



## **Lead Generation**

1. Planning
  - a. Need: Clients for K. Lyn Virtual Assistance
  - b. Objective: Generate leads for K. Lyn Virtual Assistance- Services; Have at least 3 clients at the end of the month of July 2020
  - c. Target Market: Business Owners, President/Vice President, CEO of the Company, Medical Personnel
  - d. Location: Australia, USA, Canada
  - e. Content Strategy: Relationship-based, Provide solution to the client's needs
2. Creating
  - a. Email marketing
  - b. Social Media Content
  - c. Freelancing Platforms
3. Distribute
  - a. Promotion of the services in social media sites
  - b. Updating the freelancing platform accounts
  - c. Contents in LinkedIn & Twitter for the promotion of the services
  - d. Inmails in social media accounts (esp. LinkedIn)
4. Capture
  - a. Landing pages and contact forms
  - b. Email marketing
  - c. Spreadsheets
  - d. Premium content offers
5. Analyze
  - a. Track via spreadsheets
  - b. Track via facebook insights
6. Cultivate
  - a. Personalize
  - b. Interactive
  - c. Skillful and Knowledgeable



7. Convert
  - a. Fill in the forms if interested with K. Lyn's Services
  - b. Responds the potential client's questions

## **TEMPLATE 1: LEAD ( Offer Free Virtual Assistance for 32 hours)**

Dear \_\_\_\_\_,

Good day!

My name is Kharyl and I am a graduate of the Filipino Virtual Assistance Academy Freelancing Course. I offer virtual assistance to do administrative support and social media management. I also offer medical nutrition assistance since I am a Registered Nutritionist-Dietitian.

### Virtual Assistance

1. Administrative Support
2. Data Entry
3. Email and Calendar Management
4. Internet Research

### Social Media Management

1. Facebook
2. Instagram
3. Twitter
4. LinkedIn

### Medical Nutrition Assistance

1. 1 month Food Cycle Menu
2. Food Costing

3. Diet Counseling or Education Content
4. Diet Computation
5. Diet Prescription

With this, I would like to offer your business, (NAME), a FREE 32 hours virtual assistance on any task listed above. This will serve as a free trial for you to know my performance as a virtual assistant. As a fresh graduate of Filipino Virtual Assistance Academy Freelancing Course, I want to apply all my gained knowledge with good communication skills, meeting deadlines, work quality outputs and exemplary work ethics.

In exchange, I will be only asking the following:

- Rating/feedback on my service (can be sent here in LinkedIn or via email)
- List of 3 business owners who may also need this free virtual assistance

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

1. Virtual Assistance needed
2. Task Details
3. Task Instructions
4. Business Name
5. Contact Person
6. Contact Email

Looking forward to a great working relationship with you.

Kharyl Lyn Mercurio

K. Lyn Virtual Assistance

<https://kharylmercurio.wixsite.com/kharylmercuriova>

## **TEMPLATE 2: PROSPECT (Start a Free Trial)**

Dear \_\_\_\_\_,

Good day!

Thank you for allowing me to assist you. I will be able to apply all my gained knowledge and skills from Filipino Virtual Assistance Academy Freelancing Course.

To start the free trial, you can start scheduling my shift in your team to utilize the FREE 32 hours virtual assistance any day in the month of July 2020 and give me the final schedule on or before June 25, 2020 for me to see whether the given schedule

would fit mine. If the schedule wouldn't be fit, I will ask for some adjustments that can also be favorable to you.

The 32 hours virtual assistance is FREE.

In return, I will humbly ask you the following:

1. Detailed instructions about the tasks
2. Swift responses when there are some questions
3. Feedback to my performance at the end of my service
4. I will feature my work done to my online portfolios
5. List of 3 business owners who may also need this free virtual assistance

Looking forward to a great working relationship with you.

Kharyl Lyn Mercurio

K. Lyn Virtual Assistance

<https://kharylmercurio.wixsite.com/kharylmercuriova>

## **TEMPLATE 3: CUSTOMER (*Invite to Paid*)**

Dear\_\_\_\_\_,

Good day!

I would like to express my gratitude for your participation in my training as a Virtual Assistant.

As what I mentioned in my introductory email, I would like to ask the following:

- Rating/feedback on my service (can be sent here in LinkedIn or via email)
- List of 3 business owners who may also need this free virtual assistance

**Should you wish to continue with my services, I can offer it to you as low as \$5/hour for the first 3 months.**

Thank you very much. It was a pleasure serving you.

Kharyl Lyn Mercurio

K. Lyn Virtual Assistance

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