

Module 5

Lesson 2: Must know Re-engagement Strategies

Hey, hey welcome back. In today's session, we're going to be talking about re-engagement strategies and why is re-engagement really, really important? I mean think about it like this, if you're in a relationship, as an example, and you go away, you go away for a long time and then you extend that stay or maybe you're on business and you keep on extending, extending, extending and you don't see the partner that you're with in that relationship. Sooner or later, they're going to go 'geez I don't know if you're either into it or we're actually in a relationship.' And I know it kind of sounds funny and it's on a more on a personal basis but in business it's exactly the same. If somebody that's a prospect bought from you, so you've become client and then you haven't spoken to him like forever. Even if it takes a long time in that cycle, right, you've heard the words out of mind, out of sight. Where I actually think it's the other way around in this particular sense. It's out of sight, out of mind. In other words, if you are not kind of re-engaging your client and being there just on a regular basis. Now I'm not saying become a stalker, right? You just want to be there on a regular basis sooner or later that prospect just forgets about you and some people actually don't even remember that you're still in business. And I had an interesting client tell me a story where he visits some of his businesses that he haven't seen for about a year and 2 out of the 3 business owners actually said "I actually thought you went broke!" and he said "oh why did you think that?" "well we haven't heard from you. We did think you're actually not in business anymore or no one's really heard from you." And he said, 'actually our business has grown double the size and no we're not broke, we're actually really, really bigger.'" So do you see they actually forgot about him not simply because they don't want that business from him. Actually they forgot about him because he forgot to reach out to them and this is what the re-engagement series or re-engagement strategies all about. Now, in this lesson an outcome that I'd like to introduce is understand how the re-engagement works and how to apply them for yourself because yes, it is a system and it is a process that you need to put together but once you build it. Guess what, you can use it over and over and over again and once you test it, you know it's going to be awesome and you take what works from it and don't worry about everything that doesn't work.

Now let's get to it. Now there's 3 major critical questions that you need to ask yourself. You know maybe why you have to re-engage or not?

1. Is it because you've been super, super busy? Is it because you're not quite sure? Or maybe it is something deeper and you know usually it's the deeper question of going, "oh I don't really want to bother them or I feel slack if I ask them for it." Or I hate it when people say no or maybe you know it feels like i'm intruding" Or all of these stuff, but guess what? Most of this are just in your mindset because the game of business has to be done critically and most importantly, systematically. We'll talk about that.
2. Same question is what cool way can you actually do it? What cool way can you re-engage people without kind of making it out that it feels weird that you are just being too pushy and all that stuff. That absolutely is the way to do it and I'm going to talk to you about that
3. Do I automate or do I outsource? Because as a business owner I know especially through the series you're starting to get busier and busier and I know sometimes it's really hard to do your marketing and also serve the client the best of your ability as well. Guess what there are automation options and there are outsourcing options as well.

Alright, before we get to this I want to talk about a little bit about the psychology of re-engagement and let's think about it like this. Now I'm going to give you some questions here that you can ask yourself. Now if you haven't spoken to somebody for a long time, how will you start the conversation? So if you're going to send somebody an email as an example or you're going to shoot a video off worm or maybe you're going to do some marketing or you're going to send an SMS or would you write a letter. Would you start by going hey we've got some more stuff on sale, come and buy stuff, come and buy stuff, come and buy stuff. You probably wouldn't because it would feel a bit weird right because if you haven't spoken to somebody for a long time, that's the same with a friend who's coming in from out of town and first thing that they hit you up with is they go, 'have you got \$10,000?' You know man, it's cool I haven't seen you for a long time and even if you're best of friends you're probably going to go, 'whoa whoa

whoa, let's see, let's have a beer, let's chill out, let's get to know each other, let's go for a tea, you know whatever let's go for a bite, come into the office. You know you just have to kind of take it a little bit easier. So you need to understand with you what are you going to promote. Now I believe that there shouldn't be any promotion on re-engagement strategy until a fair way back in. We will talk about that in a second. Number 2 is are you still into each other and that's an important question to ask. Now if it has been as an example 3,4,5 years, unless you're in maybe automotive or you're in the housing market, let's say you're in real estate, commercial or residential. It all depends if that client cycle is a long cycle 5,7, 8, 10 years well that's okay. If you're somebody that's usually sees their client every 6 months and haven't spoken to them for 3 or 4 years, well you've got to figure out to see if you're actually into each other. And we can do that by sending an email and saying 'hey look it's been a long time since we've spoken, are you up to just having a quick conversation?' You see i'm trying not to no hard sell, no hard push. I'm just coming on what's called bended knee, we're going to talk about that.

Now next question would be, what would be the next action that you'd take? So once you've kind of connected, what would be next? Would you go 'hey, how are you doing? Oh by the way have you go \$10,000? No you probably wouldn't do that. You probably would nurture a bit. Hey can I tell you a bit more about our new product that we have? Are you still after that stuff? Are you still interested in stamp collections, is that your thing? Are you still interested in flying drones? You know to have some fun. If you, for example, sell drones. Do you see you want to find out a little bit more about what's going on with that. Now the next question is, how long before you connect with them again? So you don't want to do something like I haven't spoken with you for a little while, you talk to them once and then you don't speak to them for a long time again. I mean that's crazy right? You're going right back into exactly the same process to what you've done before you got to this stage. You want to be continuous but not pushy. Now next one is if you're going to, what's going to be next? Or if you choose to rekindle the relationship, great. But if you don't how are you going to end it? And that kind of sound weird right but reengagement is about also sometimes having to end that relationship. Hey, it's okay for you to unsubscribe from our list, if you're not into us we're cool with that. Not everybody's going to be with us all the time. I'm pretty cool with that. I kind of figured it out like that. So now there's different types of reengagement. Also I've given you some psychology there - some different type of reengagement.

1. Marketing reengagement - in other words, you can start marketing to people again by maybe starting your newsletter again as an example. Maybe you can have marketing that's going to be social media marketing, maybe start to put advertising on LinkedIn, or maybe you're starting to write blogs again, maybe you're starting to shoot some really cool video using Facebook or Instagram, maybe Snapchat. Whatever it maybe, think of that as the marketing side of that and once again you don't want to be pushy. You just want to use the psychology of 'hey I'm really sorry, you're the best person. I've just been really, really busy. Our business is growing and I just forgot about you and I have to say I apologise about this. I want to make sure that it doesn't happen again. If you could forgive me, fantastic because I'd like to rekindle this relationship and start to move forward. That's the type of email or the type of marketing message that you want to start to send.
2. The next one is it going to be something like messages? So maybe you're going to send an SMS, you've got the client details, 'hey John, it's been a long time since we've chatted. Sorry about that I've been super busy. Was wondering if you got 20 minutes next week, maybe i'll drop in to your office and have a coffee or maybe we can connect on Skype just have a quick chat' or maybe "hey guess what I'm holding a little event, if you want to come to it that would be really awesome.'
3. The next one as I said we could be social. What could you use from a social media perspective to be able to market your message?
4. The next one could be something like email. So when you send an email, you start off with what I just told you. Think of it as an I'm sorry email and then the next email that you want to do because it's really good to do is 'hey this is some of our new stuff that we spoke about in our first conversation that you may be interested in' or it could be an email like 'hey I was wondering if you've got 20 minutes, you know I've got an opening in my diary, it will good for us to get together, right?'
5. Now face to face is really, really good way to re-engage but sometimes through distance it's difficult, right? So you can use things like Skype, Zoom, any of these type of messenger. You can use a lot of different options for

- you to connect. If not, guess what, there's other things - email, SMS, marketing.
6. Another one would be something like video. So in other words, you could actually shoot a really, really cool video for your client to actually connect with and we do it all the time and you can get your phone, shoot a video 'Hey I just thought I'd reach out but we haven't spoken for a little while I was just thinking about you I was wondering if you're out for a coffee next week.' Or just saying "how are you going? Just wondering if I could send you out something to tell you a little bit about our new stuff. Hey cool, catch you soon.' And you just send that. I mean that cost you no money to do. It's really, really cool. Video engagement is excellent. You can do it on your phone. Everybody's got a video on their phone and you can send it out. Super, super easy. You can actually upload it to Messenger, you can send it out as an SMS, you can have it as an attachment on email. You can literally do whatever you want to do with that.
 7. And then the final one is call, I mean calls are really, really cool. Calls are you just pick up the phone. Hey man, I haven't seen you in a while and you go through what I was talking about. And then, I reckon this even one more that not many people do and that's all call. So you may send a letter to them. Maybe you send a postcard, something that's a bit more personalised. It's probably a little bit less intrusive but a postcard is really good. They get that in the mail, see not for a long time. It's really, really, really cool. Now let me give you a lesson where it comes to automation. So what you're going to be able to do in automation? Is it you're going to, as an example, setup something like Mailchimp. If you don't have Mailchimp, make sure you download it. So a mailchimp is a marketing software, you can set that up send them out an email in Mailchimp and then after that, have a third party outsourced that can do what? They can actually follow up on the phone, somebody that can actually follow up after you've sent that email to say 'hey I work for John. I just thought I'd give you a call. I sent an email out last week. I'm just following up with that. I'd love to get you in for an appointment and that it would really, really be cool to connect.

Now let me show you how we use this. So I had a mortgage broker that we did exactly this what's called the re-engagement strategy. We haven't spoken to one of our client list for about 3 or 4 years so we sent them out an email, very soft touch. Sent them out a letter basically saying 'hey we haven't seen you for a little while, there's some really, really good opportunities here on the market now with better rates. Would you like to find out a little bit more or maybe we can do what's called an anniversary health check just on your current mortgage and see if we can save you a few dollars. There's no money down for you or any of that type of stuff. We'll do that for you. Would you like to maybe consider coming in and seeing us?' then next thing we did that end of the week or end of the final week, we actually call them to go 'hey we sent a letter through last week. Sent you an email, was wondering if you'd like to book in with us.' And we book people in and the result turned into, I think it was close to from about a list of about under 50 people. I think it turned out to be about \$280,000 close business or something in that vicinity. Absolutely amazing. Guess what, with reengagement you've got money sitting on the table that you can absolutely reengage because why? It's easy to do what get a new client or a client that's existing - loves you likes you trust you already to start having a conversation again with them. Remember, re-engagement is about beginning the conversation again. Sound cool?

Alright here are some lesson takeaways:

1. Make sure you get in constant contact with your client. It's really critical. Every month send them something. Every week, you can connect depending on your type of client. Maybe it's every 6 months but make sure you design something that's a re-engagement strategy.
2. When designing your re-engagement strategy make sure that you follow through. Don't go and give them a call and then you don't. Don't go and then send you something and then you don't because it kind of defeats the purpose of exactly what you're doing.
3. You've got to test different types and see what the greatest re-engagement version is. So maybe SMS works beautifully for you. Or maybe video works even better or maybe it's just old school picking up the phone or sending a letter. You've got to test which works for you. Cool?

Now in our next session, we're going to talking about joint ventures. I love joint ventures and how to setup and

flourish from joint ventures. Now remember, if you need help we're here to help. Make sure you send us an email at ask@nickpsaila.com or guess what, you can tell us on the Facebook page as well. Until then, have an incredible day.