NEXT LEVEL Exchange

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# Client Contact Plan For Client: (name of client)

**JANUARY**
Marketing Call using Market Mastery Approach

**FEBRUARY**
Send Video Electromail

**MARCH**
Send Newsletter

**APRIL**
Marketing Call using MPC Approach

**MAY**
Birthday Card

**JUNE**
Send Article, Blog, or Market Research Survey

**JULY**
Marketing Call using Reference Check Approach

**AUGUST**
Send Newsletter

**SEPTEMBER**
Possible On-Site Client Visit

**OCTOBER**
Marketing Call using Consulting Approach

**NOVEMBER**
Send Article, Blog, or Market Research Survey

**DECEMBER**
Send Holiday Card, perhaps with Satisfaction Survey

** Once Target becomes Client then Contact Plan is modified

** Measure your results, modify your approach, and repeat the process!