

LEAD GENERATION

Where's **MY CASH** Gone?® PRINTABLE WORKBOOK



Have you ever stopped to think why you are in business? Good question, isn't it? But before we take a closer look at this, spend a few moments now thinking about what you believe your reasons to be. Jot your thoughts down now.

Every business is in business for one reason, and only one reason – to make a profit. What this boils down to is being able to sell, doesn't it? But here's the thing: you can't make a sale if you have nobody to sell to. And before you have anybody to sell to, you need a lead.

So what exactly is a lead? Write your thoughts down now.

A lead is a potential customer. Sometimes they are referred to as prospects, but they are slightly different. Think about this for a moment and write down what you believe the difference to be.

A prospect is someone who is in your target market. So if you happen to sell electrical goods and your store is in Sydney and market to the wider Sydney area, then your prospects are EVERYONE who lives in greater Sydney. The important difference is this: not everyone in that geographic area will be a lead for your business. Only those people who are actively looking to buy an electrical item and who have responded in some way or other to your marketing can be considered to be a lead.



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Now that you have a clearer idea of what I regard a prospect and a lead to be, spend some time now thinking about YOUR business and jot down some ideas about who your prospects are.

Now think about your business as it is right now. I want you to write down the main ways you go about sourcing leads for your business.

Most businesses concentrate on closing sales once someone has turned up and shown interest in their products or services. But what if your business has an online presence? How would you then go about closing the sale?

The interesting thing is that most businesses pay little or no attention to the stage that comes BEFORE this by leaving this part of the buying process entirely up to the customer. They seem happy to let them decide, based on what they read or see on their websites, whether they should come forward, make contact or even place an order.

This is insane. I say this because those business owners are leaving the future of their businesses to chance. I would much rather be in control of my own business' destiny, wouldn't you?

Just think how much better your business could be doing if you could be more in control of the entire process from BEFORE your prospective customers even see a salesperson. What would it mean to your bottom line if you could increase your turnover by just 10%, simply because you were more in control of your ENTIRE sales process. What would an extra 10% on your bottom line look like in money terms?



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Do you at present FOCUS on the process of generating leads for your business? Is it a specific functional area of your business and do you have specialist people whose job it is to generate leads?

What can you do to improve this area of your business?

Some simple lead generation strategies

Let's take a closer look at some simple, easy-to-implement lead generation strategies. Just reading through them is bound to give you a heap of ideas about how you can implement them in your business. You may even get a pretty good idea at this early stage about what they could do for you in terms of turnover or sales. You might even know straight away which you could use and which wouldn't apply to your own particular situation.

Advertise in your local newspaper

Here's an obvious one. Local advertising works these days because most people like to support their local businesses. They know that most businesses like to protect their reputations because this is such an important asset, isn't it?

Local advertising also works well because it is very much more affordable than metro newspaper advertising, it targets a more logical market and it tends to have a better shelf life as most local papers are weekly and not daily.

Do you advertise in your local newspaper? If so, explain.



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In order to increase the chances of your local ad working, be sure to include a benefit in your headline instead of your company name, include a good call to action or offer, and place your ad in an early, right-hand page as those are the ones more likely to be seen and read.

Here is a checklist to ensure best results from your ad:

- include a benefit in your headline (not your business name)
- include a good call to action or offer
- place your ad in an early, right-hand page

What could you advertise in your local newspapers? Think of a good headline and call to action and write them down now.

Trade magazine advertising

These days most businesses can identify with one or other industry. By this I mean most are part of an industry. Most industries have what is know as trade magazines. Promoting yourself in a trade magazine is effective for two reasons: it helps position you as an industry leader or expert (if you are able to write articles about your business or products) and it targets very specifically people in a certain industry.

If you sell software packages to the accounting industry, then by advertising or promoting your business in an accounting industry magazine you will be sure to reach accountants. Sounds obvious but understand that very few people who aren't accountants will read an accountants magazine. They would find it just so boring! But not so accountants, who would find it entirely relevant.

What industry are you in?



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What are your industry magazines called?

Have you ever promoted yourself through your industry magazine?

What news do you have that people who read your industry magazine would be interested in?

What other industries do you target for sales?

What are their industry magazines and how would you contact them?

What could you offer them that would be of interest to their readers while promoting you at the same time?

School newsletter ads

These can be very effective as often they are targeting people in a small geographic area and who may be keen of supporting local businesses. The reach may not be that big, but the quality of leads can be quite good, especially if you are trying to build a reputation as a 'responsible



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corporate citizen' in your local area.

What schools are in your area?

What can you advertise to the local community through the school newsletter?

Press Releases

The thing I like most about press releases as a lead generating tool is that it costs nothing. This strategy is also great for building credibility in your target market or industry and will help to raise your profile and stand out from the rest of your competition. But remember, you must avoid making them sound like a sales pitch. It's news that the papers want.

Have you used press releases before?

Do you have anything newsworthy that your target market would be interested in?

Social Media

These days more and more business owners are realising that social media is an important business tool. But... you don't need to be on every single one of them. Just the ones that your target market uses. What social sites are most frequented by your target market?



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How can you better use social media to generate leads for your business?

What products or services of yours would lend themselves to social media?

Could you use social media to distribute news about your business, your product line up or imaginative ways of using what you sell?

Can you think of a few areas in your business that would benefit from using social media?



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No doubt by going through this workbook you'll have some things that you can do, so take action **right now**. Most of them are really easy to fix, and are just a matter of **doing it**. If you have any trouble with implementing any of these strategies, or if you're confused in any way, please get in contact with my team.

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To do list from this workbook:

