

# coleherbals

## *Affiliate News*

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**"You don't build a business. You build people,  
and people build the business."  
- ZIG ZIGLAR**

The sole purpose of coleherbals.com is to offer life-changing organic products. Among the best incentives for selling these products is that you're helping people to feel better, and you have the opportunity to earn some extra money for the help that you offered.

Following up is a great way to build up your people and offer them great customer service.

You are notified by email each time someone uses you as a referral for a coleherbals purchase. When you're notified, log into your [affiliate portal](#). Once on the home screen, scroll down, find the name of the customer, and click on their name. You'll have their mailing information and email address, and can see what they ordered. Use that information to follow up.

It is a proven practice to follow up with someone using the 2-2-2 rule. **Two days** after the order, follow up to ensure that the order is correct and to thank the person. Then, follow up **two weeks** after the order to find out how much he/she loves the products and to answer any questions they may have. Then, follow up **two months** later to see if replacements are necessary or if they need anything else. Make sure to invite the person to your Facebook group or your mailing list.

Follow-up doesn't need to be difficult. You can set up a system to remember to follow up in Trello, a calendar, paper, etc. How do you think you'll track who you need to follow up with, and when?

In the next training email, I'll share my system with the exact wording I use to give you an idea of what works.

There is a saying, "The fortune is in the follow-up."

Let me know how I can help as you begin to build your fortune,

*Brenda*



***Brenda Deming***