Pop By's

Pop By is a relationship-based marketing strategy that allows me to stay personally connected with my sphere in a meaningful and memorable way. This section outlines my system for delivering small, thoughtful gifts or branded items to past clients, referral partners, and top contacts—paired with a handwritten note or a quick face-to-face hello. The goal isn’t to sell—it’s to show appreciation, spark conversation, and stay top-of-mind in a warm, authentic way. Pop Bys help me deepen relationships, create referral opportunities, and remind people that I’m never too busy to help someone they care about.