

Abundance: *Infinitely BIG!*

Rider Follow Up Checklist for MORE Submissions

Day of sale:

- Take a picture of 12 name card and text it to rider's phone
- Save your contact info in their phone (e.g. "Stephanie Rainbow")
- Driveway follow up text to new rider- personalize this message! (e.g. "Hello John and Mary, it was a pleasure to meet with your family tonight. I hope the kids win at soccer tomorrow! I appreciate your time and please know I am going to work really hard to help you hit your First Week Special!")
- Text rider - "Congratulation! Great job - I am so excited that your friend/family is doing the BookNRide program too! Keep up the good work! You only have # more shows to earn your money back!"

Day 2:

- Call the new rider and talk to them - they will love to hear your voice! Ask a few questions: 1) "How is your Rainbow?" 2) "How are you doing with submitting your first three appointments?" 3) "Do you have any questions? Or need help with anything?"

Day 2 - Day 4:

- Text rider for the first four days to remind them to share their Facebook post for free fragrance pack
- Text reminder for their First Week Special goal - submit their first 3 appointments into the Rainbow app

Day 6:

- Call rider with a friendly reminder to get their three appointments submitted into the Rainbow app to earn their Rainbowmate for the First Week Special

Day 7:

- The 45 day relationship begins!

Automated Texts sent by office:

Day 1 - Welcome text

Day 4 - First Week Special reminder

Day 20 - 6 in 45 day reminder

