



Ten Ways to Generate More Leads for Your Business.... Without Spending a Penny!

Every business needs a steady flow of leads in order to grow.

Leads become customers who pay for your products and services - giving you the cash flow you need to pay your staff, cover your overhead, and invest back into your business.

But what happens if your flow of leads dries up?

That's a bad place to be. It's scary. I've been there plenty of times in my career as an entrepreneur.

This report is designed to help you create more leads for your business - without spending anything. Each of these strategies requires an investment of time, but not money.

Whether your business is currently on life-support and you're in desperate need of fresh leads, or you're doing well and just looking to do even better - you'll find strategies and ideas in this report to help you grow your business.

Let's dive in!

1) Call your past clients. For service-based businesses, this strategy works just about every time. Block off a few hours on an afternoon (not Monday or Friday) and simply go through your list of past clients and customers. Give

them a call, ask them how they're doing, tell them you've enjoyed working with them in the past, and then ask them "is there anything else I can help you with?"

If you call enough former clients and customers, you're going to rustle up a handful of projects.

2) Call your referral sources. This is another highly-effective strategy, although less direct than calling your past clients. Block off some time and go through your list of referral sources - people who have referred you business in the past, or people who are in prime position to refer you business.

Ask them how they're doing, get an update on their business, and then tell them that you're focused right now on developing more business, and ask them if there's anyone they know who may need your services.

At the very least, this strategy is going to create introductions to prospective clients, and it's a great way to build and maintain top-of-mind awareness with your referral network at the same time.

3) Sharpen your networking strategy. Networking is a great way to grow your business - particularly if you're in the "more time than money" stage of business growth. That said, many business owners are wasting a bunch of time and effort because they're networking in the wrong places.

Here's the basic strategy, when deciding where to network: Look for opportunities to spend time in places with a high concentration of potential clients or referral sources and a low concentration of competitors.

It sounds obvious, I know. But so many people screw this up. Don't network where all the competitors in your industry are networking. Think outside the box and look for opportunities to spend quality time around prospective clients and referral sources that aren't over-saturated with the competition.

Optimizing your networking strategy can result in a whole lot more leads, without requiring more effort on your part. Work smarter, not harder!

4) Grow your social media network. Social media is firmly integrated into most of our daily lives. Your clients, prospective clients, past clients, and referral sources ARE on social media. You should have an active Facebook and LinkedIn presence, at a minimum, and depending on your industry Twitter and Instagram may be important as well.

In addition to a page for your business, you should have an active personal presence as well. Don't be shy about connecting with your clients and customers, as well as potential referral sources. And it's critical that you stay active - simply connecting isn't enough. You need to be visible on a regular basis in order to create visibility and top-of-mind awareness for yourself and your business.

Social media can and will generate leads (and referrals) if you create a sound strategy and put in the time to execute.

5) Host a lunch-n-learn. A lunch-n-learn (or similar educational event) is a great way to generate a handful of leads all at once. The premise is simple: host an event, often centered around lunch or breakfast, and present educational content to your attendees.

You'll often see real estate agents host free workshops for first-time homebuyers - this is a classic example.

The idea is that you attract people who are likely to be in the market for your services and then provide them with helpful, educational content. If you do it right, you're likely to win a few new clients then and there. And if you stay in touch with your attendees, even those that don't hire you right away are likely to do so at some point in the future.

Oftentimes, the host of the event (you) pays for lunch. In that case, this clearly isn't a "free" strategy. But there are a number of ways to offset the cost, including charging your attendees a fee to attend, finding a sponsor for the event, or just foregoing a meal and hosting the event in your office or somewhere else that you can access for free.

If you use this strategy, here are two critically important points that you have to get right:

First, make sure that you're inviting the right people. If you get a bunch of people to your event but none of them are in position to hire you, you're not going to generate business.

And second, make sure that you stay in touch with your attendees after the event. You have to have a follow-up strategy in place or you're wasting your time.

6) Host a webinar. This is the "digital" version of hosting an event. The premise is very similar - create an educational, value-based presentation and invite prospective customers to attend.

Because it's online, rather than in person, there are less logistics to think about. You don't have to rent a meeting space and provide refreshments. It's easier for people to attend, because they don't have to drive across town and commit to the physical location. And this strategy allows you to reach an audience across the country or even around the world - the only requirement is an internet connection.

On the other hand, it can be harder to keep people engaged in a webinar because there are always ample distractions when surfing the internet. And, no matter how engaging your presentation may be, it's always easier to connect with prospects in-person rather than digitally.

Fundamentally, the key principles for success are similar to hosting a live event. Invite the right people - and create a follow-up strategy to stay in touch with attendees.

7) Add a lead magnet to your website. Are you unhappy without the amount of leads that your website is creating for your business? There are several different factors to consider with regards to website performance, but one common problem is that many website visitors aren't ready to call your office, fill out a contact form, or request a consultation.

They're *interested* in your products or services (which is why they're visiting your website, generally) but they're not ready to make a commitment and move forward yet.

They're researching.

If the only offer you have for them is "call now," they're not going to do it.

On the other hand, if you can give them some sort of educational resource that's relevant to their current situation, they're likely to be interested. And they're generally going to be willing to give you their contact information (email address and maybe phone number) in exchange for this resource.

The formula is simple: Create some sort of free resource for website visitors. Give it away to them at no charge, but require their email address. Then, when someone downloads your resource, you can follow-up with them via email and stay in touch with them until they ARE ready to hire you.

This report, which you downloaded from my website, is an example of this strategy in action!

8) Create an introductory-level product/service to sell. Many prospective customers are hesitant to make a big commitment. If your only offerings are

“big ticket” products or services, you’ll have to overcome a lot of skepticism and fear-of-commitment in order to close a sale.

Consider launching a lower price-point, lower-commitment product or service in order to make it easier for prospective customers to move forward with you.

Once you’ve sold them a smaller offering, it’s much easier to sell them a large-ticket solution - provided they had a good experience with the first product/service.

I’ll share a personal example. When I first launched Marketing Simplified, the only service I was offering was a 12-month consulting package. I had success selling it, but I found that I was losing out on potential clients who weren’t ready for that long of a commitment.

So I’ve since rolled out a number of smaller-scale products and services, including 6-week courses and even one-day workshops. Those have sold well, and in several cases clients who initially engaged me on a smaller scale have upgraded into a longer-term service arrangement.

Make it easy for your clients and customers to take “baby steps” and develop their relationship with your business at a pace they’re comfortable with.

9) Special offers to your email list. Your email list is one of the most valuable assets in your business. If you’re not building your email list, you should be.

Assuming you do have an email list of customers, past customers, and prospects, you have the opportunity to drum-up business through your list when you need a quick injection of cash.

Create a special, limited-time offering and announce it to your list. It could be a new bundling of your products/services, it could be a reduced price, it could

be some sort of buy-one, get-one package, or it could be an entirely new service.

Announce it via email and follow-up several times during the time-period that you're offering the deal.

Your email list represents a group of people who already know you and have at least some level of trust with you. This is a valuable asset when you need to generate some revenue quickly!

Note that this strategy works much better when you're regularly engaging your audience. Every business should have an email newsletter that goes out monthly, at minimum. I send my e-newsletter weekly. This allows me to keep my audience engaged and receptive to promotional offers - and that strategy will work for you too.

If your audience only hears from you when you're trying to sell them something, they're going to tune you out.

10) Create a Joint Venture or Partnership. Sometimes the best way to sell a product or service quickly is to tap into someone else's audience. This works well if your offerings complement what your partner offers.

For example, let's say you sell landscaping services.

If there's a local plumber with a good list of active and past clients, you could create a promotion "exclusively" for his/her clients. This allows him to vouch for you and recommend you, transferring the trust he has built up with his clientele on to you.

In exchange, it's customary to offer your partner a percentage of the revenue you create, or perhaps a reciprocal offer - you promote your services to his list, and he promotes his services to your list.

In Conclusion

Every business needs a steady flow of quality leads in order to remain healthy and grow.

If your flow of leads has dried up, or if you're looking for strategies to grow faster, this list will help you.

One word of caution: don't bite off more than you can chew. Even if you like several of these strategies, I suggest that you focus and execute one at a time. It's important that you get the details right and execute to the best of your ability, and the best way to make that happen is to create a narrow focus.

If you'd like help creating a strategic growth plan for your business, that's what I do. Click [here](#) to get in touch with me today.