a 12-month card goes out. That's the five-card touch campaign that goes out to a new customer in my business. If someone decides not to purchase an event, we still activate a two-touch card campaign. The first says, "Thanks so much for calling us. It was lovely to speak with you." And then we also send them a Christmas card.

If you are struggling in business and you're looking at ways to grow your business, just think, "What would a human being do?" Don't go from strategies of trying to get a sale. Just purely come from your heart and try to connect with people on a human level and give who you are—your authentic self—to them. Because once people like you, know you, and trust you, it organically comes into a sale and then they refer people to you. For me, SendOutCards is a way of connecting with my customers. Get rid of the strategies, and just become your pure, authentic self. Just be you and have fun, and the sales will come.

I love this interview with Laura. Like many of our referral partners, Laura understands people need to realize that we're in business with everybody, whether they do business with you or not. It's called the business of life. You had an interaction with another human being and whether they did business with you or not, you treat that interaction with respect. You celebrate all of the people in your life. That's the key to relationship marketing. Without people, you don't have a business.

PASTOR – Joshuwa Armstrong

Joshuwa Armstrong, assistant pastor at the Second Baptist Church of Keyport, New Jersey, represents a unique niche implementing relationship marketing to enhance the relationships of his congregation.

My dad is a pastor so I've always been in church. I enjoy church, and enjoy the word of God. My degree is in Christian Counseling and Psychology. I'm also an entrepreneur and have a delivery service, and am a referral partner in SendOutCards. I read the book How to Sell Anything to Anybody by Joe Girard, and as you know, he used greeting cards to build his customer base. I decided to try this also to stay in front of my customers frequently.

We have a “first time visitor” card campaign because my mother always said, “First impressions are lasting impressions.” We collect the name, address, and birthday of our first-time visitors and send out a card and box of brownies.

If they're a mother, they get a card for Mother's Day. If they're a father, they get a card for Father's Day. We have a holiday card attached to the same campaign. And every- one on our list gets a birthday card with a box of brownies, whether they are a member of our church or not. If they're on our list, we're going to stay in touch with them and just let them know we're thinking about them. I also watch Face- book, so if I don't know a member's birthday, when it pops up on social media, I get their photo from their page and send them a card with a box of brownies.

This year we are sending out postcards with a marriage tip to our married couples. After they have experienced the postcard we're going to challenge them and empower them to do the same thing for their friends and families. Every church's question is, “How do we connect with more people without having to spend more money?” Outreach costs money. The common denominator in bridging the gap in to- day's diverse world is relationships.

Our larger mission is to teach and show people how to be nice to each other. We're one race—the human race. Our job is to come together in all of our diversity as one human race, celebrate each other, and send our positivity out to the world. When we do that, the walls of religion, hatred, and racism will all start to come down.

SALES PSYCHOLOGIST – Dr. Nancy Zare

Dr. Nancy Zare is a psychologist with a Ph.D. who also has more than 25 years of sales experience. On my show, she ex- plained how she helps her clients prepare for the first time they meet with someone: how to build rapport quickly, effectively, and authentically, as well as to find ways to get a second chance with the clients that get away. Her company is Rapport Builderz — ending with a Z, for Zare.

All of us sell, even when we don't think we're selling. When we are influencing a child to pick up their clothing or do homework, or negotiating with our spouse or a partner about where to eat, all of this is sales. So I help people get into the mind of the prospect and speak their language, so they can open the door to good negotiations.

Every prospect has a personality style that demands a different approach. Within 30 to 60 seconds, I help my clients know the answer to whether it's right brain or left brain, whether they should be singing “Kumbaya” or giving facts and figures.

I was at a trade show where a business owner was demonstrating a product. We struck up a conversation and she said, “I could use your services. Call me tomorrow morning.” I called her the next day, and I got voicemail. And a couple of days later, because she hadn't followed up, I was about to call again when I decided instead to use my appreciation system and send a card and enough brownies to share with her entire staff. Approximately a week later, I got a call and she said, “You're hired.” I hadn't even told her what my price was! It was a \$10,000 piece of business that year.

Another time I was networking and a gentleman said, “Call me in the morning. I'm interested.” This time I didn't even try to call. I went to Facebook to get a photo to put on his card, and I could only find a photo of him with his children. I was a little hesitant about mixing business with personal family stuff. But it was his only picture and I took the risk. I sent the card and brownies, and sure enough, I got hired. To this day he has that card on

his bulletin board. It made me realize in this digital age we have so few tangible pictures of our children. So at Christmas, I sent him an updated picture of his kids.

As people come to mind throughout the day—past clients, current clients, friends, family members, business colleagues—I send them an impromptu personalized card. I also do this for people I meet at events. You can almost always find photos on social media, put them in a card, and a few days later surprise your new contact with a card in the mail. I don't even know that we will ever do business together. That isn't the point. The point is to build the relationship. Sometimes we can have such tunnel vision that we only pursue the people we think can help us right now. But everyone has a network, and as we build relationships, these hold the key to many other relationships.

This is what relationship marketing is all about. You focus on the relationship and marketing, and the sale takes care of itself. It's not self-promotion; it's appreciation and acknowledgment that has an enormous impact on business. I encourage you to take the risk, to not think about "what's in it for me," but simply to give from your heart and send out to give.

DENTAL PRACTICE – Dee Meacham

Dee Meacham is a dental hygienist in Cupertino, California. She received an unexpected personalized card from a friend, and when she called her friend to say thanks for the card, Dee found out how to use this system herself. There's a phrase we have around my office: "Don't ask for the referral; deserve it." Dee and her co-workers have put this phrase to work in their practice.

I started sending cards to some of my personal friends, and I couldn't even believe the response I was getting. People were calling and crying—uncles and aunts I hadn't spoken to recently, even friends I hadn't seen for a while. When you think about it, sending a card and brownies is just a little gift, but it's more than that. It's the fact that someone thought about you and took the time to personalize a card and send it to you. I loved that someone appreciated me, and I immediately saw the value for my business. I knew this was going to create a culture for our staff and our office.

Our office really understands the value of appreciating people. The type of work we do can be cyclical. Insurance changes often mean changes in our patient lists. While we were thanking patients for referrals, we weren't doing much for our new patients. We want them to have a good experience because they came to us by word of mouth. We also have a base of patients who have been coming to us for years. They've held us up, had treatments done here and there, and we didn't really invest enough into those patients. We weren't really appreciating them.

So I started sending cards to my patients. Eventually I was able to share the system with the doctor I worked with, and he got it right away. This is patient appreciation that is tangible and long-lasting.

For the kids who are having their first visit and may be afraid, we can send them a card and make it about them. We send cards celebrating our clients' milestones—when they're having a baby, celebrating a special accomplishment. That's the type of relationship we like building. I have a patient who has been coming to our office for over 20 years; he's been here longer than us, because we took over the practice from someone else 15 years ago. So we made sure to give him a card that said "Happy Anniversary." But it's not for his marriage—it's for the fact that he's been "married" to us for 20 years!

Everyone in the office is coming up with ideas for cards now, not just for our welcome cards, but also for thank you cards, for when people complete treatment, for anniversaries with our practice. When we want to remind our re-care patients, we can automatically send a card or postcard with their name already inserted. It takes out so much of the guesswork, and makes it so easy.

We don't just offer a system. We're teaching a philosophy of kindness and appreciation, which Dee personifies. Marketing has its advantages, but the warmth of someone who knows you genuinely care about them makes all the difference.

MANUFACTURER'S REP – John Endries

John Endries is a manufacturer's rep for Superior Powersports Services, a motorcycle accessories business in Tampa, Florida. He had 25 years of experience in the industry, but started over a few years ago in Florida with a brand new company and no website.

At the time, I was the guy walking in off the street. Nobody had a clue who I was and it took the better part of a year for me to really get things going. I had to get in the door, do some cold-calling, and it was a big challenge.

When I started in the industry nearly 30 years ago, I used to send out handwritten birthday cards to my clients. But when I stopped being an independent rep, I stopped sending out cards. I follow a relationship marketing referral partner and she actually helped me get started up with SendOutCards, personalizing the back of the cards and setting up my contacts in the system.

So for my new customers, I went to Facebook and took every individual dealer's logo, put it on a card, and then just wrote a basic thank you message: "Dear (name), I just want to thank you so much for your business. It is greatly appreciated." And then I added my signature at the bottom and sent out 80 personalized cards, each with a box of brownies.

Since then I've been inundated with calls and emails, so the time and money I spent doing that campaign was definitely worth the investment. I also have a VIP list of people and I send them a gratitude card every month. At Thanksgiving I sent out a card, and wrote inside, "It's not only my family and friends and loved ones I'm grateful for. I'm also grateful for my customers, because they're the ones who provide me with the opportunity to create my living. Thank you once again and may you and your family have a happy and healthy holiday season." At Christmas, I sent a funny card, and inside wrote, "Hey, as I reflect upon this year to where we are to- day, I realize how truly blessed I am because of people like you. I want to say thank you and wish your family a Merry Christmas and Happy New Year. Here's to an amazing 2018."

Showing appreciation has become the heart of what I do. I have to back up to tell you about the first card I sent out with the system. My parents divorced when I was 17, and we've always had a good relationship. My dad isn't very emotional, so I usually send him humorous cards for birth- days and holidays.

But as I was getting into SendOutCards, my referral partner Darla kept bringing up that the system is about the heart. So I sent my dad a card with a front that said, "The best father in the world." I downloaded some photos of my dad and his wife of 25 years when they were on vacation in the UK, and I wrote this note: "Dad and Oki, there comes a point in everyone's life when you start to really appreciate your family, especially your father, and I ask myself, Wow, when was the last time I really sent a heartfelt I love you dad? Oki, thank you for becoming a very special part in my dad's life and feeding me until I explode

with your incredible cooking every time I come to California. I love you both.”

I sent that to my dad with some brownies and he called me a couple of days after getting the card and gift. It was the most emotional I’ve ever heard my dad in the 54 years I’ve been on this earth. I’ve gotten so much out of this relationship marketing system, but that one response from my dad really meant everything to me.

We teach the world the power of relationship marketing and reaching out to people in kindness without asking for anything in return. You’re simply reaching out and sharing appreciation.

FRANCHISE OWNER – Debbie Miller

Debbie Miller owns a franchise retail shop, Big Frog Custom T-Shirts, in Greensburg, Pennsylvania. When she was a guest on my Relationship Marketing Weekly show, she was actually a brand new system user, just 30 days in to using the service that helped her get phenomenal results.

I was fresh out of college six years ago and needed a graphic design job. This business was just opening up with the previous owner, and I got hired right away. I loved the business. We have some great customers. We often start with printing one shirt, and then people come back and buy a hundred. We have designers on-site all the time so you can design a custom t-shirt any time we are open, or you can bring in photos for us to print on the shirts. And they’re ready the next day. So I worked for the store for six years, and then bought a franchise from my old boss.

With franchises, you have to stick to their recommended marketing practices and logo standards. I found I needed to do a marketing event in the winter, so I used SendOutCards to do a mailer.

When I bought the franchise, it came with a database of about 8,000 people who had purchased from the store previously. So instead of trying to find new customers, I went back to our previous customers. I went through the list and ended up with 500 names based on their buying activity and recent purchases. I created a postcard designed as a coupon to bring people back into the store. It’s easiest to track response with this type of card. The card hit mailboxes Dec. 5, and when people started receiving the cards in their mailbox, they just started coming into the store. With the holidays right around the corner it was very effective in reaching people who were looking for gifts. We actually had 50 people bring in the postcards, which generated about \$5,000 in incremental sales within about a two-week period of time.

Our December was a record-breaking month for our store here, thanks to the SendOutCards relationship marketing system, along with the wonderful employees who worked very hard while I was out for most of December with my new baby. We’re looking forward to more months like that, and moving forward and seeing the positive results of using our tangible cards to appreciate our customers.

ENTREPRENEUR – Jeff Ezell

Jeff Ezell is an entrepreneur based in Orange County, California, He is sales manager at a busy car dealership, and also has side gigs as a magician, an entertainer, speaker, filmmaker, film distributor, and network marketer. The first question most people ask him is, “How do you do it all?”

Running the car dealership takes enormous hours. It takes time management, but also people management. A simple “Hello. How are you?” and a smile transforms a cold person—someone you don’t know—instantly to a warm person. I greet people differently.

One day at the dealership we were super busy, and the finance department was backed up. So I went in to help. I grabbed a file, and started making conversation with the buyer. He asked, "What else do you do?" I told him that as the sales manager I was at the dealership a lot, but that I also work as a magician, do network marketing, and make family-friendly faith-based movies.

He mentioned that he and some friends wanted to invest in a movie but had no idea where to start. I told him I would send him a follow-up card and a DVD of our last movie. I sent him the movie, and also a card with a box of brownies, saying, "Thank you. I appreciate your time." About a week later he called and wanted to talk more.

Long story short, we got past all of the questions and he signed on as an investor to my movie. Sending a card and a small gift is so easy, but most businesspeople don't understand that investing a few dollars is really going to propel your business. You have to send the card. You have to send some appreciation, and you have to thank your customers.

AVIATION CONSULTANT – Mark Leeper

Mark Leeper is an aviation consultant near Phoenix, Arizona. He's one of several pilots in the family: his father was a United States Air Force pilot, a fighter pilot in the Korean era and also through the 60s and 70s, and his father-in-law was a World War II ace who flew P51s and Spitfires. His son is headed to the International Guard to fly F-15s.

While I also finished my flight training, I've been a sales- person and sales coach for more than 30 years. In 2000, my wife Carolyn and I formed Seabright Company. We retain great companies in aviation and primarily work with Fortune 500 flight departments through our customers. We help our clients implement a CRM system.

I learned a great lesson from my first job in sales, in the timeshare business. My mentor demonstrated on more than one occasion the importance of focusing less on the sale and more on the prospects. What are their interests? Who is in their family? Find common ground. The key to persuading people is to make them feel good.

A few years ago I made a cold call to Aviation Business Consultants International, a specialized marketing company for the aviation industry. I presented the SendOutCards system, and they signed on. We became friends and I became a referral source for them, helping them find interested leads. So I started to receive leads from Aviation Business Consultants as well. One of these leads was an advanced flight training company down in California that dealt with Fortune 500 companies. They flew over 40 aircraft in the desert and their CEO was a tremendous businessperson. He was also a helicopter pilot, one of the most highly decorated people out of Vietnam.

I had gone down in a group to talk about what they needed to do to start their sales. They were opening a new division in their company. It didn't look like anything was going to take place in that meeting. Even so, after the meeting I sent one greeting card to their CEO. I had researched him and his unit in Vietnam, found the helicopters they flew there, and put a picture of it on the card. I simply wrote, "Thank you for your service," and signed my name.

About a week later, I received a call from him. "Are you the guy that sent me the card?" I said I was, and he said he wanted to hire me and asked me to come see him again. I flew down there again. It turned into two years full of income and I also realized another dream of mine because I got to fly fighter planes down there for 14 months—I never thought I was going to be able to do that at age 55. That one card was a tremendous income and an experience I never would have had, just for complimenting someone.

One of my customers is involved in selling huge pieces of equipment for the red, green, and yellow crowd, Caterpillar and such. They use the SendOutCards system. I had the chance to meet them at the trade show and be in their booth, and I was coaching them on how to get cards out to people. A big, tall guy with a Texas hat walked up to their booth and was very interested in a piece of equipment. He said he had to leave a day early to go back to Houston, Texas, because his granddaughter was dancing in a recital.

They shook hands and he left his business card. So I said to my customer, "Hey, try this. Let's send him a card." Of course they had their laptops hooked up and we logged into the card catalog and found a nice card with a girl dancing. I said, "Just send a card out that says, 'I hope your travels were safe and I hope your granddaughter did great at her recital.' Sign your name and put your phone number at the bottom. Don't say anything about anything else."

They sent the card. About 60 days later my customer called me and said, "You know what? The guy that we sent that card to, he just made a half-million-dollar order with the company and the reason he got back to me was because of that card." Everybody else at the trade show loaded people up with brochures and bombed them with emails and all the things that we do to ship information out. But nobody shipped anything out that made him feel something. My customer did, and there's the sale.

That is relationship marketing at its very best. In sales, it's not about you. Always make it about them. It's 100 percent of the time about creating the relationships, not about closing a sale. It's about serving, not pitching. It's really important for people to make that shift and understand it's not at all about strategy or making a sale. It's about making connections with human beings.

WEB DESIGN CONSULTANT – Laurie Delk

Laurie Delk works as a web design and marketing consultant in Nashville, Tennessee. She is one of the top relationship marketers in the world today. After 24 years, her business is now 100 percent referral. Laurie has a finely honed habit of sending cards, and has sent more than 80,000 greeting cards to her network in the past 13 years.

I believe in spreading happiness and kindness no matter what. So if people do business with me, great. If they don't, that's great too. We can still be friends and I can still send them happiness through the mail and digitally through Facebook and other social media. I try to text 10 people a day and just say, "Hope you have a wonderful Wednesday!" or a terrific Thursday, or something like that. I send messages like that on Facebook through Messenger or sometimes directly to their page. Sometimes I post a selfie saying that to everybody. If I can get their mailing address, I also send them cards and sometimes gifts through the mail. I always send birthday cards if I have their birth-date.

I have the full 5,000 friends and several thousand followers on Facebook. As a result, I don't see everything in my news-feed, because I don't stay on social media that long during the day. About once a year, I go into my Facebook settings and download all my data—all my friends and followers. Then I copy and paste that into a notepad.

During my work day, I diligently use time blocks, and usually schedule two, 15-minute time blocks on social media. In that 15 minutes I do about five minutes of posting for myself—a cute quote or something educational, and occasionally something that's related to marketing. In the next five minutes, I read messages and get through as many as I can. And in the last five minutes, I go to my notepad and take the names of a couple of people, go to their page, and like and comment on their posts. If they posted a picture of something they're celebrating, I download those pictures and I send them a congratulations card with

a pack of brownies or another small gift. Then I erase them from that notepad. That way I end up connecting with every single person on my Facebook at least once a year.

I schedule 15 minutes a day to send cards. When I meet someone, I send them a “nice to meet you” card. If I do business with them, I send them a “thank you for doing business with me” card. If it’s a prospective business, then I send them, “Thank you for your time” or “Thank you for talking to me.” I send cards at either Thanksgiving or Christmas or sometimes right in the middle of the holidays, and then I do another one at the beginning of the year. I sort my contacts into different groups in the contact manager within the relationship marketing system so I can choose which card campaigns to send to each group.

Sending out appreciation has become a habit for Laurie that she can’t turn off. She is a great example of sharing kindness even while living through a period of personal tragedy within five years that would stop most people in their tracks. Becoming a masterful relationship marketer is about keeping your focus on the things you want to attract into your life, and bringing the human race together through kindness.

REAL ESTATE INVESTOR – Beyond Wynn

Beyond Wynn is a real estate investor from Cleveland, Ohio. He buys homes that become rental properties, both for his own cash flow and to sell to other investors. Over the past several years, his deal flow has become more than 90 percent referral-based.

Normally people who are real estate agents, brokers, or investors get properties from the Multiple Listing Service (MLS). But in the past two years, out of a total of 30 deals, I have bought just two properties from the MLS.

I am intentional about building relationships. And when you focus on people, they will keep you top of mind. I get emails, texts, and social media messages about people buying and selling properties because of those relationships. With every deal I close, I send a card and brownies or a card and Starbucks gift card to everyone who was involved, whether it’s someone at the bank or the people who pull permits. I plug in my contacts and leverage the system that’s already been created to help people take their lives and businesses to another level. In turn, the business just follows.

When I first started 17 years ago it was all about money. Period. It wasn’t until I shifted to making it ALL about relationships, to becoming intentional about relationships, that everything changed.

At first, I thought the greeting cards were “cute,” and a little touchy-feely. I wasn’t that interested in people or building relationships. I just wanted to get paid fast. But when I started sending cards to people I really cared about and loved, but had never told them that because I didn’t know how, the response was amazing. I remember my auntie crying about a card because I had never told her how much I love her or how much I appreciated her picking me up when I was little.

I was speaking about this at an event once and people were saying, “Get to the good part.” They didn’t really want to hear about relationships. They wanted to hear how I flip hundreds of houses. So I said, “Listen. By a show of hands, how many people in here can make one phone call and raise \$100,000, no questions asked? Pick up the phone, call somebody.” Nobody raised their hand. I said, “The reason why you can’t raise your hand is because you’re not focused on building relationships. If you had the relationships, you could pick up the phone and raise \$100,000.”

When you're interested in building relationships with people, in connecting people with other people, and in sharing information and resources with people, you're going to automatically have a shift in the way you think and in the way you see the world. We all have a gift. It's our job to identify the gift, unwrap it, and share it with the world. Together we all win.

INDEPENDENT INSURANCE AGENT – Bret Weston

Bret Weston owns an insurance agency in Kaysville, Utah. As the big carriers move more to toll-free and an online presence, as an independent insurance agent, Bret finds building relationships keeps his business on track and personal. When I interviewed Bret on my Relationship Marketing Weekly show, I asked him what the biggest need was to elevate the insurance industry's reputation.

There's a real need for the insurance agent in today's world. Especially as people get older and acquire more assets, they look more for the advice and the relationship of dealing with an agent. The insurance industry has traditionally changed fairly slowly, but it's moving at an extreme pace right now. The agents who don't keep up and build relationships that offer real value will be the ones who fall off.

Five years ago I started tracking my customer retention ratio, and over that time, I've averaged 95 percent retention. When I first started in the business, I didn't realize how valuable it would be to track these numbers. It comes from our referral base. It starts when our customers experience what we're about, the value we can offer them. And they want to share it with their friends or families or people they do business with.

There are some key times to reach out to a customer: when they become a customer, on anniversary dates, when a claim is made, and when our office has made an error. With the environment we're in now, meeting in person with a client is very rare. So I start off by giving them a video quote where they can see my face and hear my voice. I explain the difference in coverages we're proposing.

When they do become a client, we send out a welcome packet. We send out a letter basically explaining our involvement in the community, what we offer them, the services we provide, and how we process claims. We also send a thank you card with a brownie. I do a two-week follow-up call to make sure everything is good and make sure they don't have any questions or concerns. Most often when I make this call I don't get a thank you for saving them \$250 or whatever on their policy, but I do get a thank you for the brownies, which only cost me a few bucks.

When people have any sort of claim, that can be a confusing time for them. So we send them a card reassuring them that we have their back, along with a small gift of gummy bears. We try to keep it light-hearted and follow up with a call, usually a week after the card is sent out. If we make any type of mistake, we send out a card with an apology and a little goodie. Our most popular card is the anniversary card we send on the date that they became our client. We send brownies, chocolates, or caramels, with a light-hearted card that says something like, "Hey, sweetheart. We're glad we're still married to you."

These cards reinforce our relationships with our clients. Our focus is to keep our retention ratio high. It's worth every penny we spend to invest into each client relationship. As their agent, I'm invested in that client's success, their protection, and their well-being.

Bret's investment in his client has become a mindset. There's something magical about sending the card and the brownies on their anniversary date, on their start date, and when a claim is

made. When he does that, it strengthens the relationship. At the end of the day, the personal relationship is what separates him from the online insurance portals.

FITNESS CLUB – Jason Alles

Jason Alles of Atlanta, Georgia, owns a fitness club and is in the process of starting up several more. He has more than doubled his guest traffic and increased referral business by 300 percent by using our relationship marketing system. Guest traffic and referral business is hugely important in this industry.

Guest traffic leading to membership is the lifeblood of any club. For years, health clubs have used direct mail for advertising and marketing. But when you're spending 30, 40, 50 cents apiece, that can get pretty expensive; most clubs don't have that kind of budget. Social media helps, but ultimately, most clubs rely on their members to bring friends to the club. In turn, clubs reward their members by giving them free dues when they bring people in. But that taps your own cash flow, and free dues for a month is not something your member can see or feel—it's not tangible.

When I saw this system, I instantly knew it would be our solution. We send our members a thank you card that has a guest pass printed on the bottom. The first month we tried this, we were seeing about 20 to 30 guests per month. But as soon as I started sending out this card, we had more than 100 guests. We then started a reward system to encourage our members to bring their friends. If a person sponsors a new member, they get a thank you card and a \$10 American Express gift card. If they bring two friends, they get a \$25 gift card; three friends, a \$50 gift card; and four friends, a \$100 gift card. It's been tremendously successful and has actually turned into a contest.

The margins in the health club business are very small. There's a lot of overhead. There's no doubt in my mind that this card system saved the club I just bought. This system is inexpensive but the value it brings is phenomenal. This system wows people.

Another challenge in the health club industry that's a little different than some others is that if you go in and have a bad experience with buying a membership or personal training or something else, all of a sudden all clubs get lumped into the same category. People say things like, "Oh, I'm never going to go to a health club again." If they get food poisoning at a certain restaurant, they may never go to that particular restaurant again. But they probably won't say they're never going out to eat again.

This industry has lost sight of how to take care of its customers. There are tens of thousands of clubs around this country that could benefit by using this relationship marketing system, and it's very simple to roll out. We are in dire need of showing our customers how much we appreciate them. I love using a system that is easy and affordable and makes our customers feel appreciated. It's really simple, and that's the key.

Our relationship marketing system is helping businesses, no doubt. But it's far bigger than that. We really believe we can bring the human race together by sharing kindness with people and treating people the way they deserve to be treated.

MORTGAGE BROKER – Linda Walters

Linda Walters of Toronto, Canada, is a mortgage broker who uses our relationship marketing system to build connections in her business. She recruits a team of agents and teaches them the entire mortgage process, from offer to closing.

As with many businesses, the mortgage industry is strongly led by referrals and repeat customers. Within a year of implementing this relationship marketing system, my referral business increased by over 71 percent in one year. I sent a lot of heartfelt cards, thanking people for already working with me over the years. I'm not techy, but this system is so well-planned and easy that my daughter can do it. And she's eight.

After a year of sending cards, I found there were four in particular that I had sent out to some real estate referral sources that ended up equaling \$30,000 of my income that year. Sending gifts also makes an impression. When I send a gift to a real estate office, I send a specialty crate full of treats they can share in the office. I've had real estate agents call me and say, "Hey, Jack says you're the go-to girl for my mortgages." And they usually mention the treats I sent. It makes a great impression and a buzz in the office, especially with a personalized, customized card with photos. It's brilliant. I also send follow-up cards out to real estate agents who bring me clients, and follow-up cards and gifts out to individuals who use my company to close on their new home. At our annual convention, our president introduced my team and said, "You guys need to check out what Linda Walter's team is doing because they've increased their sales by 71 percent last year."

There are so many ways you can use this system to touch people. With a drip campaign, you can upload your data- base and have the system send personalized messages to your clients. I have a four-card campaign. The first is "Nice to meet you" for when I first meet a couple or a family. After we have done the transaction, I send a "Thank you for the business and the opportunity to work with you" card. The third card celebrates the one-year anniversary of their home. The fourth card is a "keep in touch" card, so it has a message like, "Thinking about you and your family and I hope all is well." I run those four cards constantly for every customer. I don't do any other marketing anymore. In an industry where the pipeline, the steady flow of business, is so important, having this relationship marketing tool makes me a better business owner. If you show appreciation and gratitude, it will come back to you. If you send it over in slices, it will come back in loaves. That has happened for me.

Our relationship marketing system will generate more business for you. But make no mistake. The bigger cause here is that we're bringing people together in kindness. And that's a great thing to be a part of. Appreciate your customers and your business will take care of itself.