

CFB Copywriting 2: LEAD NURTURING



With David Garfinkel



Today we'll cover...

- Step-by-step, how to take a new lead from **skepticism** about you... to **confidence** in you
- How to get your buyer to see you as the **one person they REALLY want to talk to** when they end up buying a franchise!

Franchise Copywriting Specialist — FCS

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

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● **CFB Copywriting 3:**
Candidate Relationship Building

Your 2 Sets of Goals in Lead Nurturing



1st Set Of Goals:
Comfort and
Familiarity

From Skepticism



From Skepticism



To Confidence

From Skepticism



○ — ○ — ○ — ○ — ○
In 5 easy steps!



To Confidence

And when that happens...

And when that happens...

- Buyer feels **SAFE**, and **CARED ABOUT**

And when that happens...

- Buyer feels **SAFE**, and **CARED ABOUT**
- Buyer feels **UNDERSTOOD**

And when that happens...

- Buyer feels **SAFE**, and **CARED ABOUT**
- Buyer feels **UNDERSTOOD**
- Buyer feels **GOOD** about **YOU**

2nd Set of Goals:
Supreme Expertise
and
Unique Value

You get to be known as the expert...



You get to be known as the expert...



and also as the “pot of gold!”

The buyer puts you on a pedestal

The buyer puts you on a pedestal

- You are seen as **INCREDIBLY VALUABLE**

The buyer puts you on a pedestal

- You are seen as **INCREDIBLY VALUABLE**
- You give buyer **CUSTOM-TAILORED INFORMATION**

The buyer puts you on a pedestal

- You are seen as **INCREDIBLY VALUABLE**
- You give buyer **CUSTOM-TAILORED INFORMATION**
- You are buyer's **GO-TO PERSON**

Today We'll Also Cover...

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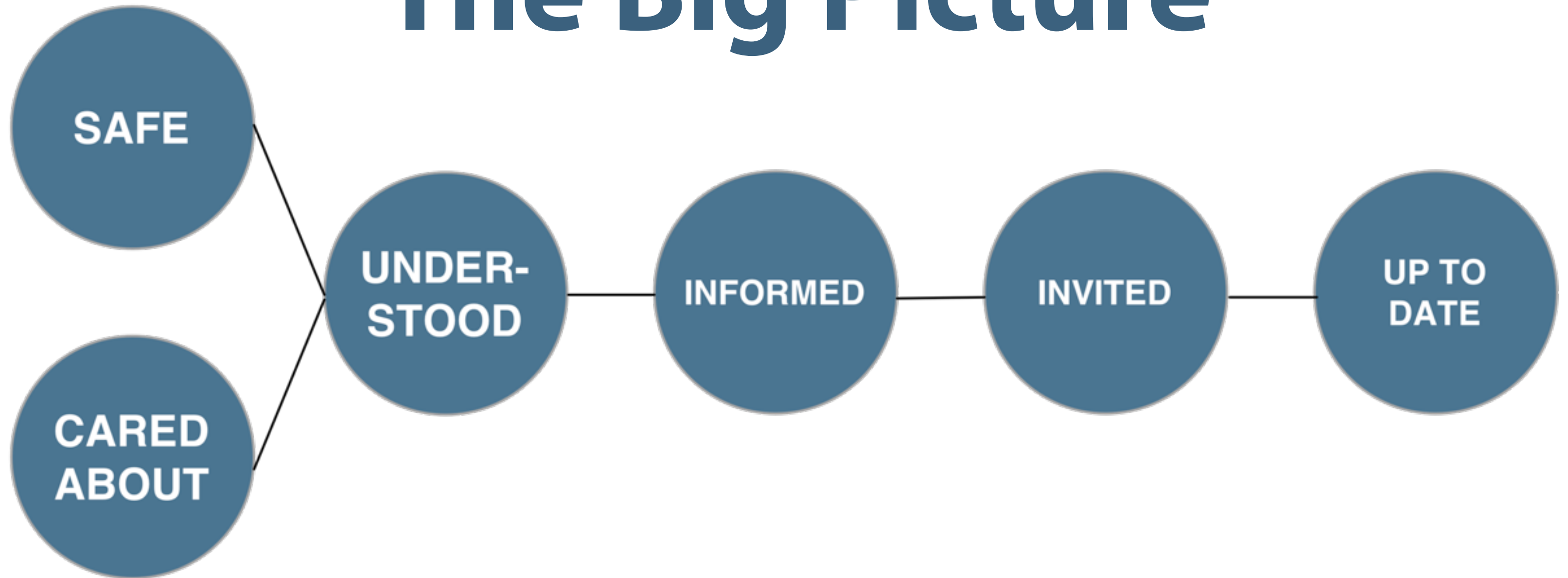
Guerrilla Branding

Part 2

1. FIRST SET OF GOALS:

Create Comfort and
Familiarity in
How Your Prospect
Feels About You

The Big Picture



**Stages of How Your Prospect Feels
Along The Way To Choosing YOU**

Step 1

Dialogue

“I want to understand you”

✓ It's all about your prospect

✓ What is their situation?

✓ What are their goals?

✓ Is it safe to talk to you?

SAFE

CARED
ABOUT

Step 1

Dialogue

"I want to understand you"

Subject: What's most important now

Hi Kim,

Thanks for requesting information about getting a franchise. I'd like to "turn the tables," with your permission, and ask for a little information about you.

You see, franchise success is about finding an opportunity that fits who you are and what you like to do, as much as anything else.

Could I get to know you a little better?

SAFE

CARED
ABOUT

Step 2

Dialogue

“I understand you”

- ✓ Let your prospect know you “get” them**
- ✓ Use their language**
- ✓ But not like a tone-deaf parrot!**

**UNDER-
STOOD**

Step 2

Dialogue

"I understand you"

Subject: Thanks for the info, Kim!

Hi Kim,

I appreciate the personal information you shared with me a couple days ago. It has been helpful to me in getting to understand your priorities and preferences.

Hopefully it will prove helpful to you as we start to narrow the options down to the ones that would be a "perfect fit" for you.

By the way, I also have "time flexibility" as a priority in

**UNDER-
STOOD**

Newsflash!

- ✓ Like you would send a friend
- ✓ About a franchise, or franchising in general
- ✓ Or something of personal interest



INFORMED

Step 3

Dialogue

Newsflash!

Subject: Franchising panel at Entrepreneur Conference

Hey Kim,

I'm glad you're going to New Orleans to explore different business options at the Entrepreneur Magazine Conference.

Let me suggest that you take a look at the "Franchising for Entrepreneurs" panel on Wednesday. Here's info:
<http://www.entrepreneur.com/article/230929>

They've got some really sharp people presenting, and this will give you a great overview. Also the UPS Store

INFORMED

Invitation

- ✓ Could be to an online or live presentation
- ✓ Could be for a call with a franchisee in a business your prospect is interested in
- ✓ Could be for a casual meal (local)



INVITED

Step 4

Invitation

Subject: Friend who owns a Jani-King franchise

Hi Kim,

Since you told me Jani-King is one of the programs that appeals to you, I've reached out to my friend Lori Parks. She is co-owner of a Jani-King business in Central Florida.

Lori is very upbeat, positive, and entrepreneurial -- like you. And -- I think you'll appreciate this -- above all, she's also totally committed to being honest!

Lori told me she'd be glad to get on the phone with you



INVITED

Step 5

Dialogue

Touch Base

- ✓ No pressure
- ✓ Not that information-intensive
- ✓ More like a “drop of social glue”

UP TO
DATE

Step 5

Dialogue

Touch Base

Subject: Checking in

Hi Kim,

Hope all's well. It's been a while!

Just wanted to touch base and find out how things are going with you.

Things are great with me. Drop me a line when you have a moment and bring me up to date!

Thanks,

UP TO
DATE

Review



**Stages of How Your Prospect Feels
Along The Way To Choosing YOU**

**How long does
Phase 1 take?**

**A Couple
Personal Examples.**

**Why do all this
before demonstrating
in-depth expertise?**

**“No one cares what you know
until they know that you care.”**

**I learned this from Harvey Mackay. I’m
sure he learned it from someone else...**

2. SECOND SET OF GOALS:

Supreme Expertise

and

Unique Value

Supreme Expertise...



- ✓ 1-page digital “tool”
- ✓ Special report/whitepaper
- ✓ Custom action plan

Supreme Expertise...



- ✓ 1-page digital “tool”
- ✓ Special report/whitepaper
- ✓ Custom action plan

Unique Value

- ✓ Mindmap, flow chart, SIMPLE spreadsheet
- ✓ Interactive
- ✓ Generates new knowledge



(being seen as the “pot of gold!”)

The “Go-To” Person

A Personal Example

SUMMARY AND REVIEW

SAFE

**UNDER-
STOOD**

INFORMED

INVITED

**UP TO
DATE**

**CARED
ABOUT**



Does It Work Exactly This Way?

- ✓ No, it doesn't
- ✓ Every person is different
- ✓ Every situation is different

Are These All The Necessary Ingredients?

- ✓ I think so
- ✓ Reality-check against your own experience
- ✓ Get even some of these half-right, and you are way ahead of the crowd!

2 Personal Examples

Guerrilla Branding

Part 2

- 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

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

- **After you've chosen that experience you want your buyers to have...**
- **DELIVER that experience, and talk about it as you're delivering it**

➡ Part 3—CFB Copywriting 3, February!

Guerilla Branding, Part 2

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- **DELIVER that experience, and talk about it as you're delivering it**

 Part 3—CFB Copywriting 3, February!

REMINDER: 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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