

CALL IN, OPT IN, COME IN

The world's simplest database communication plan.

You may be reluctant to call contacts in your database, but in our experience, there's no such thing as call-reluctance, you're simply value-deficient. Use the Call-in, Opt-in, Come-in method to engineer the value you're lacking and make your contacts look forward to hearing from you.

At the beginning of the month, all you have to do is decide which of the following methods makes the most sense for your business.



CALL-IN

Choose something to give away and ask people to call in to enter for their chance to win. Maybe this is something as simple as one of several date-night packages, or as extravagant as a new piece of technology.



OPT-IN

This is the same idea as the Call-in except that instead of them calling in the register, they simply fill out a form. Whether that's a Google form, Jotform, Bombbomb, or whatever it is that you happen to use, we've found this to be very effective and does not create as much chaos in the operations at the office, as nobody has to be on-hand to answer phones.



COME-IN

This method is essentially a reverse "pop-by", where you ask the contacts to come to your office or another location to receive a prize or an item. Before the pandemic, we had a lot of success with "pie days" for pie giveaways.

Your new value to offer

The genius of this is its simplicity. All you have to do is choose one and make that the center of all your marketing and communication for the month. Now you're no longer value-deficient, so you're no longer call-reluctant. I trust this was helpful and I wish you great success with it!