

VOL. 01

*A little dose of inspiration
to keep you going!*

House side. guide

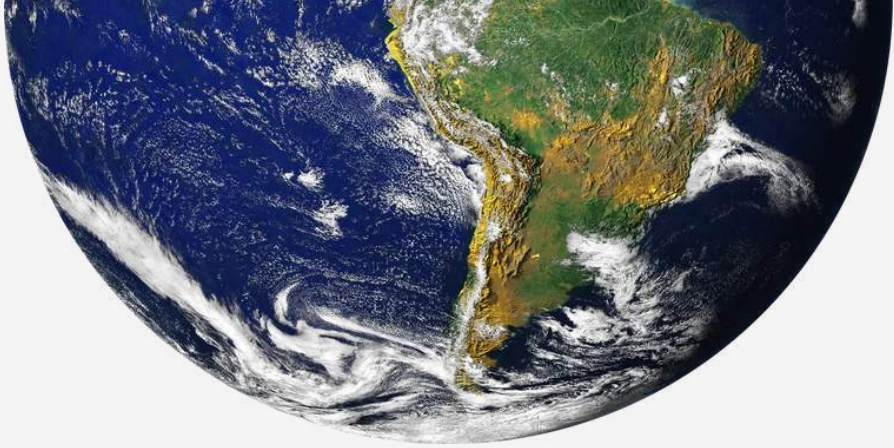
by little word studio

Do nothing today and you'll get
the same tomorrow. Do
something today and you'll set
yourself up for a shiny future
ahead - *guaranteed.*

GROW ✨

Undeniably





Hey! When was the last time you clearly articulated to the world the awesome things you do?

The scenario: A prospective client contacts you with a friendly email asking about That Thing You Do and if you can help them.

What's your next move?

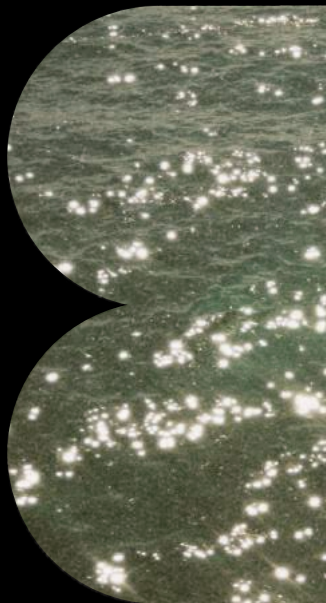
Maybe you respond and say, *oh I do this, oh I provide that service, check out my website, here's list of links to visit, here's what people say about working with me, etc. etc. etc.* If that's you, then congratulations! You've identified a weak spot in your lead generation and business growth funnel. Let's fix it now.

Your assignment for this Side Guide is simple: Put together a marketing piece that enticingly summarizes ALLLLLLL your wonderful capabilities. It should be:

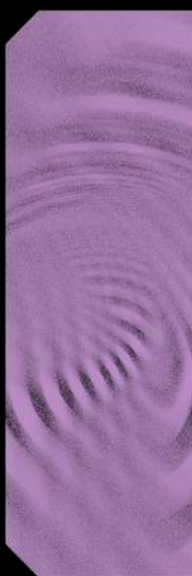
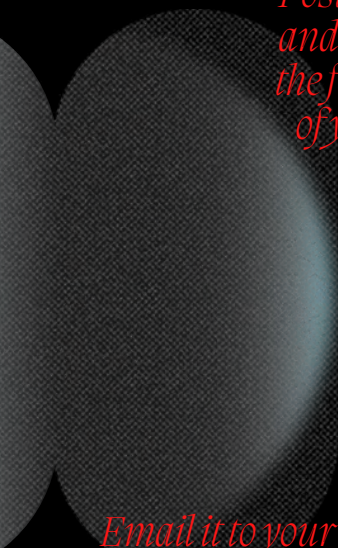
- High-quality enough to print if you need to (hot tip: Canva has a PDF Print option and you can click "crop marks and bleed" for printers)
- Small enough to send as an email attachment (compress it using a site like smallpdf.com)
- On brand with EVERY detail
- Written using easy-to-understand language (no jargon please)
- Priceless, as in does NOT include pricing (save that for your follow up)

Uses

Print it with a QR code on the front cover that goes to your website or to a landing page where readers can sign up for your newsletter




Post it on LinkedIn and add the PDF to the featured section of your LinkedIn profile



Email it to your friends, family and contacts as a beautiful, branded reminder of what you do

Make it available as a download on your website in exchange for a user's email address

A BUSINESS THAT KNOWS
WHAT IT DOES WELL IS
LIKE AN ARTIST WHO
SINGS A SONG BY HEART.
YOU FEEL THAT
CONFIDENCE AND IT
MAKES YOU BELIEVE, TOO.

A hand holding a bouquet of flowers against a blue sky background. The bouquet includes a large light-colored rose, smaller white flowers, and greenery. The hand is positioned at the bottom center, holding the stems of the bouquet.

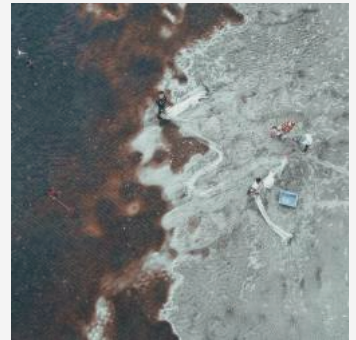
SPARK OF INSPO



HOW TO WRITE THE PIECE



Imagine you're talking to your ideal customer. What are their needs? What details do they need to know about the services you provide to help them feel comfortable making the decision to spend at least part of their budget on YOU?



suggested outline

- Pg 1 - Short intro letter from you to your prospective client
- Pg 2 - Brief bio that's focused on how your experience/skills/expertise helps create a better experience for THEM
- Pg. 3 - Past client testimonials/list of clients or past clients (for real estate, this could be where you list recently sold properties as well)
- Pg. 4 - Easy-to-read list of services, either as bullets or blocks on the page
- Pg. 5 - Online places a client can go to connect and learn more about you and your business (website, social media, blog, etc.)
- Pg. 6 - A short thank you with your contact information and a call to action to book a meeting/email you/call you or whatever you'd like them to do next

We don't want to leave you hanging. If you're thinking, "BUT HOW DO I BUILD IT?" Read on.

TOOLS ✨ *You need*

- [SmallPDF.com](#) - Compress high-res PDFs into attachments you can email
- [Canva.com](#) or your preferred online design studio
- [Me-QR.com](#) - free QR code generator (or just google "free QR code generator and take your pick)
- Mailchimp, Constant Contact, CRM or email marketing platform to create a landing page and/or distribute to your contacts easily
- [Unsplash.com](#) - A gorgeous library of license-free images you may want to use for your piece
- [YouCanDoThis.com](#) - OK, not a real website. (Seriously though, you've got this.)

YOUR WORK IS
WORTH IT



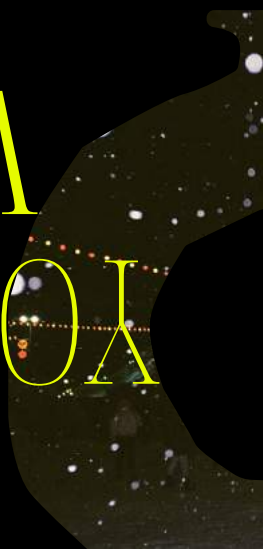
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YOUR WORK IS
WORTH IT





*Your
side
guide*

Thanks for reading! We hope you loved this new Side Guide by little word studio.

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EST. 2018
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