



Checklist 9 - Coming Up With a Foot in the Door Service

Project Name: _____

Date: _____

Yes No

Pretty much every marketing agency uses some kind of "Foot in the Door" (FITD) service. Below is a way to figure out a small service you can use to start landing or at least talking to local businesses.

1 Think about your service and see if you can break it down and ask yourself if there's a small part of this service that can be sold for a small fee. For instance, if you sell websites, you can offer a really good price on either creating a logo for someone or revamping their existing one.

2 Don't limit yourself to one FITD service. Breaking your service down can help you find out other small services you can pitch to prospects.

Below are a few examples of some Foot in the Door services you can offer.

Claim Google My Business Listing

There are many businesses that have not claimed their Google My Business listing.

Do this for them for a small one-time fee (this can lead to a monthly fee). \$50 and under is a good starting point, but of course you can charge more.

Discovery Call

More popular with some form of advertising, but you can use this with any other prospecting method of course. With a discovery call you are NOT solving the prospect's problem, you're helping them understand that your service(s) are the solution.

White Paper/Report

Notes



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Usually a short PDF that informs your prospects about a certain problem, how to do something or can be an assessment of some sort (social media, SEO, reputation, etc.).

Free Trial

If you have some kind of service you can easily perform (usually software can help with this), you can sign potential clients up for a free trial. This can be set up to where no credit card is needed or you can have it auto-bill them after X amount of time (14 days or so).

Notes