



10 Ways to Maintain Relationship Connections



Conduct virtual get-togethers with clients and contacts, and have lunch, coffee or cocktails through video platforms



Instead of emails, make a phone call (tip: every time a meeting gets cancelled or pushed, use the time to call someone)



Send thoughtful cards or notes



Send care packages – customized to their needs or interests (e.g., family friendly care packages with adult coloring books and kid coloring books, adult care package with your favorite bottle of wine)



Curate and share “care content” lists using your own authentic interests (e.g., your Corona playlist, kid-friendly resources, best recipes, etc.)



Record and send videotexts



Emails that focus on your care and concern – with 2 or 3 things you can think of that might be helpful to them



Utilize social media to send direct messages and notes or make referrals or introductions



Humanize your signature block – with humor and authenticity



Create e-introductions