**What to do with this communication kit.**

In this zip folder you will have access to social media posts, email templates, and your very own interest generator document (a PDF).

This is your opportunity to reach out to your network directly through email, generate a buzz through social, and follow up with a lead magnet.

**Email:**

There are two email templates for you to use at your discretion. Use these to reach out to new leads or provide information to current customers/clients.

Make any edits needed to ensure it fits your voice and your brand.

**Steps to use the emails:**

1. Make your edits
2. Copy and paste it into your preferred email carrier
3. Select your recipients
4. Send

Keep in mind who you send message to and give them about a week before you follow up. It’s a hectic time right now so it will help to keep it top of mind.

**Social Media:**

These social posts are templates that you may use to communicate the Working From Home Report within your social media networks. This is about getting the word out right now to generate leads for your business. Similar to the emails, these should be customized to fit your voice and your brand. They are also able to be used as-is if that fits your plan as well.

**Steps to use the social posts:**

1. Make your edits
2. Copy the text from the word doc for the post you want
3. Choose your social platform
4. Paste into the share section
5. Make any tags or hashtags you think fit
6. Post!

It’s up to your discretion how often to post these messages. We recommend thinking about how long your campaign will run and dispersing them equally throughout the days.

**Interest Generator (AKA Lead Magnet)**

Ok, here’s something really cool for you to use now. This is a worksheet that your leads and clients can use to determine how things are going in their home, or maybe their organization, now that things are a little different. It can help you build rapport with clients or be a giveaway to for you to generate leads, and maybe even [qualify](https://www.thebalancecareers.com/what-is-qualifying-2917378) them. Use that link to help you understand a lead and a prospect and how to move them down the lifecycle stage.

**Steps to use the Lead Generator**

1. Download the PDF
2. Decide where you want to share it? Think social or even in an email you send out.
   1. Pro-tip: Encourage your social media audience to reach out to you if they are interested and give them this to take on their own time. Ask them to comment on your post, direct message you, or if you’d like include your email address on a social post so that you know who to send it to AND you can directly follow up.
3. Share it!
4. Keep an eye out for performance and follow up where you can

This is a time where people are looking for guidance at every step. This is your opportunity to be that guide.

If you need help using any of these tools, reach out to your BDC or a solutions consultant and start making your own strategy.

**Image sources**

These are just a couple of helpful places you can find stock imagery that is available to use without purchase or attribution.

[Unsplash](https://unsplash.com/): Photos for everyone. Over 1 million free high-resolution images brought to you by the world’s most generous community of photographers.

[Pexels](https://www.pexels.com/): The best free stock photos and videos shared by talented creators.

**Steps to download an image**

1. Click the Unsplash or Pexels link above
2. You will come to their home page, there is a search bar
3. In the search bar type in anything you want to look for
   1. Try starting with Team work
4. After you’ve chosen an image from the gallery click on the picture.
5. At the top you will see a green box on that says Download Free
6. Click the download button, and it will then show up in your downloads.

\*\*make sure your browser will allow downloads from these pages. If they don’t currently you will get a message about allowing it.

**More Questions?**

This is all new and the Working From Home Report has the potential to help you really thrive right now. If you have any questions please refer back to the [knowledge base article](https://knowledge.ttisi.com/what-is-the-working-from-home-report).