



LESSON 1 WORKSHEET

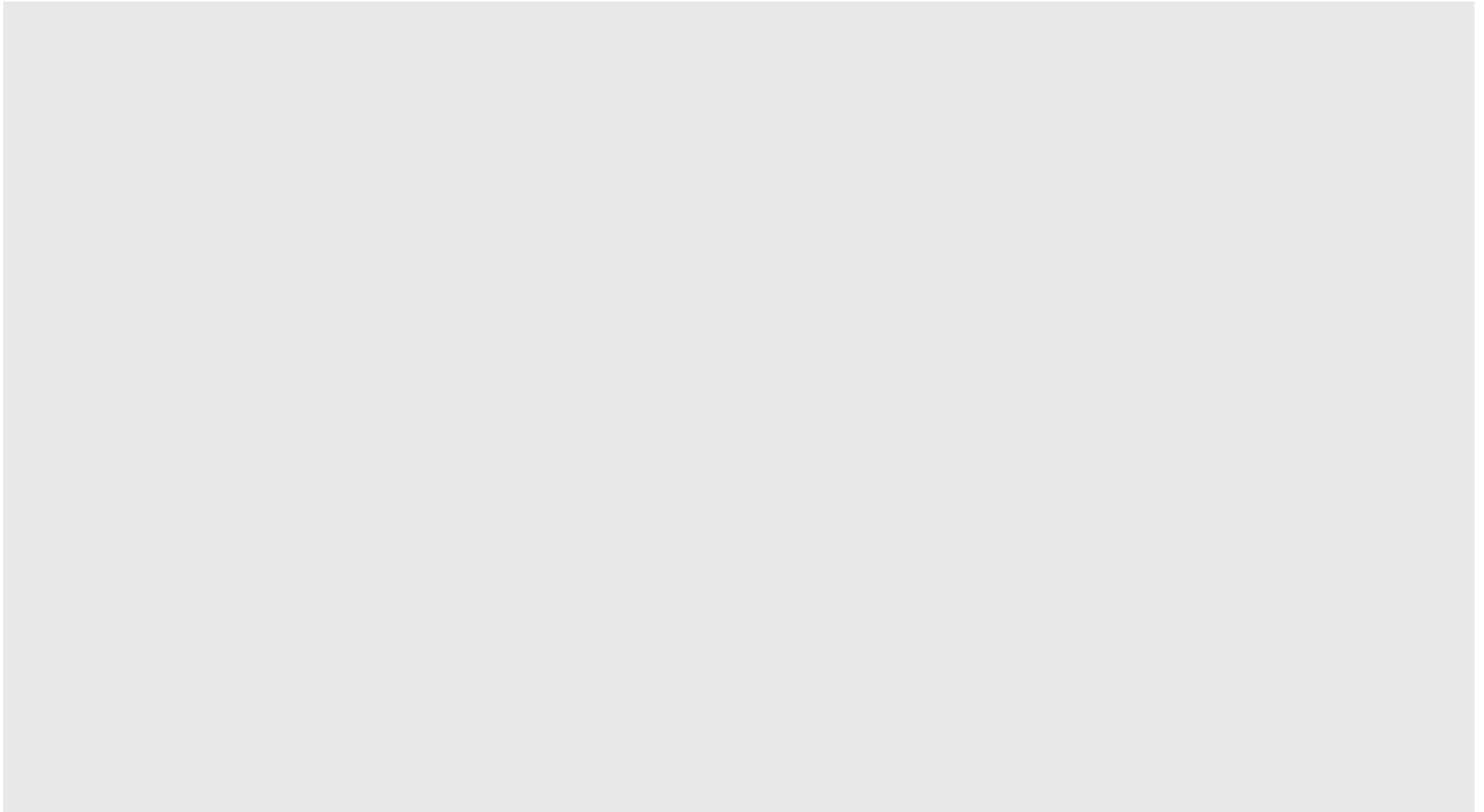
Lead Generation System

*How to attract a constant flow of leads without
any content marketing*



Clients by DESIGN

Notes



The Networking Strategy



The 9-word email

Subject: Re: [subject line of last email thread with them]

The email:

Hey [Name],

Are you still interested in <insert what they enquired about / service you offer >?

That's it! No fluff! You'll be tempted to add more to this email but the shorter it is, the more likely you'll get a conversation going and that's what we're aiming for here.



The dream client email

Subject: “Thinking of you!!” or “Loved working with you”

The email:

Hey [Name],

I was recently updating my portfolio and came across the work we did together.

I wanted to thank you once more for trusting me with your project. It was by far the most <insert description that is true to you about the project> and it was an absolute pleasure to collaborate with you on it!

I’ve been reflecting on my business plans for the future, and honestly, I would love more clients who are <insert description that is true to you about the client in question> like you.

And so it got me wondering... You wouldn’t happen to know, just one person, someone who just like you, would benefit from <insert the benefit you gave them with your service>? 1

If anyone comes to mind, please feel free to make an email intro to this email. I would love to help them.

And if there’s anything I can do in return, please don’t hesitate to ask!

Best,

[Your Name]

The cold pitch to a potential creative partner

Subject: Your go-to <insert your job role> that you haven't met yet..

The email:

Hey [Name],

<Start the email by complimenting them on something recent, so they know this is not a canned email sent to loads of people, and be as genuine as you can.>

But I'm writing today to see if I could help you and your clients.

I see that through <insert the type of work they do, or their company name> you help X achieve Y, through your <insert descriptive word to compliment them and type of service they offer>. And I was wondering if you ever collaborate with <insert what you are here e.g., graphic designers> on your client projects. Or even refer your clients to them once the project is wrapped up.

Side note: You'll have to adjust this depending on which service they offer and what would make sense - eg. if you're a graphic designer contacting a developer you wouldn't write the previous sentence but instead ask if there are times when clients come to them without the design done.

The cold pitch to a potential creative partner

Then this is where you write your elevator pitch:

I help <insert who you help>, <insert the major benefits you give your clients> through <insert the service you offer>. In the past I've worked with <list some clients or types of businesses you helped> and <talk to some of the results>.

Like you, I've helped <types of clients you serve in common> and they've said great things about working together:

<Insert one or two testimonials>

You can also see my work, and learn more about the types of services I offer, here. (link to your website/portfolio)

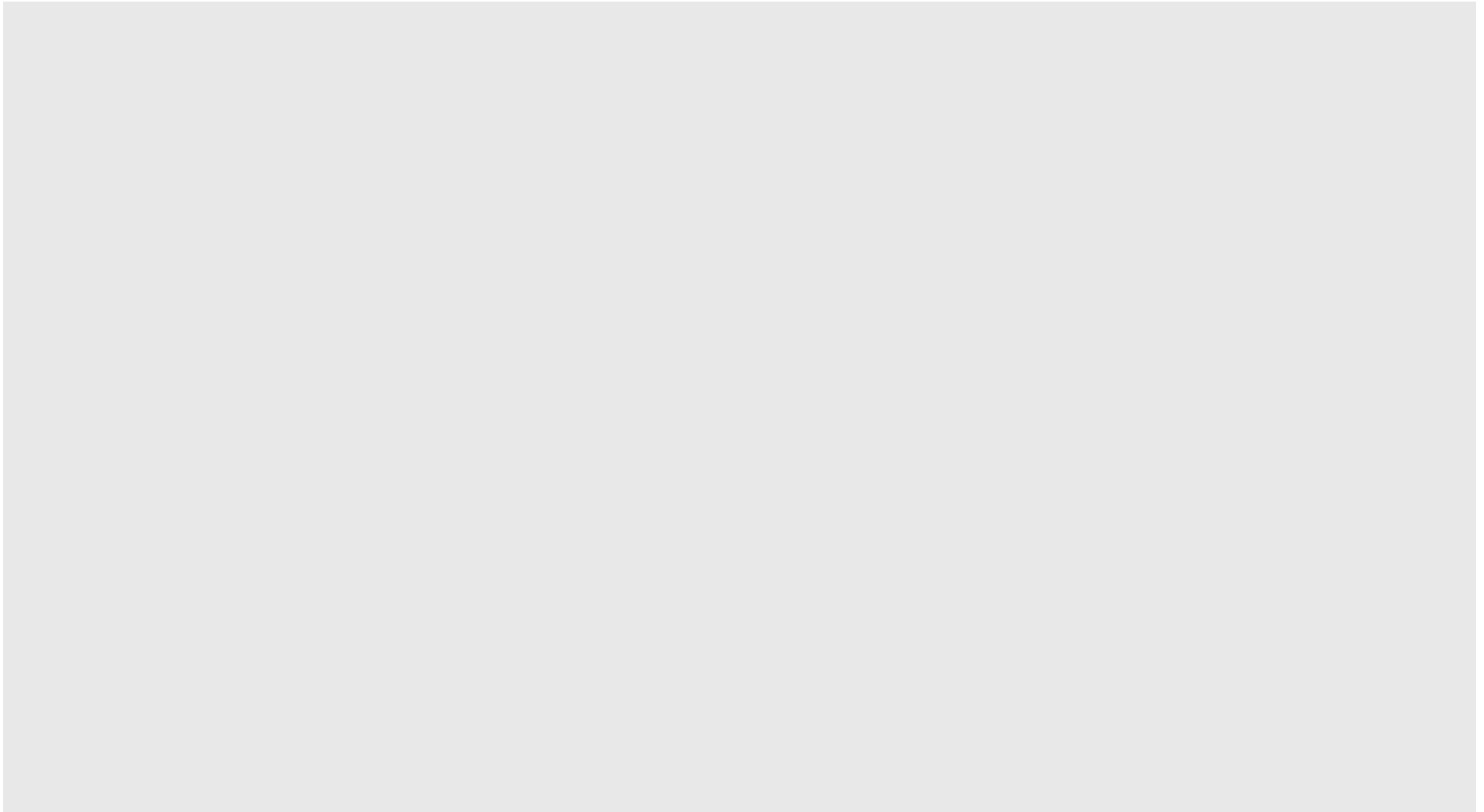
I would love to see if we'd be a good fit to refer each other clients and I'd also be happy to consider a referral agreement where it's a win-win for both parties.

So what do you say, <insert name>?

Best,
[Your Name]

PS: Would you like to grab a 20-minute virtual coffee to get to know each other better and see how we could potentially collaborate on future projects? Feel free to grab a slot here. (*Link to your calendar - we recommend using something like Calendly*)

Notes



Ideas for staying top of mind

