



Lead Generation

1. Planning

- Need: Close a deal to at least 4 clients to avail the services.
- Objective: Generate leads to avail any of the services offered.
- Target Market: Entrepreneurs, Business Owners, Executives/Managers
- Location: Australia
- Content Strategy:
 - ❖ Gain trust through legitimacy of the brand.
 - ❖ Provide portfolio proofs.
 - ❖ Research about their business.
 - ❖ Know what help I can offer.

2. Creating

- Email Marketing
- Social Media Content
 - ❖ Includes call to action, limited time offer promo or discounts for first 2 to sign a contract.

3. Distribute

- Promote Social Media Accounts
- Contents (LinkedIn & Facebook)
- Post Gig on Fiverr

4. Capture

- Landing Page
- Email Marketing
- Spreadsheet

5. Analyze

- Monitor Spreadsheet

6. Cultivate

- In depth research about their business or simply get to know their company background, mission and vision.
- Interaction to establish trust and confidence.

7. Convert

- Fill in form if interested
- Respond with answers

TEMPLATE 1: Leads (Limited Time Discount Offer)

Dear Name,

Awesome day!

I am Junrey and I am a virtual professional. I am hardworking and dedicated when it comes to accomplishing any projects that I have signed up for. I am a well-trained virtual assistant in one of Philippines' top freelancing consultancies. I have concrete knowledge and skills in the services that I offer.

I have a very reliable internet connection and my own personal laptop with specifications intended for virtual services.

Here are some of the services you may avail of:

- Social Media Management
- Social Media Creation

- Social Media Community Growth
- Social Media Optimization
- Facebook Ads
- Data Entry
- Audio/Video Transcription
- Appointment Setting
- Calendar Management
- Video Editing
- Email Management
- Website Creation/Design

In connection to this, I would like to propose a limited time offer to you, as a first timer once you avail in any of the services mentioned in the list.

The regular rate for any virtual services range from \$5USD - \$15USD. If you avail any of the services within this week my rate would only be ranging from \$4USD - \$12USD.

That rate would include the following:

- 3 hours a day
- Daily updated report/status.
- 24/7 open communication for emergency reasons.

For you to have a complete background of me you may refer to my social media links below and website.

- Facebook - <https://www.facebook.com/TISBEVirtual.Intelligence/>
- Instagram - <https://www.instagram.com/tisbevvirtualassistance/>
- LinkedIn - <https://www.linkedin.com/in/junreytisbe-virtualassistant/>
- Twitter - <https://twitter.com/TisbeVa>
- Website - <https://junreytisbeva.wixsite.com/tisbevvirtual>

If you are interested, please send us the following details:

- Service/s to Avail
- Task Details
- Task instructions
- Business Name
- Contact Person
- Contact Email

I look forward to and will be delighted to work with you soon!

JUNREY A. TISBE

TISBE VIRTUAL SERVICES

<https://junreytisbeva.wixsite.com/tisbevirtual>

TEMPLATE 2: Prospect (Call to Action)

Good day Mr/Ms Name:

Thank you for your immediate notice.

To continue with this collaboration may I request you of:

- Detailed instructions or tasks.
- Most convenient contact/communication medium.
- Company Website.
- Social Media Profiles.
- Your weekly/monthly budget.

Once you have provided all of these I will then be sending the contract and memorandum of agreement. Again, as mentioned you will be entitled to the limited time offer or discounted rate if you avail within this week.

Cheers to an exciting and successful teamwork very soon!

TEMPLATE 3: Customer (Invitation for another collaboration and another proposal)

Good day Mr/Ms Name:

It is of pleasure to have worked with you!

I look forward to more collaborations with you in the coming near future, should you need any of my assistance.

Here is another proposal that you might be interested in. If you could recommend me to at least 3 clients that will avail any of my services too, I will negotiate with you another offer/discount for our next project.

You only need them to mention to me your complete name and your business name if they contact me.

Thank you very much and until our next project!