

## Building relationships

Relationships are at the heart of success

....building a relationship....partnership....friendship

### How do you build relationships

- Build relationships one at a time
- Be friendly and make a connection
- Ask people questions and tell people about yourself
- Go places and do things
- Overcome your fear of rejection
- Be politely persistent – stay on the radar

### How do you sustain relationships

- Have regular catch ups
- Send copies of your newsletter
- Invite them to your meetings'
- Watch their publicity and comment on it
- Send updates
- Give them extra promotional opportunities for free
- Shop with them and make sure you say 'Hi' when you do
- Send them articles, emails, information you think might be of interest
- Invite them to be part of any media photographs
- Refer people
- Offer new opportunities to them first
- Send thank you cards, photographs, press releases...as they occur
- Frequency rule of thumb - 1/3 appreciation, 1/3 advocacy, 1/3 appeals