

LEAD GENERATION BRAINSTORM

What will you do?	When will you do it?	How much will it cost?
<i>Send 4 handwritten cards with a \$5 coffee card in each to 4 random people on my database</i>	<i>Once a month</i>	<i>\$0, because The Kesh Group provides this service for me</i>

Ideas:

- Direct mail
- Emails with useful content
- Video emails
- Market stat updates
- CMA
- No-occasion cards
- Birthday Cards
- House purchase anniversary cards
- Other milestone cards
- Homeowner resource referrals
- Local tips info (restaurants, tourist sites, upcoming community events, etc)
- Comment and answer questions on people's socials
- Join a related Facebook group
- Coffee dates/lunches/dinners
- Flower deliveries
- Phone calls
- Closing gifts
- Events you could host (free ice cream day, pumpkin carving, wine & cheese night, golf day, paint night, food truck event, movie morning, family skating, house party/BBQ, easter egg hunt, christmas parade, spring clean up/recycling drive, community clean up, etc)

Come up with some more of your own ideas and then pick the ones you think you will be able to practically do and will be effective at helping you connect with and provide value to your database.