



Small Cost, Big Impact

You don't need to spend a lot of money to make a lasting impression on your clients. A Pop-By is a great way to accomplish this with very little monetary investment required.

▶ What is a Pop-By?

A short visit to one of your valued clients to say "hi" and give them an inexpensive gift. A Pop-By is the quickest & most effective way to generate referrals for your business. Popping-by your clients' home or office shows how much you appreciate them and will leave a lasting impression and most importantly, keeps you top-of-mind.

It can be easy to get caught up in the details of what gift to purchase or how much to spend, but the key to a successful Pop-By is to just do it! The act of giving is the true magic of this lead generation activity. There's a host of different reasons to bring a little gift to your relationships making it easy to always find a reason to make someone's day.

Reasons You Can Use to Pop-By:

- ▶ Holiday
- ▶ Change of season
- ▶ A milestone in your client's life
- ▶ Fill a need



▶ Where Can You Get Your Pop-Bys?

Make It Yourself

Do you have a hobby in which you create something? Have it pull double duty by serving as a gift you can share. I.e: Baking, Knitting, Homebrewing, Jam Making.

Specialty Stores

Focus on this type of retailer if you're looking to spend a little more per item. These types of stores are usually chock-full of home décor that are perfect for small batches of Pop-Bys.

Wholesale Companies

Online retailers and mail order retailers that provide deep discounts when you purchase in bulk. This is a great place to get items that are evergreen.

Big Box Stores

They usually have sections of inexpensive items based on the time of year. These stores are also fantastic to go to after all the major holidays to stock up on items that are on clearance. Deals-a-plenty!

Dollar Stores

Just like it says...all the items are a dollar. These types of stores often have a really good selection of seasonal/holiday items that are fun and useful.

Personalized Websites

Have a specific client in mind? This would be the go-to to find and order gifts that can showcase your clients name or other special details about them.



Plan It!

Whether you plan to do Pop-Bys on a monthly or quarterly basis, it is important to have a plan. Use this planner to lay out your year of Pop-Bys. Remember, make it fun!

Months	Gift Idea	Tagline	# Needed	Cost Per Item
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

Want access to an archive of pre-designed Pop-By tags that are ready for you to print and use?

Referral Maker PRO comes with hundreds of tags for all occasions and seasons, making giving to your clients easy and fun! To learn more about Referral Maker PRO and how to effectively generate leads, schedule a business consultation: buffiniandcompany.com/bc.

