



JANUARY 2013	FEBRUARY 2013	MARCH 2013
Item of Value with Small Gift	Mail Item of Value Pop-by with Small Gift Host Business Mixer	Mail Item of Value Pop-by with Small Gift
Pop-By Idea: Cheese Slicer	Pop-By Idea: Box of Chocolates	Pop-By Idea: Ice Scraper
APRIL 2013	MAY 2013	JUNE 2013
Item of Value with Small Gift	Item of Value with Small Gift Client Party	Mail Item of Value Pop-by with Small Gift
Pop-By Idea: Traveling Kit	Pop-By Idea: Gardening Kit	Pop-By Idea: BBQ Spices
JULY 2013	AUGUST 2013	SEPTEMBER 2013
Item of Value with Small Gift	Item of Value with Small Gift	Mail Item of Value Pop-by with Small Gift
Pop-By Idea: Sunscreens	Pop-By Idea: Gardening Tools	Pop-By Idea: Gardening Tools

Don't Leave Your Success to Chance: Create Your Marketing Plan Now

Now is a great time to plan your marketing for the year. When you Work by Referral, you have a system to follow that will help you keep in touch with your database and make contact with them comfortable and enjoyable. Determine your marketing budget for the year so you can stay within the parameters you have set for yourself in your business.

1 To your entire database: Mail an Item of Value.

Each month, mail a marketing piece with information **your customers will find valuable**. This will keep you in the forefront of their minds, demonstrate your consistency and communicate your desire to serve them. Create these yourself or, to save time, these are available with all Buffini and Company Memberships (buffiniandcompany.com).



2 To your best customers: Pop-By with a small gift.

Go to see several of your best customers each week, and bring a small token of appreciation (a Pop-By gift). This is a great opportunity to demonstrate your care by stopping to see them for a few minutes (15 minutes maximum) and bringing something that is thoughtful, useful and creative. Remember to call ahead to let them know you're coming, and include a business card with your name and phone number so they can easily find your information and send you referrals. See examples of great Pop-By items in the sample planning calendar above.



3 For clients you want to thank: Throw a client party.

Each year, host at least one party to let your clients know how much you appreciate their support of your business. This can be small or large depending on what works best for you and your budget. Turn the page to learn how to throw a fun and effective Client Appreciation Party.



4 For business owners you refer: Host a business mixer.

Invite the business owners you refer to a business mixer at least once a quarter. Start small, inviting just 6-8 people who do a great job for your clients and would be likely to refer you if asked and shown how. The idea is to help each other's businesses grow. Provide a few business or motivational tips each time you meet to give extra value during the time you spend together. Ask each participant "what kind of client are you looking for?"



Client parties are a great way to catch up with your favorite clients in a fun and casual atmosphere. They also provide the perfect platform to thank your clients for their loyalty and for sending you referrals.

Host a Client Party Your Guests Will Remember

Take a minute to think about the best party you've ever been to: What made it so memorable? Whether it was last year or a long time ago chances are it was brimming with fun!

Focus on Fun

Planning a party may seem intimidating, but with these tips it doesn't have to be. Keep in mind that the size of the party doesn't matter; the point is to deepen your relationships with your clients so that you can find ways to better serve them.

If you prefer small gatherings:

- Invite your A+ clients to a wine tasting at your home or a nearby winery.
- Organize a round of golf with three of your favorite clients.
- Plan a dinner cruise with two or three clients and their spouses.
- Host a holiday dinner party.

If you love a big party:

- Have a Super Bowl party.
- Host a Mardi Gras-inspired masquerade party.
- Organize a karaoke party.
- Plan a summer barbecue or a down home dinner with your clients and their families.

6 Tips for planning a great client party

Regardless of the size of the party, keep these five things in mind:

- 1. Start planning early.** Select a date for the party a month or two in the future because venues and people's schedules book up quickly.
- 2. Choose a fun theme or activity,** which will help to get everyone mingling with one another. Fun is a given when you're playing a sport or dressed as your favorite 80s rock star.
- 3. Put your spin on everything,** from the invitations to the décor. If you've chosen a theme or sport, incorporate it into your invitations, the decorations, etc.
- 4. Call a day before** to remind your guests of the festivities.
- 5. Remember you're the host, not a guest.** Enjoy the party, but be sure to mingle with everyone and make them feel special. Give a toast to thank your guests for attending, and let them know how much you appreciate serving them.
- 6. Send a personal note to your guests** after the party to thank them for attending. And be sure to remind them that you're never too busy for any of their referrals.