

## HOW TO USE YOUR EXCEL TRACKING SHEET

**You'll get the best results from your sales letter prospecting if you make a concerted, clear effort. I mean, sure, you *could* just randomly send out the letters and cross your fingers, but wouldn't it just be easier to do your best?**

This Excel doc is designed to help you track exactly who you're contacting, when, and how. You'll see that there are places to write your contacts' names, business names and addresses (which, of course, are crucial to know if you want to get their business), but there are also places to record when you got in touch with them and how.

I'd recommend sending out your sales letters and recording them under the Date of First Contact and then following up with a phone call three or four days later. In the phone call, you can say something like, "Hi, I'm [your name] and I'm a marketing writer. I sent you a letter a few days ago and I wanted to know if we could schedule some time to talk about how we can get you more customers and improve your revenue." (If you have to leave a message, be sure to leave your phone number.)



Be sure to use the Notes column, too. If a contact isn't interested now, but might be interested later, make a note and then highlight it so you can come back later and make another call then.

I wouldn't recommend making contact more than three times in a row—probably the letter, a phone call, and then another phone call if the first message wasn't returned. If you didn't get a definite "no," though, highlight this row to remind yourself to go back later and try again, perhaps with a different sales letter template, to see if you can get different results.

Unfortunately, it will absolutely never happen that everyone you get in contact with will want to work with you. That's life. But it absolutely *will* happen that if you stick with it, stay organized with your contacts and reach out to as many businesses as you can, eventually you'll find someone who will want to work with you.

Small business clients mean money in the bank, but just as importantly, they also mean samples for your portfolio and a head start on building your copywriting career. And, with the right direction and steps forward, that leads to more clients, not to mention work with in-house agencies and advertising agencies.

**So, stick with it and good luck!**