

Free Lead Generation

5 Quick Wins To Jumpstart Your Business

Grow your business without spending a dime.

You don't always need a big budget to generate quality leads. At Justin Bahr Marketing, we help service-based businesses grow smarter.

These **five quick wins** will help you bring in new leads using tools and strategies that are 100% free. Implement one per day — or all five this week — to start seeing results.

5 Steps To Grow Your Business

1. Optimize Your Google Business Profile

Why it works: A complete and active Google Business Profile boosts local visibility and credibility.

Action Steps:

- Claim or update your profile at google.com/business
- Add photos (behind-the-scenes, storefront, services)
- Post weekly updates, offers, or blogs
- Encourage happy clients to leave reviews



Pro Tip: Add keywords to your business description (e.g., "Website Designer in Phoenix")

2. Make Your Signature a Lead Magnet

Why it works: Your email signature is seen by every contact—make it do more than say “Thanks!”

Action Steps:

- Add a call-to-action (CTA) like: “Need a new website? Book a free 15-min consult.”
- Link to a lead magnet (e.g., checklist, audit, mini-course)
- Include social media links or testimonials

3. Leverage Facebook & Local Groups

Why it works: Local and niche Facebook groups are gold mines for finding warm leads.

Action Steps:

- Join 3–5 relevant groups (local business groups, industry-specific communities)
- Offer help, answer questions, or share free resources (no spam!)
- Add value consistently to build trust and visibility

4. Repurpose Your Top Social Posts

Why it works: Evergreen content can keep working for you if it’s updated and reposted.

Action Steps:

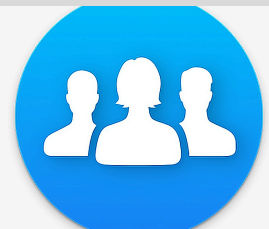
- Identify your top 3 posts (by engagement or shares)
- Tweak the copy and design for a fresh look
- Add a CTA and repost across other platforms (LinkedIn, Instagram, etc.)



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Pro Tip: Use a tool like [WiseStamp](#) to design a polished signature.



Pro Tip: Don’t pitch right away. Help first, message later.



Pro Tip: Add “Originally posted on [date]” to repurposed content for transparency.

5. Create a Referral Ask Template

Why it works: Happy clients want to refer you—but often don't know how or when.

Action Steps:

- Write a 2–3 sentence email asking for referrals (keep it casual and specific)
- Include a link to your calendar or services page
- Send it to past clients, collaborators, and contacts

Template:

"Hey [Name], I've got a few open spots this month for new projects. If you know anyone who might need help with [your service], I'd love an introduction!"



Pro Tip: Add this as a PS in client offboarding emails.

Let's Connect

In the meantime, if you want help implementing any of these strategies or want a custom lead-gen plan for your business, book a consultation.



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