

LEAD GENERATION GUIDE

*little
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www.littlewordstudio.com

OVERVIEW

you can sell out without selling out

I'm a writer, not a sales professional but I do know a thing or two about sales. My business has grown steadily (and rapidly!) since we launched in 2018 and I don't say that to brag (or even humble brag). I say it because growth means I've figured out a key to success and now, I want to share that key with you.

In my wildest dreams you'll take the key, fashioned from months of hard work, and run into a field of possibility, wind blowing through your hair. In the middle of it all, there's a door. You unlock it. Once you've figured out what to do next, you pass the key to someone else, who gallops into their own field with their own wind, their own door, and so the story goes ...

Ah! Another thing: I'm not about the cold call or chilly email. The tactics in this guide are definitely non-traditional. They're not about finding business with sales scripts or templates. They're about being proactive, valuable and unique.

No, I'm not afraid of spilling my secret sauce. I think in a service-based business, there is no secret sauce. (An exception would be if you're actually selling sauce, then there is something to spill.) When you're good at what you do, clients and customers will come. Believe in the awesomeness of the brand you've built and what you can offer - that's the first step toward sustainable success.

Belief isn't easy, believe me. Thankfully, I've done the heavy lifting for you, so please go forward with confidence. Take my grind and make it your gold. -

Melissa Kandel, founder/CEO, little word studio

USE THE TANGENTIAL TACTIC

Kindness, I'd argue, should be a living, breathing lodestar of any creative collaboration. It's just good business. And if you think kindness is some lofty ideal, lurking in the cotton candy ethers of the fluffy unknown, you're wrong. Kindness is as much a real part of any powerful marketing strategy as the more traditional components -- the deadlines, metrics and goals. In fact, it might be the most important part of all.

- *Melissa Kandel* for Forbes

When you operate with kindness, you'll see it reflected in top-line sales. Should that be your chief motivation for being kind? Of course not. But there are bills to pay and success to be had, so know that practicing kindness is always good business.

Cool, you say, except how does it really translate into sales?

There's a strategy I implemented early on in my business - let's call it The Tangential Tactic - and it hinges on the idea of kindness for all. Here's how to make it work for you:

Think about the businesses that are tangentially related to yours. For me as a content marketing firm, this meant photographers, videographers, web developers and graphic designers. For you it might mean inspectors, builders, painters or anyone who can refer you leads whose business you can also help grow.

Research 10-20 local professionals in each field. Nextdoor, Yelp, Facebook, Instagram, LinkedIn and a good, old google search are excellent places to start building your list. Make sure each company has an established pipeline of business, which a quick browse of their website should reveal. (Check client pages, testimonial pages, work examples and do your due diligence.) Create an Excel spreadsheet, Google sheet or Notion page of all these professionals with the following labels on the horizontal x-axis: contact name, business name, contact information and notes about the business, (you can use these in your outreach). Also, create a column for date emailed/called and follow up.

Reach out. You can tackle this list by emailing five businesses each day, noting your outreach in your master spreadsheet. In your message, emphasize the win-win situation at hand: You're not competitors, you're tangentially related businesses and you can refer business to them just as they can refer business to you. Even if this means a referral fee on your end, it's worth it to build up your client/customer roster quickly. Think of this tactic like a game of business leap frog or that Ciara song, "Level Up." You're leveling up by partnering with a business that already has proven success. The other trick here is to do your research. Beyond a book of business, make sure the company has a solid reputation you can get behind. At the end of the day, you're forging a new relationship built on mutual kindness.



This is an actual email I sent that generated quality client leads!

Subject: Local Referral Connection

Hi,

I came across your website while researching for a client project and wanted to connect. I'm the founder of a boutique content marketing agency based in Newport Beach and am looking for referral partners. I thought you'd be a great fit! My services are mostly focused on high-quality content creation (ad copywriting, scriptwriting for videos, SEO-optimized website copywriting, etc.) for small businesses, mid-sized brands and c-suite executives but I'd love to offer video/multimedia content creation services to my clients as well. Perhaps we can chat soon to see if there are ways we can help each other grow our businesses?

Best,

Melissa

ENHANCE YOUR SERVICE

What separates a business that will flop from one that will flourish? The successful business (and its owner) knows that providing excellent service, convenience and value is the competitive differentiator in any type of market - tough or easy. For this tactic, let's break down those three words and identify actionable strategies to augment your client's experience.

SERVICE

Honestly, it baffles my mind how many service-based businesses just don't understand quality service. It's not always about going above and beyond; sometimes, it's about going. Showing up (even virtually). Responding to emails and phone calls in a timely manner, being solution-based in your responses and putting clients' needs first.

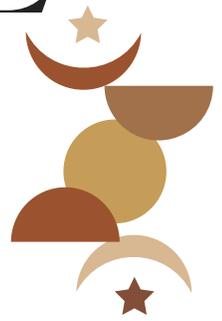
Actionable Tactics:

- **Add handwritten notes to your sales strategy.** Whether you send them a handwritten note with your branded birthday gift or simply send handwritten thank you notes to prospective or past clients, add a touch of personal to boost sales. (Fun note: Keep track of the date a sale closes or the day you hand over a client's new keys. Send them a note one year later on their "home-a-versary!")
- **Ask clients what they need.** When was the last time you surveyed your email list and asked them for critical feedback on how you can better serve them? Try it today. No email list? No problem. Ask your inner circle to weigh in on what they're looking for in a real estate sales professional.
- **Create a knowledge base, tutorials and educational materials.** This works for practically any type of agent, in any niche. How do mortgage loan applications work? What should a seller expect during an inspection? Boosting business is a give and take - you listen to the client and you also tell the prospective client what they don't even know they need - and how to get it. People LOVE giveaways (like this one). Create a useful document and either add a pop-up/sign-up on your website to get it, email it as a download to your list or post about it on social media and make sure you let them know it's you giving out your hard-earned knowledge for FREE.
- **Check your contact form.** It's a given you should set expectations for replies (e.g., "We will get back to you in 24 hours") but it's possible your contact form is the problem. Is it easily accessible? Is it visible? Analyze its positioning and content critically to increase your responses.



CREATE CONVENIENCE

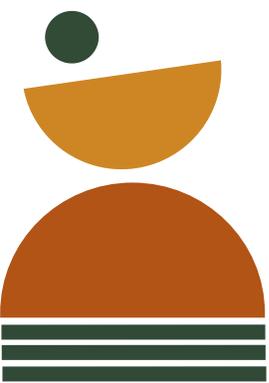
CONVENIENCE



The path of least resistance is coincidentally, also the road to sales success. Product designers often talk about "delightful design," and the principles of delighting your audience apply to any business looking to increase profitability. Make it easy to view, learn about and use your services. Make it convenient for customers to care.

Actionable Tactics:

- **Offer something special to your tribe.** Know some cool local businesses that need added exposure? Reach out and ask for a promo code then offer it to your email list or Instagram followers. Giving away
- **Host a virtual event.** "Everything You Wanted to Know About Buying a Home Now" or "What A Strong Seller's Market Means for Sellers Today" ... whatever the topic, all you need is an Instagram account (go live at noon) or a free Zoom account (share the link to a 30-minute meeting) and you're in business. Hello, local-market expert.
- **Make sure it's super convenient to work with you.** When you first engage with clients, do you ever ask them how they like to communicate? Consider a "Client Experience" form where you can ask these questions upfront and provide the very best experience throughout the entire process of working with you that's especially tailored to your clients' preferences.
- **Be easy to find.** Sure, you can pay for Google Ads but there are free ways to get more exposure. Make sure your contact information is up to date on Facebook, spruce up your Instagram bio. Here are some other hyper-local networking and business-generating apps to garner free exposure:



EMPHASIZE YOUR VALUE



VALUE

Everyone talks about value proposition and it's for good reason - a value proposition positions your business as something unique while also letting prospective clients know the value they get when they spend their hard-earned money working with you. It's the answer to the question: "What's in it for me?"

Will you save them money or make them money by pricing their home for the most value or getting the best deal on a property? Will you protect them from potential pitfalls of home buying or selling, avoid dangerous scenarios like wire fraud, or provide them with the ultimate, safe transactional experience? Whatever you do for them that increases the "What's in it for me" factor is your VALUE.



Actionable Tactics:

- **Make your value easily shareable.** If it isn't already, this value should be evident in your listing presentation and your marketing materials. Maybe you even need a separate PDF (formatting kind of like this one) that outlines exactly what you do for your clients. If you're ambitious create two - one for buyers, one for sellers. If you're super ambitious, create a library of them - one for every type of client you might work with that contains messaging speaking directly to them. (For example, a value book for first-time home buyers, for luxury buyers, for luxury sellers, etc.)
- **Get creative with your testimonials.** If you don't have testimonials, now is the time to solicit them - perhaps by an emailed survey, an Instagram question ... wherever your audience is most vocal and active, ask them to explain why they love working with you. Next, devise a plan to share these testimonials in a high-traffic digital or physical space. The momentum they'll generate will help drive new business.
- **Do better.** It used to be that social responsibility was a kind add-on for businesses but now, it's a necessity. Whatever cause you're passionate about (and it doesn't have to just be one), explain how you're actually supporting it. Do you donate after every sale? Do you participate in community activities? How do you help others? Good-will, like kindness, is just good business.



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Questions? Get in touch:

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