



THE MOST SPECIAL DAY OF THE YEAR!

6-Step Birthday Plan

WARNING: Scraping birthdates from Facebook or old files, instead of using it as a great opportunity to talk to people, is a HUGE wasted opportunity to have a meaningful conversation that may result in a referral.

1. Script for calling a person on the phone to get their birthdate.

"Dan, I'm looking at the file I have for you and I see that I have your address, email, and phone number...but I'm missing one very important piece of information – your birthdate. When is your birthday *because* it's important to me that I take the time and acknowledge you on that date."

They give you date.

"Dan, (state the date they gave you).. the most special day of the year! (pause) Thank you and I look forward to celebrating it with you!"

2. Immediately follow-up with a text message.

"Dan, (their birthdate) the most special day of the year! Thanks for sharing it with me, great to hear your voice."

3. Immediately follow-up with a note card and include a gift card.

"Dan, (their birthdate) the most special day of the year! Great to connect with you today. Here is an early birthday gift – enjoy!"

4. On their birthday, they will receive an email from you called the Most Special Day of The Year and you will be blind copied in the email.

Read it. Call them on the phone and wish them a Happy Birthday using the message in the email as a talking point.

5. Cut, paste and post "The Most Special Day of the Year" message on their Facebook.

6. Send a Birthday Card.

It's best if they receive the card a day or two after their birthday because it won't be in the mix with all the others that arrive that day.

I suggest you use the **By Referral Only** Birthday card. You can find them in our online store.

Here is a sample of what you can write in the card:

Dan, Happy Birthday... here is a quote for you on your special day:

"Believe in yourself! Have faith in your abilities! Without a humble but reasonable confidence in your own powers you, cannot be successful or happy."

- Norman Vincent Peale

(Your Name)