



Loom- Landing An \$8k Client



As one of our favorite ways to prospect new clients, we use Loom. It's an excellent, free software for recording videos of your screen and camera. With it, you have the ability to send informative videos with ready-to-share visual content.

For prospecting, this software allows you to send a personal recording to a potential client about your services while you give them a live demonstration. To make a real impact, you can share visuals like graphs and statistics, and you can point to specific features of their web presence while discussing the potential.

Why Loom Works For Sales

These days, when more businesses function out of remote spaces, face-to-face interactions with customers and clients takes more effort. Explaining complicated concepts and processes through email or direct message can get confusing. We miss out on the opportunities for visually-stimulating presentations, especially when we try to persuade potential customers that they need what we have to offer.

Through customized Loom videos, we have a personal way to connect with prospects. We can bypass the hassle of scheduling a meeting with folks in various time zones and get straight to the point—while viewers watch on their own time.

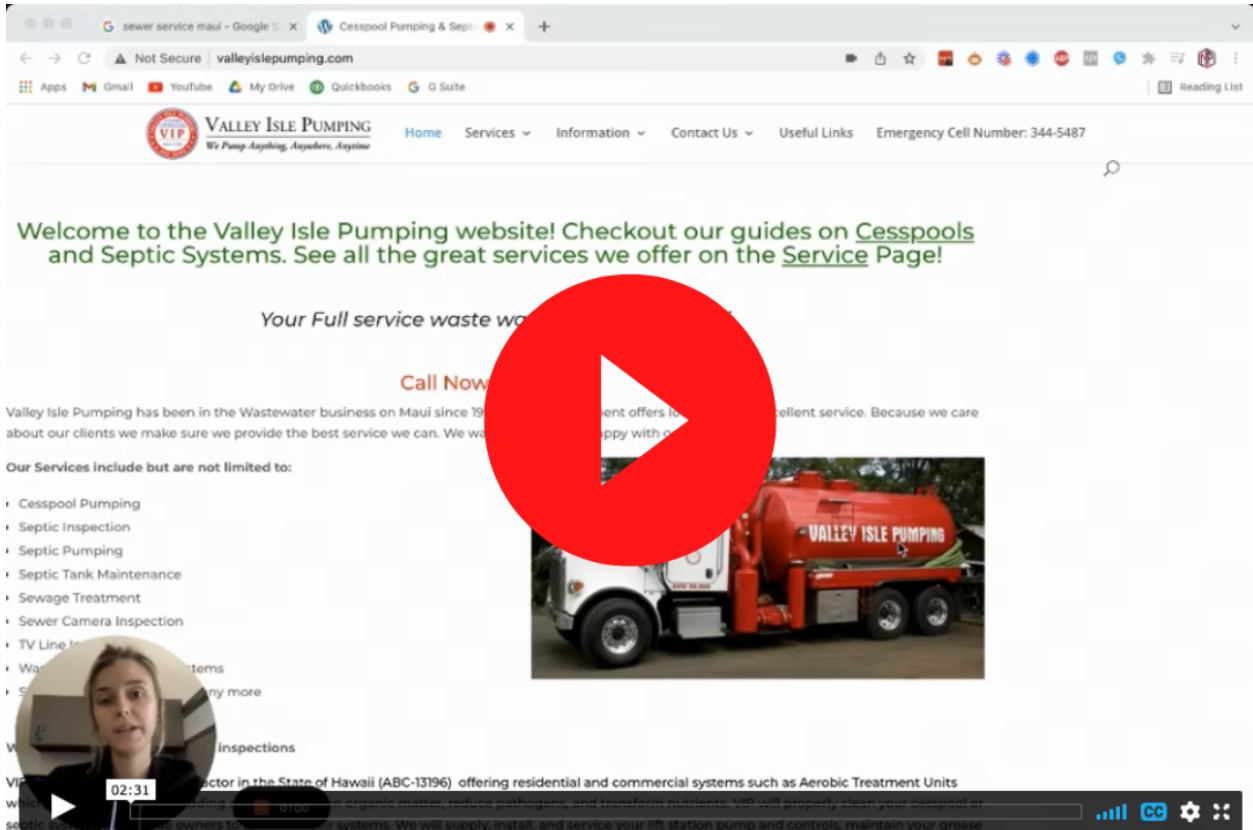
It's convenient to use for internal business purposes, too. Instead of a vague explanation to your team about a new process or software you plan to use, you can send a video showing them how to get started with step-by-step instructions straight from you.

When you use this technology to prospect new clients, they'll be floored by the attention to detail and the personalization of your ideas catered directly to their company's needs.

Loom Prospecting In Action

Check out this video we recently sent to prospective client, Valley Isle Pumping:

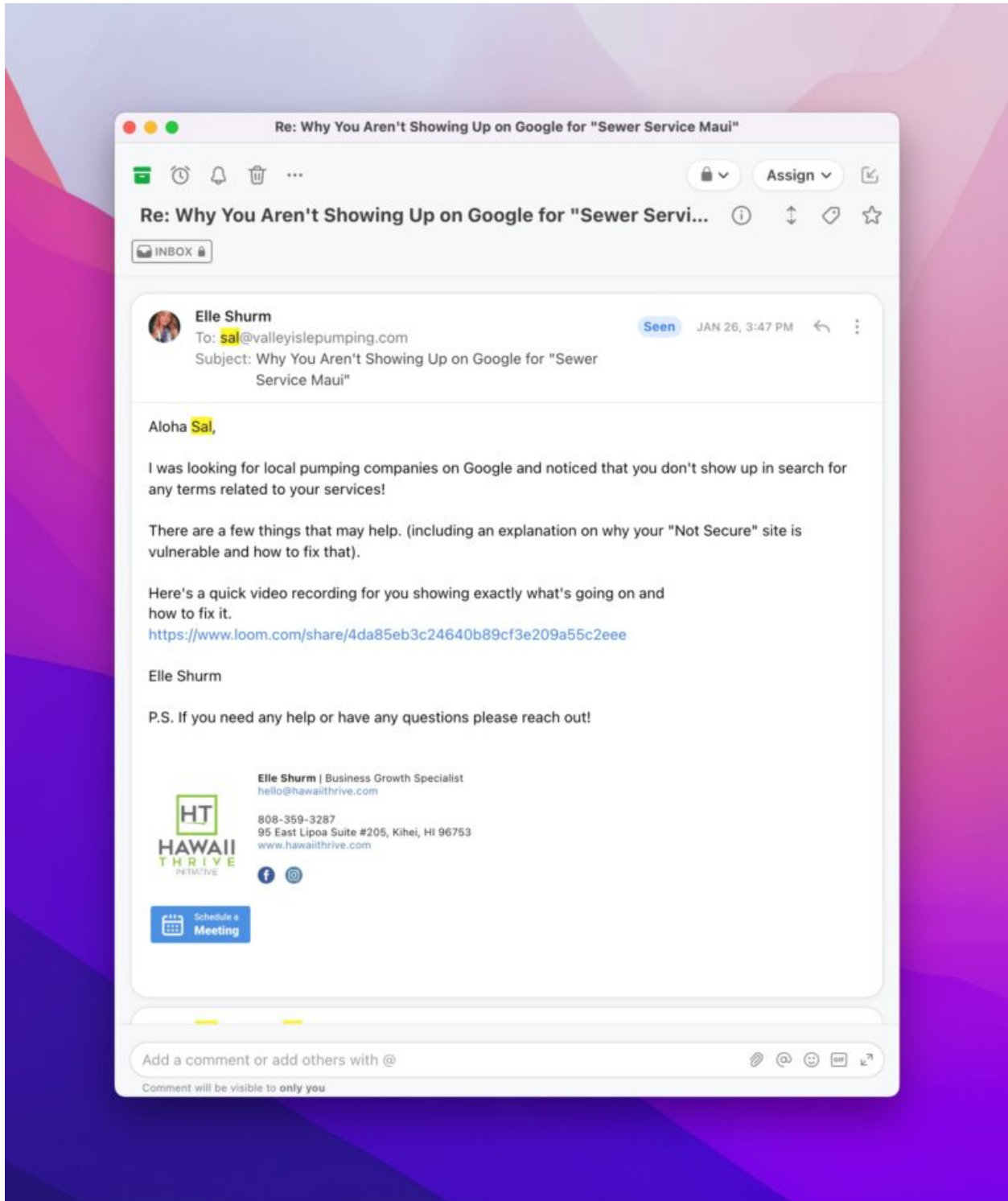
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This client originally signed up for our general email list after we cold prospected them. When they interacted with our email broadcasts, we added them to our email prospecting sales pipeline.

Elle emailed the owner, Sal, about Valley Isle's lack of website optimization and vulnerable security. She included the link to a quick Loom video where she dove into tips to improve the website and addressed their lack of presence in search engine results. She showed Sal a few specific ways to improve the site and get more traffic.

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You can see that Elle sent her Loom video to the company with a personalized message explaining the hindrances toward their ranking on search results pages. The real kicker with this type of communication is that she is able to clearly demonstrate the points that

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will make a difference in their digital marketing strategies and help them improve their online presence.

Elle showed specific positives and negatives about Valley Isle Pumping's website while walking them through the ways they could improve. She showed them an actual search engine results page where they didn't show up, demonstrating that their website lacked industry keywords and optimization.

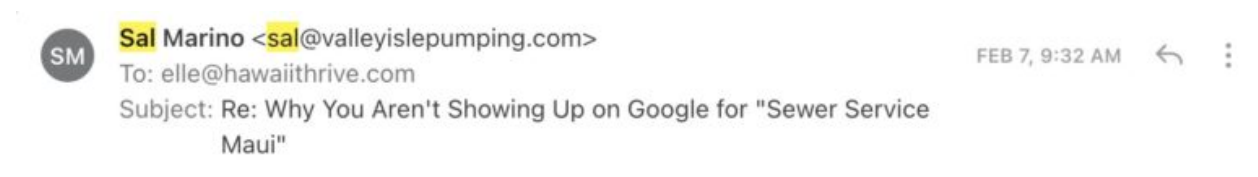
When users searched terms like "sewer service Maui," Valley Isle Pumping was nowhere to be found. This meant they were losing clients to local competition. She showed them how they could quickly make a difference in SERP listings. It's easy to understand, and she gives them more great tips and the reasoning behind them!

She also explained the unfortunate results of an unsecure site. It makes the website extremely susceptible to hackers' schemes. Plus, honest users with secure browsers can't get access to the site. It's a double-whammy to website success! Instead of just selling a service, Elle offered a free tip that would help them immediately improve their security.

This is content of real value, offered to a prospective client at no charge.

And she did all this in two and a half minutes.

When we give businesses free, valuable content, we gain trust with them about our knowledge and expertise. We also set up a great relationship within our local community.



Hi Elle,

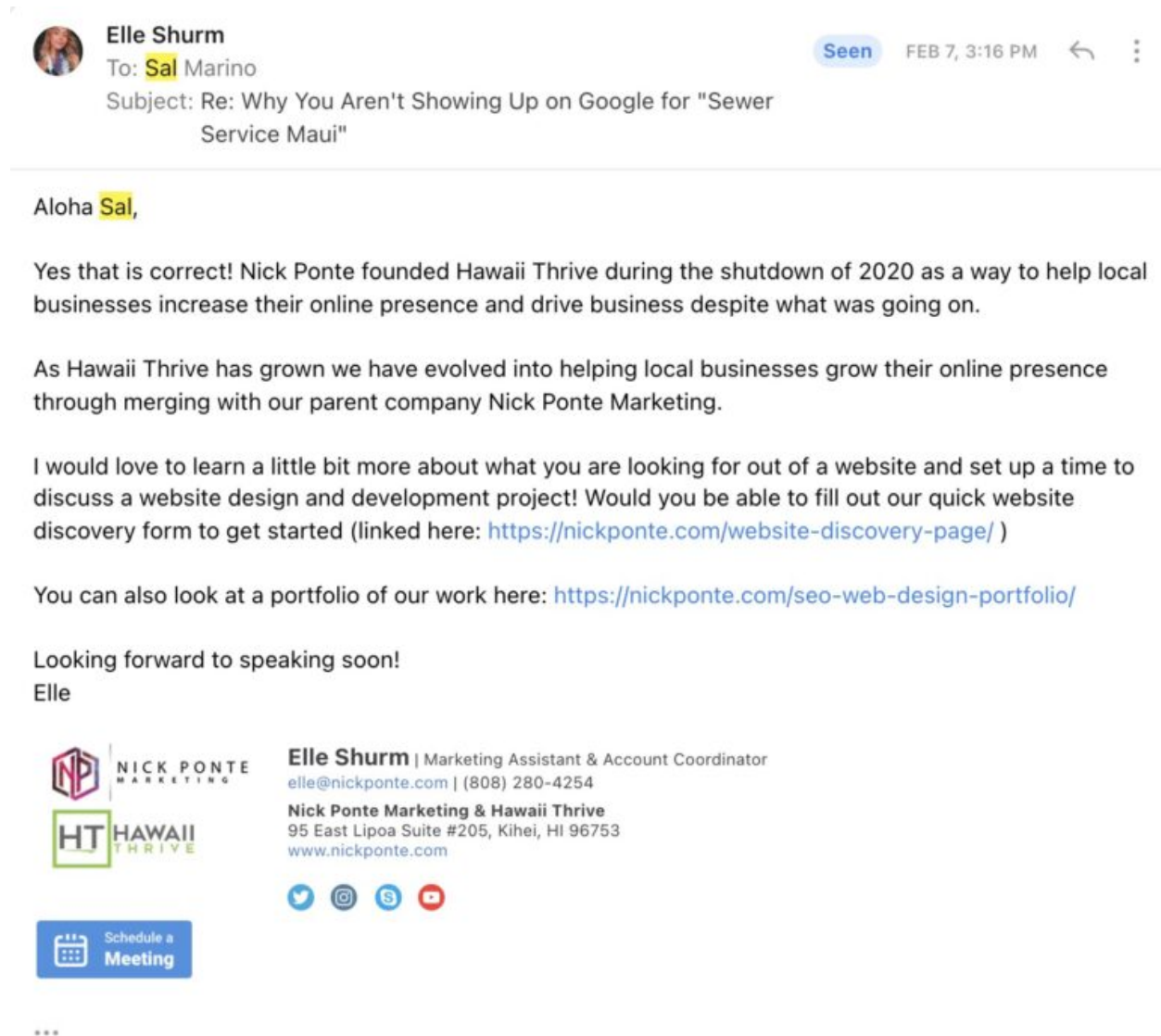
I appreciate your email and follow up. We need to completely redo our website and have been doing our research. I was going to contact Nick Ponte to redesign our site. It looks like Hawaii Thrive is a part of/ connected to NP. is that correct?

Thanks,

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It turns out, our email broadcasts had already piqued Sal's interest. Because of the personalized Loom video, he reached out asking for more information.

Elle responded and answered his initial questions. She included the link to our discovery form, so we could get more information about Valley Isle Pumping's needs—their web design, client interactions, and intake processes.



We scheduled a call and worked out the details of building a new website for Valley Isle Pumping.

With this email, Elle listed out the terms of the project and payments. She detailed out the great benefits of the newly designed and optimized website. She explained how the website would help automate their processes and filter qualified customers.

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Adriana, our project manager, took care of sending the project documentation and invoicing.



Nick Ponte Marketing

Invoice #000898

Issue date
Feb 22, 2022

Custom Website 2/3 Down Deposit

Here is your invoice for the initial deposit for your premium custom website!

Bill To	Invoice Details	Payment
[REDACTED]	PDF created February 22, 2022 \$5,732.48	Due February 22, 2022 \$5,732.48

Item	Quantity	Price	Amount
Custom Website 2/3 down deposit	1	\$5,300.00	\$5,300.00
Subtotal			\$5,300.00
Hawaii General Excise			\$220.48
Online Payment (Square) Transaction Fee			\$212.00
Total Paid			\$5,732.48

Payments	Amount
Feb 22, 2022 (Visa 9097)	\$5,732.48

Sending communications like this shows potential clients that we're not playing around when it comes to giving them the best help available in the industry. We give them valuable insights for free as we offer to help them take their website to the next level, so they can see real results that bring in more business.

If you want to get more tips about the best ways to use Loom in your prospecting and client relations, get in touch with us.