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HOT PROSPECT! FORM

See Action 11 in the book *I'd Rather Be in the Studio!* to help you follow up with leads.

date:

name of prospect:

address/city/zip:

phone:

email:

I found out about this prospect / This prospect was referred to me by:
(Send a handwritten thank-you note right away to the person who gave you this lead.)

Their interest in me/my work is:

Personal info about prospect (interests, business, family, art collection):

Follow up with prospect by (date):

Via: email phone snail mail

(If you use anything but snail mail, be sure to follow up again with a brief handwritten note saying "Thank you for your interest in my work . . .")

Action I need to take next (with deadline):

DON'T FORGET! Always ask: "How can I be of help to you in the future?"

DON'T FORGET! Always say: "If you are happy with my work, I hope you will refer me to your friends."

