

“Lukewarm” Marketing Challenge

How do you get more people to visit your freebie opt-in page, sales page, or online shop without being too “salesy”?

It's time to try lukewarm marketing!

Cold marketing is when you don't know the person you're reaching out to and they don't know you. Warm marketing is when you both know and like each other.

Lukewarm marketing is taking cold contacts and warming them up. 🔥🔥🔥

Choose your level of commitment below. Remember, the more people you connect with, the more likely you'll get subscribers and sales. Do the work!

“Business Card” Setup

You don't have to be actively posting on a social media platform to get client leads. For any social media platform where your potential clients hang out, create an account to act as your “business card” with the following information on your account page.

- ☐ Your full name and business name.
- ☐ Who you help, what you do, and the results they get.
- ☐ A link to sign up for your freebie. “Please sign up to get my free BLANK to help you BLANK: LINK”

LEVEL 1

- ☐ Choose a social media platform (Facebook, Instagram, YouTube, Twitter, TikTok, etc.) where your ideal clients hang out.
- ☐ Make a list of 1-5 hashtags or keywords that are used by your ideal clients.
- ☐ Search a hashtag on that social media platform. If possible, sort/filter the results to just the past week. You may want to further sort by posts that have fewer than 1000 views/Likes so your comments won't get lost in the crowd.
- ☐ Go one by one and leave a **helpful comment** on each post. Remember to always comment with your **business page/account**, not a personal profile. This is not the time to promote your business. Prove to the person that you actually read their post, watched their video, or viewed their photo. Add something to the conversation. Ask a question. Share your experience. The point is to start a genuine, respectful conversation.

- ☐ If that person replies to you, then send them a direct message thanking them. "Thank you for the Like!" "Thank you for answering my question."
- ☐ If they reply to your direct message, then you can keep the conversation going until you build a rapport and it becomes appropriate to mention your freebie, program, or product and share the link to it.
- ☐ Be kind! Don't be sleazy and don't pressure them to sign up or buy. These are your potential clients so treat them with respect. You never know how you might connect with them in the future.
- ☐ Level 1 of the Lukewarm Marketing Challenge is to leave a helpful comment on **1 post per day** on any social media platform where your clients hang out.

LEVEL 2

- ☐ Follow all the steps in Level 1
- ☐ Level 2 of the Lukewarm Marketing Challenge is to leave helpful comments on **5 posts per day** on any social media platform where your clients hang out.

LEVEL 3

- ☐ Follow all the steps in Level 1
- ☐ Level 3 of the Lukewarm Marketing Challenge is to leave helpful comments on **10 posts per day** on any social media platform where your clients hang out.

Make It Easy!

- ☐ **Download the social media apps to your phone.** Now you can leave comments while you're in line at the grocery store, while zoning out on the couch, or while waiting for a meeting to start.
- ☐ **Don't overthink your comments.** There's no need to write a novel or ask 10 questions. Just find one thing from their post to comment on. Think about how you would actually talk to someone you just met. "Your home office is super organized! I love your pen collections." "I'm so sorry you're struggling right now. Have you tried BLANK?" "What a funny picture! Thanks for making me smile. I needed it."
- ☐ **Not finding good posts?** Are these people not your ideal clients? Change the hashtags and keywords you're using, try a different social media platform, or find someone who is an ideal client or who has a business like yours and steal the hashtags they're using.
- ☐ **Not getting replies?** Narrow your search to the past day, to posts with fewer than 100 views/Likes, and BE PATIENT. You can expect a 10% return on any investment you make for your business. That's equal to getting 1 reply for every 10 comments you leave.