HENRY REITH

The 15-Minute Weekly Contacts Habit

Fifteen minutes a week to get back in touch with the people who would think of you first. Print it or keep it on your desk.

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STEP 1

Write down what people tell you

When someone mentions a launch date or a worry about their business, write it down that day. A line is enough if it gives you something specific to come back to. A note in the contact card on your phone will do.

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STEP 2

Pick the three who went quiet

Each week, pick three people you haven't spoken to in a while. Start with people you liked or learned from: the person you used to call to work something out. Keep it to three, so you have time to remember where you left off with each one.

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STEP 3

Send something specific

Use the thing you wrote down and make it easy to reply. Keep it to something you'd ask them over coffee. A calendar reminder can tell you when to send it.

> *"You said you were opening the second clinic in March. How's it going?"*

Send it without asking for anything. If the conversation turns to work, listen to what they need first.

LET A SYSTEM DO THE REMINDING

Awesome Contacts, the personal CRM I'm building, helps me keep up the habit: **awesomecontacts.co**