

Effortless A.I. Agency

Lead Source Checklist

#	Lead Source	Why It Works	First Simple Step
1	Friends & Family	They already trust you.	Post on your personal Facebook: "I'm offering free audits for small businesses, know anyone?"
2	Past Co-workers	They know your skills.	Send a quick LinkedIn DM: "How's business? I'm helping companies get more clients, need ideas?"
3	Local Chamber of Commerce	Packed with business owners.	Attend the next breakfast meeting; bring a one-page flyer.
4	Business Networking Groups (BNI, Meetup)	Members swap referrals.	Visit as a guest; offer a free consultation to one member.
5	Facebook Business Groups	Owners ask questions daily.	Answer one post each day with helpful tips and a soft offer to chat.
6	LinkedIn Search	Easy to filter by industry & city.	Use "People Charlotte marketing manager" and send 10 connect requests.
7	Google Business Profiles	Many listings show weak websites.	Search "plumber near me," note poor sites, call and offer a free website check.
8	Craigslist / Local Classifieds	Service ads cost \$5–10.	Post "Need more customers? Free 30-minute strategy call."
9	Local Print Shops	They serve many small firms.	Ask the owner if you can leave a stack of tip sheets; offer them a referral fee.
10	Coworking Spaces	Start-ups hang out here.	Book a day pass, chat in the kitchen, hand out business cards.

Effortless A.I. Agency

Lead Source Checklist

11	Community Colleges / SBDCs	Run free business workshops.	Volunteer to teach a 1-hour “Get More Leads Online” class.
12	Upwork / Fiverr “Buyer Requests”	Clients already hunting help.	Set up a profile, respond to three new requests daily.
13	Industry Trade Shows (even tiny ones)	Targeted audience in one room.	Grab a cheap expo-only pass; collect vendor cards, follow up next day.
14	Local Podcast Guests	Hosts need fresh topics.	Pitch yourself to a small business podcast: “3 easy ways to find customers.”
15	Guest Blog Posts	Sites crave content.	Email five niche blogs offering a short “lead-gen tips” article.
16	Referral Partnerships (web designers, printers, IT firms)	They hear client pain first.	Offer 10% finder’s fee for any lead that becomes a client.
17	Facebook / Instagram Ads (small budget)	Quick reach, geo-targeted.	Spend \$50 on an ad: “Free 5-point marketing check-up for Charlotte businesses.”
18	Email List Swap	Trade promos with a related business.	Find a non-competing firm (e.g., accountant) and suggest cross-promo emails.
19	Free Tool or Checklist Download	Gives instant value.	Create a simple PDF (“10 Ways to Get More Reviews”) and share the link in groups.
20	Cold Email	Still the fastest way to get a meeting.	Build a 20-contact list from Google Maps and send a short, no-fluff offer.
21	Cold Calling (Power Hour)	Many owners still answer phones.	Call five businesses at 4 p.m.; ask, “Could you use 5–10 extra clients a month?”
22	Window-Shopping Walk-In	Face-to-face beats spam.	Spend an afternoon visiting strip-mall stores, leave a one-sheet.
23	Job Boards (“Help Wanted—Marketing”)	Shows who needs help now.	Search Indeed for businesses hiring a marketer; offer short-term consulting instead.

Effortless A.I. Agency

Lead Source Checklist

24	Neighborhood Facebook Pages / Nextdoor	Local owners lurk there.	Share a quick success story post and invite DMs.
25	Your Own Simple Website	24/7 credibility check.	Launch a one-page site with a clear offer and a booking link (try Carrd or Wix).