STRATEGY 9: FORM PROFITABLE STRATEGIC PARTNERSHIPS

Scripts for Follow-up Calls to Recipients of Thought Leadership Content

For thought leadership to be effective in attracting new business, your COIs must follow up on sending their content with outreach, which can be simply a phone call. Sending thought leadership content is all about starting conversations, and the only way to regularly spark these conversations is with follow-up and again, phone calls work extremely well. COIs should not wait for recipients to contact them.

The scripts below demonstrate how a COI can connect with recipients of his or her thought leadership content to prompt a conversation that can help the COI serve the recipient better and lead to new business. Remember that these are samples only. The COI should use his or her own style of speaking.

> **"Hi Joe, I sent you a report on captive insurance companies and I wanted to make sure you received it and whether you have any questions on it. I thought it might be something we should consider. I think it might be very beneficial for you and your business and that we should get together to discuss it. What do you think?"**

> **"Hi Carla, I sent you a report on concierge health care because I know your husband has been dealing with a health challenge. I thought it could be helpful as you two evaluate your health care choices. Also, since it's been a while since we last met, I'm wondering if you'd like to schedule a check-in meeting. I want to make sure that everything is going smoothly with your business and find out if you have any concerns we should be addressing."**