Turn Old Leads Into New Jobs

THE BIG IDEA

Your fastest new work may already be in your contact list. Past customers and old leads know you. Reach out with one clear, honest offer, and follow the rules on consent.

Part 1: Wake up the list

The people are already in your system.

01 **Count what you have.**
After 10 years, a business may have thousands of past customers and leads. Pull both lists.

02 **Notice how rarely you write.**
Most owners never email them, or send a random discount at Christmas.

03 **Start with people who know you.**
Past customers first, then leads who asked for a quote. Remove anyone who has opted out.

04 **Approve every message yourself.**
Read it before it goes out. It carries your name.

05 **Measure in jobs, not opens.**
The goal is booked work. Track how many replies turn into jobs.

Part 2: Write the message

Make it real, specific and easy to say no to.

01 **Offer a credit, not a percent off.**
"You have $50 toward your next service" lands harder than "10% off."

02 **Why it works.**
People hate losing what they feel they own.

03 **Be specific.**
Use an exact amount and a hard deadline with a date and time. Vague offers get ignored.

04 **Make it true.**
The source dresses up a discount code as an account balance. Don't. If you say they have credit, honor it.

05 **Stay compliant.**
Get permission before texting. Put an unsubscribe in every email, and honor opt-outs at once. Check your rules with your attorney or platform.

> "The fastest, easiest money that most business owners have: their contact list."
>
> Artificial Intelligence | AI News

DO THIS WEEK

- ☐ Export past customers and open quotes from the last 3 years. Remove opt-outs.
- ☐ Decide one real offer with an exact amount and a deadline you will honor.
- ☐ Write one email, read it twice, include an unsubscribe link, and send it to your past customers.

Ask weekly: Who haven't we contacted in over a year?

Source: Artificial Intelligence | AI News, "If I had $1,000 to start an AI business for small businesses"; Max Sturtevant, "the account credit email"