



## Lead Generators

- Relationship marketing
- Seminars & Events
- Social Media
- SEO (search engine optimization)
- Website
- Landing Pages
- Blog & Articles
- Write a book
- Newsletter
- Referral partners
- Cold calling
- Branded SWAG
- Networking
- Promo materials
  - (info flyers, for example)
- Podcast Interviews
- Magazine advertising
- Billboards
- Business cards
  - (even try a digital business card)
- Host an event
- Join Facebook groups and introduce yourself
- Sponsorships
- TV/Radio advertising
- Magazine features
- Directory listings
- Window displays
- Coupons
- Free downloads that provide value
- PR
- Make an announcement
  - Rebrand, open locations, etc
- Industry events
- Ask your network to nominate you for awards
- Direct mail
- Ask customers for referrals
- Ask your community for referrals
- Content creation
  - Make something easily shareable on social media
- Google Ads
- Search for RFPs (request for proposal)
- Go where your ideal clients are

*Find what works for you & focus on that.*



## Ways to Convert Leads

- Tell your story
- Be authentic
  - Let potential customers see who you are
- Target higher tier prospects
- Email drip campaigns
- Include CTAs (Call- to- Action)
- Make it easy to buy
- Articulate what makes you unique
- Use testimonials
- Show examples
- Make an offer
- Team Member profiles
- Display credentials & awards
- Use intake form / prospect questionnaire
- Introduce yourself, develop elevator pitch
- Have a clear mission & vision
- Map your sales process
- Ask questions & listen
- Educate on how to buy
- NLP Techniques
- Follow up
- Track and score your leads
  - Use a CRM (Customer Relationship Management)
- Explain ROI (Return on Investment)
- Add value rather than discount
- Create a company manifesto
- Go after higher tier customers

*Find what works for you &  
focus on that.*