THE FOLLOW-UP MACHINE · SESSION ONE

My Ten.

The ten people you **think** your business runs on. Sent you business, count on you, you count on them. Not your biggest clients: the people who, if they forgot you existed, your year gets worse. **Write them down now. In a few minutes, fourteen months of your own email checks your answer.**

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

7 _____

8 _____

9 _____

10 _____

Now circle three: the three you are most worried you went quiet on. The name that popped into your head when Anthony asked the question? That one gets circled first. These ten names go into the scan, typed where the brackets are.

1. It drafts. You send.

Always. It never sends a message to anyone but you.

2. Correct it out loud.

"Maria and I talk by phone." Say it once. It remembers forever.

3. Never delete its notes.

The bottom of every morning note is its diary. The notes are its brain.

Every weekday morning, open Claude and say:

morning rundown

Anthony Suarez · President and CEO, Next Level Lending · Lithia, FL · NMLS# 2648785 · Anthony@nllfl.com