

Weekend Reading Email Program

Sharing a regular Friday afternoon email with clients and influencers provides a consistent touchpoint. And can lead to referrals when the emails are shared.

Ideas

Here are a few tips for managing a weekend reading email program.

1. Consistent

Choose a regular, Friday afternoon cadence. Weekly or semi-weekly emails are the best.

2. Subject-line

Use the same format each time. "Date, Weekend Reading from Phil White, Mackinaw & Company."

3. Content

Less is more. Use the same format each time. Include a link or two (no more) to relevant content. Add brief commentary introducing each link. One serious and one light topic is a good mix.

4. Extras

If you have a blog, newsletter, social media, etc. include subtle links.

5. Contact Info

Include your full contact info, the email may be shared with someone who does not know you.

6. Multiple Emails & Lists

If you maintain separate client and COI partner lists create a weekend reading email for each one.

7. Bonus

This is also an effective touchpoint for prospective clients and influencers you may not have a relationship with currently.

Idea Sheets provide quick and actionable suggestions to drive more referrals and sales. Visit www.referralsafe.com/asktra frequently for new additions.