

Exclusive eBook

# 28 Free Flooring Leads Secrets

+ Cheat sheet

Fill Up Your Calendar for Free  
using 28 proven methods.  
(Scripts included version)

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## Free Flooring Leads Guide [+ Cheat sheet]

*Leads have been slow lately and you need jobs quickly.* In this guide you are going to see how to do it.

There are plenty of ways to get paid leads, but here we will cover 28 ways to get free, exclusive flooring or remodeling leads.

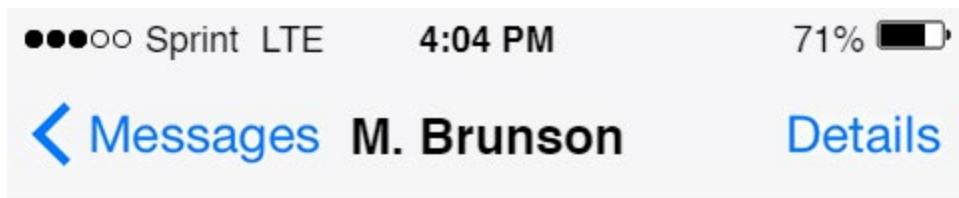
Keep in mind that we're going to get high quality leads that will bring high-ticket jobs from good homeowners. Not those shared leads from Angi or Home Advisor or Houzz.

All the 28 methods shared are extremely powerful in bringing in new revenue from new customers. I especially recommend the last 3 methods as I personally, along with many other contractors have seen great results from them.

I'll give you step-by-step guides and scripts to make it as easy as possible for you to get started and make some \$\$\$.

If you fully commit and make it your goal to get jobs quickly, there is no way you're not fully booked for the month.

Let's get this started!



Hey, I'm touching base because we're looking to grow our company and we have 5 spots for kitchen remodeling right now, do you know anyone that might be interested in doing that kind of project?"

## Warm Outreach

We put these methods in 3 categories: warm outreach, cold outreach and content. In warm outreach you will reach out to people with whom you have had **ANY** interaction before and they know a little bit about your company.

One thing you can do, if you don't have any leads at the moment, is to reach out to all of them in a 1-to-1 fashion using a really awesome and short script (scroll down)

### List of people that know you and can become customers:

**Past customers:** Follow up with past customers, ask if they are happy with the work, give new offer.

**Past prospects:** Follow up with prospects (called you, but didn't go through) and give new offer.

**Active prospects:** Recently called you, not closed yet. Just call them and give them a now-or-never offer.

**Friends and Family:** Send them a message like this to avoid awkwardness: “Hey at [company] we’re looking to grow our [kitchen remodel services], do you know anybody that need this particular service?”

**Architects:** As a contractor you might know a few architects. Present them a **Profit Partnership** offer where it’s a win-win for both sides. They have customers that need your services.

**Designers:** Same with architects, interior designer are most often eager for this type of partnerships.

**Realtors:** Same, remember that realtors love commissions and have big networks.

**Referral Partners:** This can be anyone in the home service industry you know.

**Email list:** If you run a systematized business with CRM (customer management) and you have an email list of customers and prospects, send a bulk forward-to-all email campaign with an irresistible offer.

**Instagram Followers:** Post offers to the Story section of instagram. You can also direct message your followers with a script.

**Phone contacts:** Go through your phone contacts and start sending them text messages.

### Script for Direct Messaging

This script can be used for all of the channels mentioned above. It’s quick, non-awkward and it works.

Quick Script: “Hey I do [This thing that’s an irresistible offer with a strong guarantee – check out our “crazy offer”]. Do you know anybody who needs it?”

This way we are avoiding the awkward salesy pitch, and we’re presenting our service to them as an opportunity to raise their status (satisfy someone else’s needs).

### Practical Example

“Hey, I’m touching base because here at ABC remodeling we’re looking to grow and we have 5 spots for kitchen remodel right now, do you know anyone that might be interested in doing that kind of project?”

“Hey, I’m touching base because here at ABC flooring we’re looking to grow and we have 5 spots for floor refinishing right now, do you know anyone that might be interested in doing that kind of project that I can get connected to?”

You can play around with this, include guarantees, include bundles like refinishing + free floor cleaning or kitchen remodel + free kitchen cabinets.



## Content

Next is content. Take pictures of your work, before and after, record videos and put it out there. It is very simple and readily available to you as a contractor. This strategy has a compounding effect that over time transforms all your pictures and videos online into assets.

### Social Media Audience

The most effective channels are Instagram, LinkedIn, Facebook and Youtube (in order). A great tip is to put your work out there and say what you did, what problem you solved. Don't try to be salesy and please don't put a cheesy CTA (call

to action) at the end of each video/post. Each post should work as a case study building your reputation. This is too easy and beneficial for your company to ignore. Remember: compounding effect.

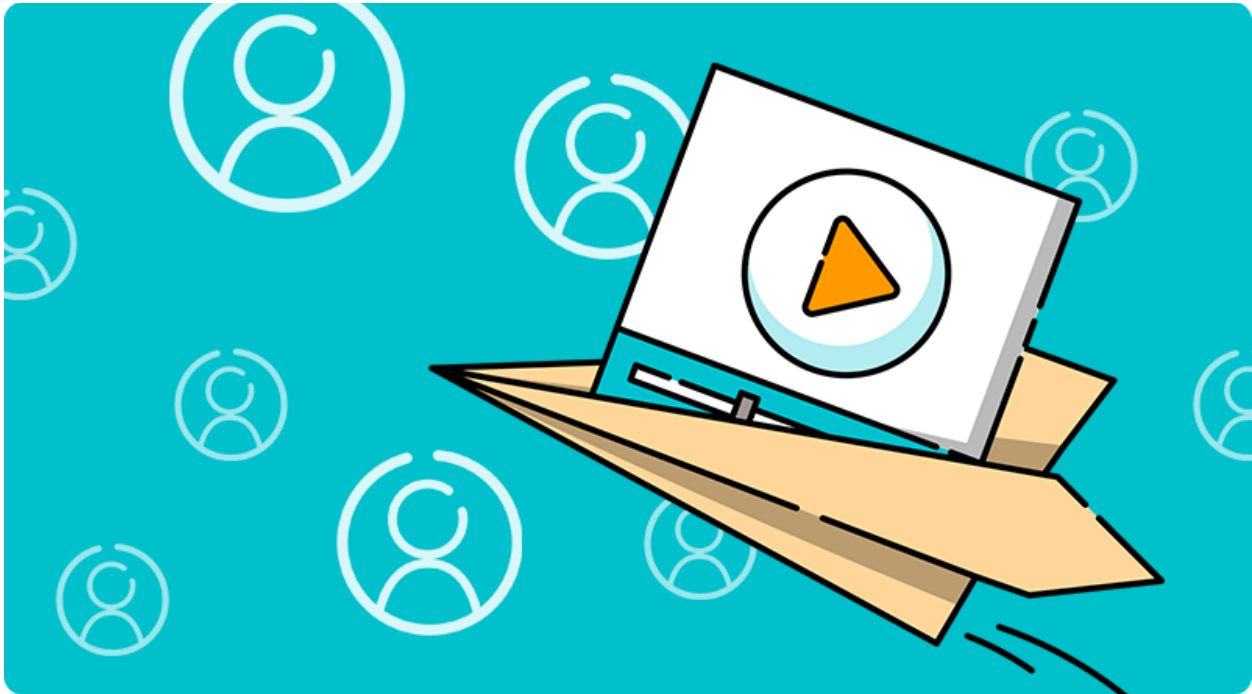
### **Video Marketing**

When you record videos of your work, upload them into a project spotlight page on your website (to make a definite statement of ownership of that video) then extract 1 minute catchy videos from them and upload them on short form video platform such as TikTok and Youtube Shorts.

These platforms are pretty much guaranteed to give you some free views. And you might go viral on them if you are lucky.

Project Spotlight Page > Short Form Video (Youtube Shorts, TikTok, and Instagram – in order of effectiveness)

Tip: Don't be a perfectionist with this method as that's a sure way to fail. Record a really simple video, say what you did and press upload.



## Cold Outreach

Cold outreach is responsible for making many millionaires. It is very powerful if you know how to use it. Success with cold outreach, from my experience comes down to only one thing: being goal-oriented.

Keep your end goal in mind “More revenue” “More customers” “More money” and start reaching out. Don’t give up until you get your first outreach customer, and after that it becomes easy and you automatically won’t give up.

### Facebook groups

Go to [Facebook.com](https://www.facebook.com) > Groups > Type in your [city name] + neighborhood group



Example: “Orlando Neighborhood Group”

You will find dozens if not hundreds of neighborhood groups specifically for your city.

You’ll be able to find your ideal customers in these groups as most members are homeowners that are going to need flooring at some point.

Go to Facebook.com > Groups > Type in your [city name] + business group

These are really valuable groups as you are presented with hundred of communities full of people you can connect with and build strategic partnerships with.

Tip: Don’t start selling in the group, and don’t make any salesy posts. Instead make value based posts. Take pictures of jobs you just completed, post those and write “hey we just did this for Amanda in this neighborhood, her problem was X and she was looking for Y and this is how we helped her.”

In this approach you should be patient and avoid salesy posts. People will reach out to you over time just give it time. Just show off your work, nothing wrong with that. Post before and after photos.

Other post ideas for facebook are selfie style videos, quick interview with homeowners, tips for homeowners e.g. “How to know when it’s time to change your floors” “2024 flooring trends”

In business groups, build partnerships with realtors, builders, contractors, designers, and property managers.

Powerful partnerships bring in **repeat business**.

## Nextdoor.com

Most of your competitors don’t know about this platform for homeowners. Homeowners with all sorts of requests get on this website and most often they are looking for a company to get some service done for them.

This website is not saturated yet and offers plenty of opportunity, you can convert an entire neighborhood into your customers if you want.

## BNI Groups

By joining BNI groups and your local Chamber of Commerce you will attend meetings, build genuine connections through one-on-one interactions, and focus on giving referrals to encourage reciprocation.

There is something in showing up in-person that cannot be topped. When you show up they immediately think “He showed up to this meeting so I can trust this person”.

Accelerate the process by providing value. Follow up with potential clients to discuss opportunities. This strategic involvement leads to valuable referrals and new customers.

If you want to pick just one thing to do from this guide, it should be this. You **WILL** get customers this way. It’s worth it.

## Conventions, Expo, Fair

I love conventions. In fact, you can regularly find me exhibiting at them.

I attend seminars and workshops, engage with exhibitors and attendees, and build relationships with many potential clients and partners. I always showcase my products (or my client’s products) and services through booths, presentations, and demonstrations to attract interest.

The key is to **Consistently** follow up with contacts made at the event to reinforce connections. I interact as much as I can before making a sale.

If you are like me make sure to check out our Networking section. We created it as we felt there is a need for it in the flooring community. We cover all the great networking opportunities there.

## Listings

Add your business to listings like Yelp, Yellow Pages, Google My Business, Bing Places, Angie's List, Houzz, HomeAdvisor, Thumbtack, Nextdoor, and BBB, etc.

There are over 500 reputable listings with decent traffic. Get satisfied customers to leave positive reviews on those platforms to build trust.

This method ensures you are present everywhere your potential customers are. you can effectively reach a broader audience and get more free inbound leads that convert to customers.

## Golden Tips

It's really important to have at least one source of free leads for you company. When you as a business owner, have a reliable and free backup plan in your mind, you are invariably going to think bigger and have more risk tolerance.

Risk is where massive returns lie. Guess what happens to people who never takes risks? Nothing. They go nowhere. And that's the biggest risk of all.

Companies with the most revenue grow exponentially because revenue determines how much risk you can take. If your revenue lets you take a lot of risks, that's when business becomes really fun.

That's where the term venture capitalist comes from. Guys who make lots of money, that allows them to take huge risks, bringing them amazing returns.

Fun trivia: Do you know what Elon Musk's return on Tesla is? For every \$10k he put in, he made \$90 million back.

What you notice about these free leads is that it is going to take time and effort. That's the trade you're making if something is free, you most often have to pay for it in time.

If you are looking for ways to generate new opportunity right now, I would go down the list in this order:

1. Warm outreach
2. Cold Outreach
3. Posting Content

This order makes the most sense from a success standpoint.

I **really** believe any local business owner in the home service industry, especially in flooring and remodel can add so much revenue by just using this guide and taking action. I've seen people do it, some people are kind enough to email me about their success. Many do it only using our free resources.

Yes, methods are great. They are fun.

But knowledge doesn't bring you success unless it's put into action.

Life is more fun when it is lived.

I feel the most charged when I'm going after a worthwhile goal. When I'm pursuing a vision that is important to me.

Life is more fun when I'm getting after it.

What about you?

If you've read this far, we are probably similar.

I believe in you! Success is coming your way.

Let me finish this with a quote I love.

“Do the work to get the energy to do the work” – Ralph Waldo Emerson

**By Aaron Jarman and team at [Flooringdemand.com](https://flooringdemand.com)**

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**Have questions?** Email [aaron@flooringdemand.com](mailto:aaron@flooringdemand.com) or book a call here <https://flooringdemand.com>

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