

Follow-Up Checklist



LEAD CAPTURE.....

Do you have a virtual process to capture info and engage new members?

"Relationship starts when you have people's contact information. If we don't have a phone number or an email or a name, we can't go on a journey with people." - Ryan Wakefield



OUTCOME

Does your follow up process point to a clear outcome?

"If you confuse, you'll lose." - Donald Miller



SUCCESS

Have you determined what success looks like?

"Success is the sum of small efforts, repeated day in and day out." - Robert Collier



EFFECTIVENESS

Are you ready to measure and track effectiveness?

"If you can't measure it, you can't improve it." - Peter Drucker



OPTIONS

Are you giving people too many options?

"People need a path, not a menu." - Bobby Williams



OWNERSHIP

Does your process have an owner?

"If everyone owns a task, then no one owns it." - Anthony Iannarino



DOCUMENTATION

Is your process documented?

"By documenting your processes, you ensure efficiency, consistency, and peace of mind for anyone involved." - Karla Byrnes



TOOLS

Are you using all the relevant tools and touchpoints?

"Start where you are. Use what you have. Do what you can." - Arthur Ashe