

CFB Copywriting I: LEAD GENERATION



With David Garfinkel



How Many Leads Do You Need To Close One Deal?

- If it's 1 out of 50 now...
 - What if we could increase that to 2/50?
 - Same cost of leads, double the number of commissions
-  My goal is to get you to add one more deal for every batch of leads you buy

In Today's CFB Course

- What you need to know about emails to new leads
- 2 ways to get leads yourself
- 5 ways to engage leads that set you apart in your buyer's mind
- Guerrilla Branding, part 1
- The 9-word email that reactivates dead leads!
- How to become a Franchise Copywriting Specialist (FCS)

Rating System



Advisory



Franchise Copywriting Specialist — FCS

- **CFB Copywriting 1: Lead Generation**
(today's course)
- **CFB Copywriting 2: Lead Nurturing**
- **CFB Copywriting 3:**
Candidate Relationship Building

1. Why Should You Listen To Me?



Abacus

- **Whole-business travel agency**
- **Referrals worked great**
- **Lead Generation didn't work at ALL**

Results

- **Too many leads (!)**
- **\$5 million recurring revenue**
- **\$40 million by the time the company was acquired**

My Decision And Commitment

- **“There must be an easier way.”**
- **Make it easier for myself**
- **Share what I learned with others**

2. “THE DIFFERENCE THAT MAKES THE DIFFERENCE”

The Environment

- ✓ what you're competing with
- ✓ not just other brokers
- ✓ facebook, twitter, tumblr
- ✓ all the people telling them
they can't do it

What Buyers Want

- ✓ Someone who they feel understands them or wants to understand them
- ✓ Someone who won't pressure them
- ✓ Someone who will move at the speed they want to

2 Year Cycle

- ✓ People reactivated dead leads at Conference with 9 word email
- ✓ I'll give that to you again today

What You Want

- ✓ Long term view
- ✓ Some now
- ✓ Some later
- ✓ Higher conversion rate for both
- ✓ Start a relationship... play the numbers

3. WHEN LEADS COME TO YOU

The Best Thing You Can Do

- ✓ Position yourself as a trusted advisor
- ✓ Make them see you are on their side
- ✓ Provide value in tangible and intangible ways

Why You Can Do This

- ✓ You've done it before
- ✓ It's the most natural human thing to do
- ✓ Your training, experience, and values all work together in your favor -- *and*, in your Buyer's favor as well!

Don't Take It Personally, Because...

Sales formula:

SW=SW=SW

3. TWO METHODS TO GET LEADS YOURSELF



PPC ads



- I think about this like when I was playing on the options market
- You're going up against people who do this for a living and sell those leads to you



Your Own Blog

- **More blog content tips in CFB
Copywriting 2: Lead Nurturing, January**
- **Full training on blog content... CFB
Copywriting 4, Blogging to Build Your
Brand and Increase Your Commissions,
April**

4. FIVE WAYS TO ENGAGE YOUR LEADS



1. Online Survey

- **SurveyMonkey**
- **Zoomerang**
- **JotForm**



Online Survey—Tips

- **Short**
- **Prompt meaningful reflection**
- **Simple**

Garfinkel's Law of Work

- The person who does the work, gets paid
- YOU do the hard work to make it easy to understand? You get paid (by making the sale)
- THEY have to do the hard work to figure it out? They get “paid” by keeping YOUR money... :-/



2. Handwritten note

- **Keep it short**
- **Keep it personal**
- **If your handwriting's like mine... get someone else to write it for you!**



Handwritten note

- **Wedding invitation - don't "show your cards"**
- **Offer to help on the first steps**
- **Make sure you give them a way (or ways) to contact you**



3. PDF Checklist

- **Don't send it right away—offer it**
- **Impact is more important than detail**
- **Test and adjust; pay attention to feedback**



PDF Checklist—Tips

- **Easy questions to help them explore the opportunity they are looking for**
- **Tip of the iceberg**
- **Make sure you include contact info**



4. For the bold: video link

- **Or even personal video for each lead!**
- **Video works. However, it requires several skill sets**
- **You can use PowerPoint rather than full motion**



4. For the bold: video link

- It's not for everybody
- Advantage: if it works for you, people get to know you, like you, trust you much faster and much easier
- Resources: youtube, Screenflow (Mac), Camtasia (PC)



5. For the high roller

- Gift cards
- Up to \$25 should be “nominal gift”; you might want to check with Eric (or your own atty., acct.) about this...
- Expensive... unless it works! :)

Examples of gift cards

			
1800Flowers.com From \$25 for 2,500 Points	Aéropostale From \$25 for 2,500 Points	Amazon.com From \$25 for 2,500 Points	AMC® From \$10 for 1,000 Points
			
AMC® Gold Experience from 2 AMC Gold Tickets + \$10 AMC for 2,500 Points	American Eagle Outfitters® From \$25 for 2,250 Points	Applebee's® From \$25 for 2,500 Points	Avis® From \$25 for 2,500 Points
			
Bahama Breeze® From \$25 for 2,500 Points	Banana Republic From \$25 for 2,500 Points	Barnes & Noble Booksellers From \$25 for 2,500 Points	Bath & Body Works® From \$25 for 2,250 Points

Gift Cards—Tips

- **Use your creativity**
- **Keep it light**
- **Link the gift card to the experience you estimate your prospect is currently having or wants to have**

5. EXTRA'S

Guerrilla Branding, Part 1

- Choose the *experience* you want your buyers to have with you
- Based on your strong suit and the type of buyer you do best with

 Part 2—CFB Copywriting 2, January!

Definition of “Copywriting”

- The spoken language in written form
- Words that prompt people to take *action!*
- Believable and familiar language

High-Speed Copywriting Formula

1. Relax

2. Focus

3. Make a decision.

4. Take action!

6. BONUS: REACTIVATING DEAD LEADS

★ The 9-Word Email!



Subj: David [prospect's name]

**Are you still interesting in getting a
good franchise?**



7. QUESTIONS

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