

Use ReallyLinked and Keep your Network Alive

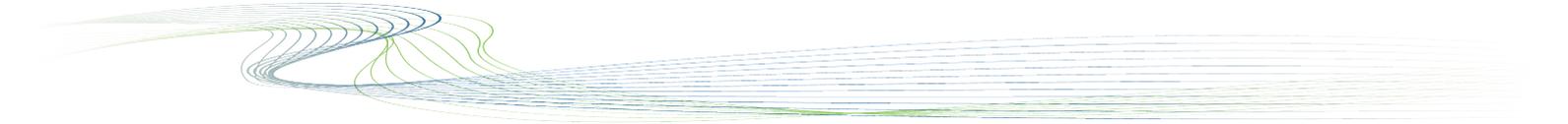
What is ReallyLinked?

- ReallyLinked is an app designed to help you maintain and leverage important business relationships (we call this Relationship Pyramid Hopping)
- It's an easy-to-use tool that will help you cultivate your most important business contacts efficiently and quickly
- It provides 3 ways to help you cultivate your most important business contacts:
 1. **ReallyLinked** ensures you stay in contact with the most important people in your network on routine basis so you don't lose influence with them
 2. **ReallyLinked** reminds you daily, weekly, every 2 weeks or once a month to connect with your best contacts on a routine basis for mutual benefit, and to stay in touch so you don't lose influence
 3. **ReallyLinked** will help you build business relationships by staying connected with contacts that are crucial to your success when the business relationship is not yet where you want it to be

Why do I need ReallyLinked?

Out of sight, out of mind. Research has confirmed that you need to maintain consistent and persistent contact with your customers and those people who are instrumental to your success.

- The average company loses 52% of its customers every 5 years
 - Cost of replacing this business can be 6 to 7 times more expensive than keeping it
 - Number 1 reason for leaving: "our vendor has forgotten us"
 - Number 2 reason for leaving: "our vendor takes our business for granted"
- You can potentially lose up to 19% of additional business when you don't ask for referrals
- 66% of your business in the next year should come from your sphere of influence
- 5% increase in customer loyalty yields 20% to 80% to bottom-line profit
- One study showed that you lose 10% of your influence every month that goes by without contact
- 70% -85% of people get their jobs through their network of contacts. So staying in touch can help you not only with your current business needs, but also with support you may desire in the future



ReallyLinked combines the best of both worlds: cutting-edge technology combined with subject matter expertise.

- Developed by subject matter expert Jerry Acuff. Jerry is the bestselling book author of *The Relationship Edge in Business* and founder and CEO of Delta Point, Inc., a successful sales and marketing consulting firm
- Technology that integrates what you need to do with the ability to do it
 - Most of the ways you want to contact a person—by phoning, texting, sending an email, setting up a meeting, writing a personal note—are done through ReallyLinked
 - Now you can go to one place— ReallyLinked— to access the relevant data (your recent phone calls, text messages, reminders, etc.) about each of your important business contacts

To maintain those important business relationships requires consistent and persistent touch points. Staying in frequent contact is likely to pay huge dividends and helps you demonstrate that you treasure the business relationships you have built with them.

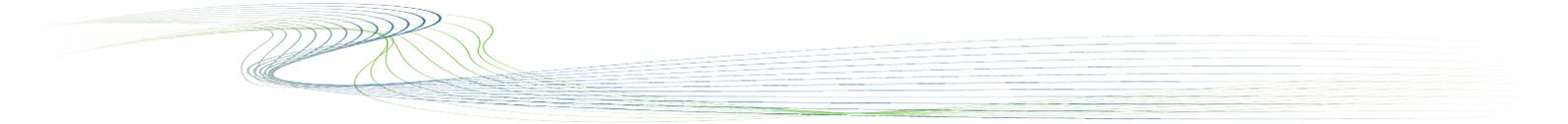
How do I decide who to include in ReallyLinked?

You may have hundreds of connections/contacts through LinkedIn, Facebook, Twitter and other social media networks. But the reality is that there are likely only a relatively small number—anywhere between 25 to 125 or 150 who really have the potential to impact your business destiny.

Since you can't make the time to stay in touch with everyone you are tangentially connected to, it makes sense to be thinking about the 25 to 150 people who are *crucial* to stay in contact with.

Relationship experts have provided some suggestions:

- **Touch base with your top 50 networking contacts** (the people that are most important to you in your business network) every 30 days or so.
- **Touch base with other people in your active network** once every 3 months or so
- **Touch base with current/past clients and prospects** once every 3 months; minimum 4 times per year
- **Touch base with hiring managers who have interviewed you:**
 - Follow-up immediately after the interview
 - Touch base every 2 weeks to check on the status of the hiring decision
 - Demonstrate your value and thought-leadership by sending the hiring manager helpful articles

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- Show that you are motivated and are already thinking deeply about the company's challenges. They haven't yet hired you, and you are already adding value to the business
 - **And for those people you don't care about** and don't want or need in your life now or anytime in the future: no follow-up required. Allow yourself to neglect them (at your own risk...)

How many contacts should I put in ReallyLinked?

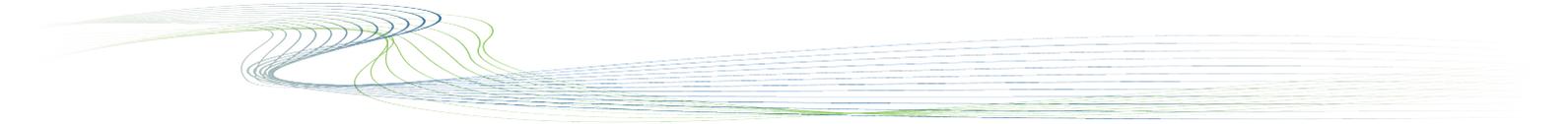
- We suggest you manage between 100 to 150 key contacts on a routine basis:
 - Requires only 5 to 10 minutes of your time to effectively and efficiently contact 3 to 4 people daily
 - Translates into 20 people per week; over 100 people each month

How often should I contact people? What is the recommended timeframe to set as a reminder?

- People who are great at cultivating business networks believe in persistent and relevant contact. This means contacting the person frequently enough to keep in touch but not too often to be perceived as bothersome
- As mentioned above, for every 30 days that you don't stay in touch, you could lose as much as 10% of your influence. Even if this is high, and the numbers are closer to losing only 3% to 4%, that is still too much. The reality is that you can't afford to lose **any** influence with those crucial contacts
- We recommend that every 30 days (the system default) you contact that person either by:
 - Phone calling
 - Text messaging
 - Emailing
 - Setting up a meeting
 - Writing a personal note on stationery
- Only you can determine what is most appropriate at any given moment in time
- Texting and email are fast and easy; calls should be reserved for specific discussions, ideas and opportunities.

What types of reminders or reasons for connecting are appropriate?

Naturally these will vary by person. But some reasons you may want to reach out and connect with one of your business contacts is:

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- To send them a relevant article that you think they'll be interested to read
 - To send them a link to a website that would mean something to them
 - To have them connect with someone you know that could help them
 - To send a reminder that you thought of them when....
 - You bumped into a mutual friend
 - Saw a movie you discussed
 - Read a book by a favorite author they recommended

And sometimes you just want to ask:

- How are you doing?
 - Let them know they are out of sight but not out of mind
- What can I help you with?
 - Before you ask people for help, it makes sense to offer to help them first
- Specific purpose
 - Have you had a chance to review/think about/talk about the issue/product/solution that we discussed the last time we spoke about my idea, proposal, suggestion, etc?

A strong and active network is crucial, in business as in your every-day life. Keep it alive by being diligent with your contacts, benefitting everybody in the process. And do it easily by using the free ReallyLinked app. Win/win/win!