

10 WAYS TO GENERATE LEADS & INCREASE REVENUE

For Service-Based Entrepreneurs

1. Networking Events - Attend networking events that your target audience may attend as well as events that industry peers attend.
2. Create a downloadable pdf or video with helpful information your target audience wants and send them emails that grow awareness, educate and sell your services.
3. Create a marketing and content strategy for social media.
4. Volunteer or get involved with organizations/nonprofits that you care about.
5. Blogging is not dead. Blog about your photoshoots and add in keywords that your customer is using to search for people/businesses like you.
6. Create a YouTube channel. Think about sharing educational, entertaining, inspirational and or personable content. You don't have to do all of these, but choose what's best for you.
7. Create a podcast or ask to be on others podcasts where your target audience listens to.
8. Schedule meetings with past clients, industry peers or spheres of influence and ask them for introductions to people who they know that would have a need for your services. Helpful tip: before you ask, ask them what can you do to help them or what is something they help in now. If you can genuinely help do, but simply asking is a great start and way to lead into asking for their help.
9. Follow-up with people who have inquired and sent a message of interest to you and offer an opportunity to connect over the phone or a special promotion that ends soon. - Follow up multiple times. In sales environments, statistics show that it takes more than 12 times of following up before a prospective customer buys.
10. Run ads on Google, Facebook/Instagram, LinkedIn, TikTok, or other online sites where your target audience spends their time on.



REVENUE GENERATING CALENDAR

Month _____, 2022

GOALS:

Write in your revenue-generating task for each day that you will commit to accomplishing. Pick a task that you are going to commit to and do one or two a day that work for you and your schedule.

Try this out for 60-90 days and see which tasks you love the most and which ones are generating results.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

NOTES:

Brittney Jean

photography & company

ARE YOU LOOKING FOR HELP IN IMPLEMENTING MARKETING AND SALES STRATEGIES INTO YOUR BUSINESS ALONG WITH ACCOUNTABILITY?

I'm Brittney and I help women photographers and service based entrepreneurs get more leads and book more business through marketing and sales implementation.

Ready to diagnose what's holding you back and how to start seeing consistent results in your business?

Book a consultation with Brittney now!



Services we offer:

Content Creation: Brand photography and videography

Marketing, Sales, & Brand Strategy:

1:1 mentorship/coaching and group mentorship/coaching. Our mentorship and coaching is primarily based on you learning actionable steps and being able to implement marketing strategies in your business to get results. We do integrate psychological strategies to help you breakthrough fear and limiting beliefs so you can not only grow your business to new levels, but create a sustainable way to lead your business through any economy or environment.