

ESTABLISHING AN ARM PROGRAM

Worksheet



Ambassador Name	Proximity / Methods	Frequency	Longevity	Intimacy	Existing Client

<p>Proximity:</p> <ul style="list-style-type: none"> - How will you stay connected? - Face-to-Face - Phone - Email - Social Media 	<p>Frequency:</p> <ul style="list-style-type: none"> - How often will you connect? - Weekly - Monthly - Quarterly - Annually 	<p>Longevity</p> <ul style="list-style-type: none"> - How long will you connect? - Check-In - Dialogue - Shared Experience - Trip - Retreat - Shows 	<p>Intimacy:</p> <ul style="list-style-type: none"> - Transactional or - Relational
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