



## What to Do With Customer Leads from Beachbody

1. Don't ignore the leads that were sent to you for FREE.
2. Run a report each week and
  - a. Send a welcome email to greet them to the business.
  - b. Call these leads or send them a SMS to open the channels of communication.
  - c. You can use an autoresponder to send valuable information to these leads.
3. Send a content email at least twice a month. These emails should not be about selling.  
You need to:
  - a. Research a topic based on your customer base.
  - b. Put together a well written article.
  - c. Create a killer title.

This process will help you establish rapport with your new leads.
4. Set a calendar reminder for your follow ups. Bear in mind that it is your responsibility to ensure that your customers use the product.