



28 Free Flooring Leads Secrets Cheat Sheet

1. Past customers: Follow up, ask if they are happy with the work, give new offer. [Warm Outreach]
2. Past prospects (called you but didn't go through): Follow up and give irresistible offer.
3. Active prospects: Recently called you, not closed yet. Call them with a now-or-never offer.
4. Friends and Family: "Hey at [company] we're looking to grow [flooring services], do you know anybody that need this particular service?"
5. Partner with architects for mutual client referrals. [script]
6. Collaborate with interior designers for shared projects. [script]
7. Build relationships with realtors for customer referrals.
8. Connect with referral partners in the home service industry.
9. Send promotional emails to your CRM list.
10. Post offers and updates to your Instagram followers.
11. Text your phone contacts with offers and requests for referrals.
12. Share before-and-after photos of your work on social media. (IG, FB) [Content]
13. Post videos of completed projects on Instagram, LinkedIn, Facebook, and YouTube.
14. Create and share short video content on TikTok and YouTube Shorts.
15. Create project spotlights on your website.
16. Join local Facebook neighborhood groups to share your work. [Cold Outreach]
17. Join local Facebook business groups to connect with potential partners.
18. Post value-based content in Facebook groups without being salesy.
19. Share selfies and quick interviews with homeowners on social media.
20. Provide tips for homeowners on flooring maintenance and trends.
21. Find homeowners neighborhoods on Nextdoor.com for leads.
22. Attend BNI groups and Chamber of Commerce meetings to build connections.
23. Exhibit at conventions and expos and follow up with contacts regularly.
24. List your business on Yelp for increased visibility.
25. Create a profile on Yellow Pages to reach local customers.
26. Optimize your Google My Business listing for search visibility.
27. Register your business on Bing Places for additional exposure.
28. Sign up on Angie's List to attract homeowners seeking reliable services.