

# Creating a “Lead Capture Card”

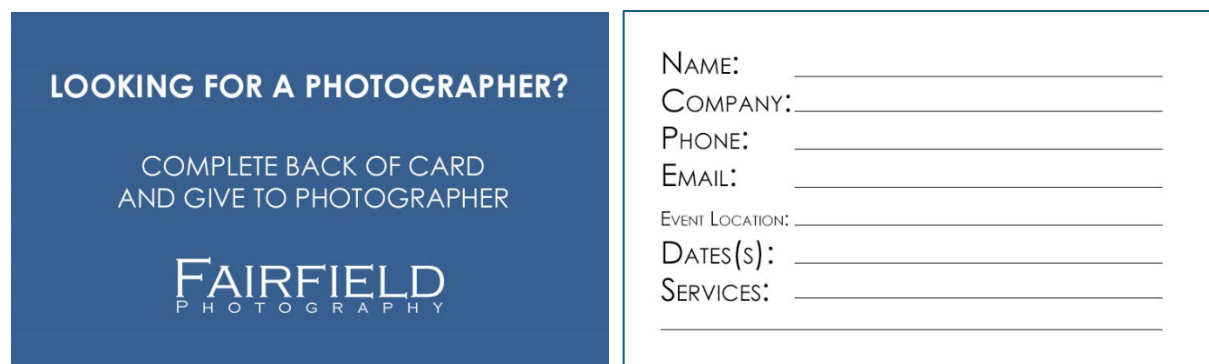
The idea of a simple lead capture card like this is to obtain the contact information of a prospective client so you can follow up later. This lets you maintain control of your sales cycle to get their project and not rely on them to call you back with just your business card.

These cards are 3”x5” printed at Signs365.com. The 3x5 size is great because they easily fit in a shirt pocket and are inexpensive to print. It also looks professional when you have these available to be completed by you or the client.

## Key elements of the “Looking for a Photographer?” / “Lead Capture Card”

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### 1 – Simple design



2 – Don’t print contact information – you don’t want potential client’s leaving with this card. You want to collect these throughout the event.

3 – Make sure the back of the card doesn’t have gloss coating. Turning off gloss coating for the back of the card is a simple option during online ordering with Signs365. It is easier to write information on the card without gloss coating.

## Using the card

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1 – Leave these cards out near the sign-in area of your headshot station with the “Looking for a Photographer” wording facing up.

2 – Keep a supply in your pocket.

3 – When someone asks about having your services at an upcoming event, use this card to capture the key contact information. It doesn’t have to be exhaustive, just enough information that you can call and discuss this with them after your project is done.

4 – If you are busy with a line of subjects to be photographed, hand the card to the prospective client with one of your pens and ask that person to fill it out and hand it back to you. By giving them your pen, they will feel more obligated to give your pen (and card) back to you.

5 – Watch them out of the corner of your eye and make the handoff easy for them and resume photographing your subjects.

6 – Follow-up within 3 days of the end of the event you are working. By filling out this card, they have given you an invitation to contact them – don’t let that invitation get stale or expire!