



Truckloads Of Leads

**24 Lead Generation Strategies That Could
Cause An Avalanche Of New Customers
Rushing To Your Business**

Gideon van Schalkwyk

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What You're About To Read Could Change Your Business Forever...

Before getting this book, I bet you were wondering how on earth you could get more customers coming to your business, right? Well, you've finally found the right book! Inside this book you will learn everything you will ever need to help you generate so many leads for your business, you won't quite know what to do with them all.

But before we get into it, here's my motivation for writing this book...

For any business, there are two main parts - the front end and the back end:

The front end is often known as the area of business that deals with getting more customers. That is, generating more leads.

The other part of business, the back end, is the area of business that is concerned with maximizing profits from existing customers once they've entered into a relationship with your business.

Now, while it is a good idea to make sure the back end of the business is going smoothly, it's also important to make sure that you don't spend more time on it than needed.

If you want to make it BIG, you really need to put the back end of the business on auto pilot, while you focus most of your attention on the front end.

Confused? Let me explain...

Just stop and consider the next three questions for a moment:

- Which sale is harder to make? At the front end or at the back end?
- Which end faces more competition?
- Which end requires constant innovation?

If you think about it, you'll come to realize that the answer for all of the above three questions is the "front end".

Now, consider these two questions:

- Which end has a higher conversion rate for sales?
- And which end do you make bigger profits from?

Obviously the back end right? So, why would you want to spend any time on the front end if it seems like you can make money a lot easier by focusing on your existing customers, the back end of the business? In fact, many businesses spend most their time on the back end and become very successful within a short period of time.

But here's the problem...

If you focus too much on the back end, you run the risk of running out of customers very quickly and as a result, you will find that your business is not really sustainable over the long run. In fact, this is one of the key reasons why so many companies (about 95%) go out of business within the first five years – they don't get a sustainable flow of new

customers coming into their business on a consistent basis and then quickly run out of money.

Now, imagine that you could put your back end on auto pilot. The kind of setup where new customers are directed through a well thought out process to encourage them to stay your customer and to lead them to buy more and higher priced products and services from you over the long run.

If you have the back end set up on autopilot, you can spend most of your efforts on creating more leads (the front end) and therefore increase the size of your businesses at a much more rapid *and* sustainable rate.

This is why I wrote this book. I wanted to focus on the front end and show you how to get “truckloads” of prospects rushing to your business. So, I’m assuming here that you already, to some degree, have a large part of your backend on auto pilot. That is, once a customer walks in your door, or rings on the phone, or sends you an email, you already have all the systems in place to ensure that the customer is served to the best level and that you are reaping the best possible rewards from your efforts.

This book will help you create a sustainable long term business by generating a constant flow of leads to your business. All you have to do is follow the steps, select the lead generation strategies of your choice, and implement them in a systematic way. If you do this, you will gradually start seeing a massive increase in business within a relatively short period of time.

The first part of this book goes into some detail about doing a bit of your own homework or research first. If you

want to run successful campaigns, you will need to know exactly who you're competing against and how you can outperform them. This part of the book gives you all the tools you need to figure out who exactly your competition is and how you can develop your own unique target market to get that extra edge on your competition.

Once you have a good feeling for your competitors and the target market you are operating in, you are ready to create a compelling and targeted marketing message that you will be able to use in all of your advertising material.

Then, as soon as you have a clear and targeted message, you can move straight into selecting any of the 24 strategies and start implementing them to trigger an abundance of qualified leads for your business.

And I almost forgot, but it's really important that the leads you get are qualified. By that I mean that your leads should be people who are actually interested in doing business with you. Otherwise, you could spend a lot of money on useless or low-quality leads that never turn into customers. But more on this later.

This should be all you need to generate a long term sustainable flow of new leads, and therefore customers, for your businesses. I sincerely hope that you will enjoy reading this book and that you will find it very useful in your day-to-day marketing activities.

Without further a due, here's to your outrageous success creating truckloads of leads for your business!

How To Make Sure You Start Off On The Right Foot...

To make sure that you are best prepared for getting an outrageous number of leads flooding to your business, you need to do some of your own homework first.

A big part of getting truckloads of leads for your business is about being prepared and doing some initial upfront research. Without the research, you will be lost and you'll be like the commander going into war not knowing anything about his enemy. And then your chance for success will be very much reduced.

For example, listen to what Sun Tsu, the ancient commander, who defined modern day warfare more than 2000 years ago, had to say:

“If you know the enemy, and you know yourself, you need not fear the result of a hundred battles.

If you know yourself, but not your enemy, for every victory gained, you will also suffer a defeat.

If you know neither the enemy nor yourself, you will succumb in every battle.”

Sun Tsu - The Art Of War, 512 BC

Wise words from a wise man indeed...

Therefore, it's evident that you really need to know your own business, as well as having a good handle on your competitors, to be able to win the game of business.

That's why I've developed a very simple, yet effective system that you can use for generating so many leads, you seriously won't know what to do with them all.

There are six steps that you **MUST** follow before implementing any of the lead generation strategies. These steps will help you get into a position where you have all the necessary information you will need to be able to run lead generation projects that produce **REAL** results. At first you may wonder whether it's really worth the effort going through all these steps, but as you go through them, you will start to realize the significance of each step. Here they are:

1. Know Yourself First
2. Know Your Enemy Next
3. Pick Your Target Market
4. Solve The Needs, Wants, Frustrations Or Problems For Your Target Market
5. Create Your Own Customer Purchasing Benefit
6. Create Your Unique Market Message

Each of these six steps will now be explained in more detail.

1. Know Yourself First

If you look at all the super successful people in the world today, you'll find that all of them have at least *one* thing in common...

They're *all* extremely passionate about what they do.

As I'm writing this, I'm reminded of a documentary I watched not too long ago. It was about an old French diver from Corsico, named Marien Poggi, who was one of the last

fifteen licensed red coral hunters in the world. Now, if you're like me, you probably won't know too much about red coral, but this stuff is extremely hard to find. That also means that it's extremely valuable. And maybe you're thinking, that's why Mr. Poggi is so passionate about his occupation.

But think again...

Diving for red coral is no simple task. Apparently, if you're a very good diver, you might find a bit of red coral once every month! And for each dive you make, it takes about an hour and a half to come back up to the surface to avoid decompression sickness.

Just imagine how grueling it would be to go down multiple times each month, and only get rewarded once, or maybe twice, if you're lucky. So, you'd have to be pretty passionate about it if that's what you wanted to do with your life, day in, day out.

At the end of the documentary, Marien Poggie said something that I will never forget:

*"The secret is passion. Great passion.
It's the passion that makes you keep going."*

The story of Marien Poggi illustrates that, when you follow your passion, magical things happen and you really become unstoppable. This is clearly evident when we look at the most wealthy people on earth as well. And, if we can learn anything from the rich and successful, we'd know that it would be foolish to want to do anything that's not in alignment with our true passions.

Now, some people don't really know what they are passionate about, and simply drift through life being satisfied with mediocre results. But I know that *you* are not one of those people. Otherwise you wouldn't be reading this book!

And then there are some people around who know *exactly* what they want and are also very passionate about what they want. These are the successful ones. But if you're not really sure whether you are living out your passion, or what kind of products and services in your business you are passionate about, I've got a very simple exercise that will help you out. There are only four steps...

1. First, write down a list of all the things you absolutely love *doing*. Don't stop writing until you have a list of at least 50 things. Don't worry about what goes on the list. Simply write down whatever comes to mind.
2. Next, write down a list of all the things you absolutely love *giving* to people. Once again, don't stop writing until you have a list of at least 50 things.
3. Once you are done, prioritize each of the lists, placing the things you love doing and giving most at the top. You should end up with something like this:

What I love doing:	What I love giving:
1. Play piano	1. Knowledge
2. Write	2. Entertainment
3. Talk	3. Inspiration
Etc.	Etc.

Then comes the fun part...

4. To help you figure out what kind of products and services you should market, or what kind of business you should be in, simply start combining the items from the first list with items on the second list.

For example, if you take the first entries in the above table, and combine them, you might end up with something like this.

“Playing the piano while giving people knowledge.”

Obviously then, a natural career option for you would be to teach people how to play the piano, while playing the piano yourself. That way, you can do something you enjoy, while at the same time providing something of value to someone else – value that they would be more than willing to pay for.

And what is more, because you’ll enjoy doing it so much, you won’t have any problems becoming extremely knowledgeable in your field. And that will make you even more valuable to your clients. Hence, you’ll be able to charge even more. And *that’s* how you become successful!

But there is one more ingredient that you need to add. It’s no use (at least for the short term) to go and do something that you are passionate about, but don’t have any experience or strengths in. I mention that’s it’s no use for the short term, because you can always build up experience and strength over time. But we are concerned with where you are at now. So, for each of the combinations on your list, ask yourself whether you or your company have some real strength or experience in that particular area. If not, perhaps this new area

could be something you work on in the mean time while you focus on other options that you are perhaps a bit less passionate about, but where you have a significant strength that you can capitalize on in the market.

I hope that you can see how, using your passion and your strengths in your business, can end up being very profitable indeed.

But what if you already have a business and you're already marketing and selling products that you're not sure whether you are passionate about?

Well, here's what you do. Make a list of all the products and services that you are currently providing. Now, take a look at each one of them and rate them on a scale from 1 to 10, with 10 meaning you are most passionate about the product or service and 1 meaning you are least passionate about the product or service. Then, simply rewrite the list placing the products and services you're most passionate about at the top and the ones you're least passionate about at the bottom. Once again, make sure that you have the necessary strengths and experience to back up each of your options.

This will become your priority list for applying each of the lead generation strategies later on, once you're ready. If you do this exercise, you will find that everything else you'll need to do to market your products and services will come to you very easily and naturally.

But what if you're new in business, just starting out, and you don't have any products or services yet? Well, you are then in a great position to create or find products and

services that are in line with what you are really passionate about.

But before you go ahead and design totally new products and services, or even promote your existing products and services, you need to do one thing...

You first need to find out what products and services related to your passion are already out there.

This is what Sun Tsu would have called your “enemy”!

The next section will show you exactly:

- Who else is operating in your market
- What kind of opportunities there are for you and your business, and
- How you can position yourself and your business so that you’ll get the best possible leverage for your efforts.

After following the instructions in the next section, you’ll be in a pretty good position to rake in many profitable opportunities overlooked by many of your competitors in your market.

2. Know Your Enemy Next

If you want to virtually guarantee that you beat your competition hands down, the only real way is to outsmart them with specific knowledge about their business and some clever tactics. But with so many competitors out there, how on earth do you find yourself a way through this treacherous maize consisting of other companies keen to squash you at any possible chance they might get?

Well, once again the answer is research. You need to try and figure out who is out there and what exactly they are doing. That is, you need to figure out who your competitors are and what kind of products and services they are already providing to the target market that you are interested in.

But I know that running a business can take a lot of time and that you are most probably already extremely busy, so what I will do, is give you a very simple and easy method for finding out exactly:

1. Who is operating in your market
2. What they are offering, and
3. How you can compete with them in the best possible way

Here's what you do...

First, if you are running a business that is servicing your local market, the first thing you need to do is to have a look at the Yellow Pages for your area. Go to the section that lists all the companies providing the products and services that you are thinking about promoting, or that you are already promoting. Then, start making a list of them in a table. I normally use a spreadsheet for this exercise as it makes things a lot easier later on.

Now, as you enter these business names, note next to each one of them, the size of their ad in the Yellow Pages, That is, if they have a half page ad, put "½" next to their names in the second column. If they don't have a display ad, and are only listed with their name and number, simply add something like "listing only" next to their names. Once you are done, rearrange the list so that you have all the companies

with the largest ads at the top of your list, and all the companies with the smallest ads at the bottom of your list.

This already gives you tremendously helpful information. You will now have a pretty good idea about who is perceived to be your biggest competitors – the ones on the top of the list. Remember that all of this is about perception – the perception of the market from the viewpoint of the customers, *not* your business! So, you could end up with a company that may seem quite competitive to you, but if they are not well known or well perceived by your target market, they don't really count as actual competitors. That's why it's so important to place big ads in the Yellow Pages if at all possible. But more on this will be revealed later.

Once you have this list organized, or even while you are putting it together, list all the products and services that each one of them is providing and use those as column headings. Then for each other company that also has those products or services, you only need to make a tick in that same column.

For example, say you have a business in the personal fitness industry. As you go through the Yellow Pages, you notice that the first company provides kickboxing and aerobics, so you create those columns and make a tick in those columns for that company. Then the next company might have aerobics and breathing as their product or service offering. So you add a column for breathing and make a tick in the column already created for aerobics. As you create the table, also make some crosses under the column headings if the company does not *advertise* to provide that particular product or service. Do this until you have gone through all the competitors who had larger ads. You should end up with something like this...

Company Name	Ad Size	Kickboxing	Aerobics	Breathing	Weights
Kickboxing Ltd	Full	✓	✓	✗	✓
Fitness and Co	1/2	✗	✓	✓	✗
Aerobics Ltd	1/2	✗	✓	✗	✗
All Sports Ltd	1/4	✓	✗	✗	✓
Etc					

To enhance your table, also list all the perceived benefits that each of the companies are providing. This is important to do, because even though a company might have a certain type of benefit that they are able to provide, but don't advertise it, the customers won't know about it, and hence a gap will exist in that area, at least in the mind of the customer.

Once you have your list with all the products, services and benefits offered in your market, you will start seeing a picture emerging. A picture of where there are *oversupplies* of products and services, and other areas where there are *undersupplies* of products and services.

All this could take a quite a while to put together, but it's worth every single minute. From this table you will be able to tell exactly where the most competition in the market exists, and where there are some potential gaps in the market

– the areas where you can possibly provide a service or product with no, or relatively low, competition.

Of course another source of information is the internet. This is particularly handy if you are operating nationally or even internationally. You can simply do a search for your product type or service type, and see what comes up. Alternatively, you can perform the same type of search done before, but only this time, use the Yellow Pages on the internet.

If you perform this step well, you will be really well prepared for selecting your target market, which is the next step...

3. Pick Your Target Market

Using the table created previously, simply identify which columns contain the most crosses. In the example above, this would be column 4, breathing. In other words, after following the above steps, it is very simple to find out what areas of the market are not currently covered by your competitors. Of course, you may select more than one area where you have discovered gaps to exist.

In essence, the areas where no one else is providing a product, service or perceived benefit will become your target market. Now you can use this information to position yourself by providing products, services and benefits that no one else is providing in the market. This will give you an extremely good competitive edge over your competitors.

To help you even further prioritizing your target market, you need to ask a few more questions for each target market that you are interested in. These questions are:

1. Am I passionate about providing products or services to this market?
2. Do I or does my company possess all the necessary strengths and experience to be able to compete easily in this market?
3. Can I solve my target market's greatest need, want, problem or frustration?
4. Is there a high enough demand for my product or service?
5. Is the market I'm targeting big enough?
6. Is my target market close enough geographically to service them without breaking the bank on travel or postage expenses?
7. Do they have enough income/turnover to afford my product or service?

Each of these questions will now be explained in a bit more detail...

1. "Am I passionate about providing products or services to this market?"

As mentioned previously, it is absolutely vital that you are actually interested in or passionate about what you will be spending most of your time and energies on. So, for each of the target markets that you have identified as opportunities, you need to reassess whether you would be passionate about providing products or services for that market. If you can't honestly say that you feel passionate about serving this market, you would be better off moving on to the next best option on the list.

2. "Do I or does my company possess all the necessary strengths and experience to be able to compete easily in this market?"

Again, assess each target market and find out whether you have all the necessary skill sets and experience to be able to operate successfully in your selected market.

But if you don't have all the necessary skill sets and experience, and you still want to go ahead with the target market, don't let this put you off too much. All it will mean is that it will take you a bit longer to get up to speed before you or your business will start showing results.

3. "Can I solve my target market's greatest need, want, problem or frustration?"

Next, if you feel sufficiently passionate about the target market you have selected and you think you have all the strengths you need to be competitive in that market, you then need to assess whether you can actually provide a solution to your target market. For this, you need to realize that you don't necessarily need to create or design the solution yourself. All you need to do is put together a solution, using whatever means, and provide it to your target market before anybody else does.

In a way, the important thing here is that you've identified an opportunity in the market and your new task becomes that of taking advantage of that opportunity. Think outside the square for a while if you don't already have a solution and, make a list of alternative solutions, and pick the best one for your situation.

4. "Is there a high enough demand for my product or service?"

This is often very difficult to find out, but the best way to get accurate information is to ask your prospective customers whether they would be interested in using your product or services. There are various ways of going about

this, but one easy way I've found, is to simply pick up the phone, and call a few people in your target market and ask them a few questions. Often, you will very quickly get a feel for whether there is a demand for your product or service or not.

Another technique that works really well is one that is used by internet marketers. They use Yahoo's keyword selector tool which essentially counts how often a particular keyword has been searched on the internet. A guideline that is often used is that you need to get about 30,000 hits per month to ensure there is a high enough demand for your topic. You can simply go to <http://freekeywords.wordtracker.com/> and type in the keyword related to your product or service, and see what kind of results you get.

Of course, these are only tools you can use to gauge demand, and it's really a bit of an art at the end of the day. But another good indication for demand is when there is a lot of competition. In fact, if there is no competition for a certain product or service, chances are that there is no demand for it either. Unless of course you have a totally new product or service that no one else has ever used or heard about. But in this case, it's virtually impossible to gauge market demand and you'll need other, more sophisticated tools, which is outside the scope of this book.

5. "Is the market I'm targeting big enough?"

There's not much point in targeting a market if you'll run out of customers even before you start making profits. And here is when you need to talk to your statistics provider. In Australia, you can simply go the Australian Bureau of Statistics, and search for the data there. If you get stuck, they have some pretty competent staff that can help you out. You can find them at <http://www.abs.gov.au>. Other sources where

you can find statistics include newspapers, magazines and trade journals.

6. “Is my target market close enough geographically to service them without breaking the bank on travel or postage expenses?”

Next, you will need to find out whether your target market can be easily serviced. That is, will you be able to reach them easily without spending too much money on travel and postage related costs. If you have a consultancy business, the location of your clients will be vital to your success. However, if you are distributing all over the world, this may not be an issue for you.

7. “Do they have enough income/turnover to afford my product or service?”

Finally, you need to determine whether each customer in your target market has enough money or disposable income to pay for your product or service. If you discover that your target market consist of people who only earn \$30,000 a year, but you would like to market Ferraris to them, your business case will obviously not make much sense.

After you’ve answered all these questions for each of the target markets that you are interested in, you are ready to rate each target market to help you prioritize them. This can be easily achieved by creating a table with the above questions for each target market, and then giving each question a rating between 1 and 10. At the end, you can count up all the scores to see which one of your target markets came out at the top. Your table could look something like this:

Question	Target Market 1	Target Market 2	Etc.
“Am I passionate about providing products or services to this market?”			
“Do I or does my company possess all the necessary strengths and experience to be able to compete easily in this market?”			
“Can I solve my target market’s greatest need, want, problem or frustration?”			
“Is there a high enough demand for my product or service?”			
“Is the market I’m targeting big enough?”			
“Is my target market close enough geographically to service them without breaking the bank on travel or postage expenses?”			
“Do they have enough income/turnover to afford my product or service?”			
Total Score			

Once you’ve completed this step, you are ready to move onto the next step,...

Creating something that your target market wants...

4. Solve The Needs, Wants, Frustrations Or Problems For Your Target Market

Now that you know exactly who your target market is, or is supposed to be, you are ready to develop the perfect solution for whatever their needs, wants, frustrations or problems are.

If you already have a product or service, it's only a matter of creating the right kind of marketing materials to position your product or service for your target market. If on the other hand, you don't have a product your service yet, you are now in a great position to create new products or services, exactly catering for your target market's needs, wants, frustrations or problems.

Another option is to simply use other people's products or services that already solve the needs, wants, frustrations or problems and market them to your target market for a profit. This is a very quick and easy option, but the drawback is that your profits will be limited more than if you had your own products.

Whichever option you choose, make sure that you are actually solving a need, want, frustration or problem for your target market. This is the best and quickest way of ensuring that you end the year with a bank account in the black.

This leads us to the second last step of this process...

Making sure that your customers perceive you as the best possible option to buy from. You can do this by creating what is called a Customer Purchasing Benefit.

5. Create Your Own Customer Purchasing Benefit

Once you have chosen one or more target markets, you need to create a crystal clear and laser focused marketing message. But before you can put out your message to the world, you need to be very specific about what your core capabilities are and what it can do for your intended market.

This is known as your Customer Purchasing Benefit (CPB). Each CPB must pass what is called the IDU test. That is, your Customer Purchasing Benefit must be:

- Important to your customer
- Deliverable to your customer
- Unique compared to other products or services

But who determines your CPB? The customer of course! In essence, your CPB is no different than the solution to your client's needs, wants, frustrations or problems. There are three ways of getting information to formulate your own CPB:

1. Use face to face interviews with your customers.
2. Brainstorm different ideas within your company.
3. Determine the strengths, weaknesses, opportunities and threats of your current product or service.

Once you have collected all the information, and you have a very good idea of what your customers want, you are ready to create your own CPB.

It is important to write your CPB down in a simple and concise manner, because this will help you next when you start creating a marketing message for your products or

services. To help you do this, use the following two guidelines:

- Focus the opening words of your CPB on your selected niche and combine it with a verb.
- Add the major benefit that you are providing to your target market.

You can use the formula below to create your own Customer Purchasing Benefit:

“[Name of your business] helps [niche] to [product or service and benefit]”

For example, the CPB for a first aid training provider could be written as:

“ABC First Aid Training helps medium to large enterprises with a turnover of greater than \$5M to get the quickest and easiest possible in-house first aid training for their employees.”

Once you have created your CPB and have written it down, you are ready to move on to the final step of creating your unique marketing message.

6. Create Your Unique Market Message

Now that you have gotten to “know yourself” better, collected all the information about your competitors, found a target market and developed your own CPB, you are ready to start creating a unique market message for each target market. This is nothing more than a well written piece of advertising copy or text that you can put on all of your promotional material.

The advertising copy you use needs to be clear, simple and easy to read, and long complicated words should be avoided. To help you write advertising copy for any of your promotional material, there is a well known formula you could use. This formula has been proven to create the right kind of emotional responses in a prospect to increase the chances of them taking action on your advertisement.

The formula consists of five words, each starting with the letters A. I. D. C. A. respectively. Here is an explanation for each of the words and how you can use them for your advertising copy:

- **Attention:** Write a headline that will grab the prospect's attention.
- **Interest:** Then write a short paragraph getting the prospect interested to read further.
- **Desire:** Once you have their interest, create a sense of desire by describing all the benefits that you are offering with your product or service.
- **Conviction:** Add conviction by inserting some testimonials or case studies to show that other people love your product or service.
- **Action:** Finally encourage your prospects to take action. Don't leave them hanging in the air. Ask them to call, email or fax you immediately to take advantage of your offer.

Just to give you an idea of how effective this method is, I'd like to share with you what happened to one of my client's product lines after I changed only *one* thing in his advertisement. All I changed was his heading. He was trying to sell small remote control toy cars, and the headline he used was:

“Fast Fast RC 4WD (RC Car) - Very Low Start”

I then changed it to:

“Read This Before You Order Any Other RC Car...”

That was it. And it gave an improvement of 740%!

Needless to say, we were both over the moon, and couldn't really comprehend what had happened. Now, just imagine if you could use all of the other things in the AIDCA formula... I think you will be amazed by the results you get.

Something else to keep in mind when writing your advertising copy, is that people are very likely *not* to buy your product or service when they read your advertisement for the first time. Therefore, you may need more than one point of contact with your prospect before you get them to buy something from you. I've heard of cases where it would take up to seven advertisements before a prospect would go ahead and place an order. So, perhaps for the first advertisement, think about what you can do to get your prospect to read your second bit of advertising where you will be marketing your *real* product or service.

Once the right message for each target market has been created, you are finally ready to start using one or more of the lead generation strategies in the remainder of this book. All you need to do now is go through each of the strategies systematically, and start implementing them in your business.

Of course, if you have the resources, you could start and run more than one promotion at the same time, but just make sure that you finish whatever you start. There is nothing worse than trying out a new strategy and not finishing it off

completely to see how well it went. Be organized, and if you have the resources, appoint certain people to a particular strategy, and get them to report their progress to you on at least a weekly basis.

As you implement the following strategies, you will start seeing a dramatic increase in the number of leads you get for your business.

I'd like to wish you all the best in growing your business.

Here's to your success!

The 24 Lead Generation Strategies That Could Send Prospects Rushing To Your Business Like There's No Tomorrow...

There are *at least* 24 lead generation strategies to choose from to increase the number of leads for your business. The strategies are mentioned only briefly, and the idea is that they should act as a starting point to help you brainstorm further ideas:

1. Yellow Pages Advertising

Most people advertise in the Yellow Pages, but not many know how to get great results from the Yellow Pages. If you think about it, the Yellow Pages is one of the best and cheapest forms of advertising around.

Here's why...

Whenever someone picks up the Yellow Pages, they are mostly ready to buy, and they just want to find someone who is selling what they are looking for. In other words, the people looking at your ad in the Yellow Pages are considered to be highly targeted prospects.

However, advertising in the Yellow Pages is also very competitive because your ad is displayed next to all your other competitor's ads. So, it's really important to make sure that your ad stands out from the crowd so that people looking for

your product or service, will call you first, before even thinking about contacting your competitors.

But how do you do this? Actually, it's quite straight forward – but different from how 95% of other advertisers in the Yellow Pages do it. Below are some tips that will guarantee that you increase your response rate from Yellow Pages ads by a very large factor. Here are the things you MUST do:

a. First Rule: Always Create Your Own Ads For The Yellow Pages

The first thing you need to know about Yellow Pages advertising is that you need to create your own advertisement yourself. Getting someone at the Yellow Pages to do it for you may not be the best way to go about it.

The reason for this is simple. No-one but yourself knows your business inside out and are therefore qualified to create the best possible ad for your business. Also, staff at the Yellow Pages are normally trained to do institutional type advertising (which they are very good at) – the type that very large businesses with deep pockets use, but that are not effective for most other small to medium sized businesses.

Therefore, invest some of your time, once a year, and create an ad yourself that will get leads coming into your door like you've never seen before!

b. Use An Attention Grabbing Headline

The best headlines to use are ones which include an emotional benefit for your prospect. Spend most of your time on creating the perfect headline. Create at least 20 different

headlines and ask other people which ones they are attracted to most. If you do this one step right, your chances for success will already be dramatically increased.

c. Make An Irresistible Offer

Within your headline, or somewhere within your ad, make sure you have some kind of irresistible offer. For example, you could offer to do something for free, give away a free product or special report. It could be anything, as long as you make sure the offer relates to your business, and that it will ensure getting good qualified leads calling you on the phone.

d. Track The Effectiveness Of Your Ad

Another essential ingredient is to build some kind of tracking mechanism into your advertisement. The main reason for this is so that you can determine how many people are responding to your Yellow Pages ad, and therefore track the effectiveness of your ad.

For example, if it costs you \$1000 to place your ad in the Yellow Pages, and you make \$10 profit with each sale, you need to make 100 sales as a direct result from your Yellow Pages ad in order to pay the cost of your advertisement. If you don't track the response of your ad, you will never know how effective it was, and therefore will never know when you are covering your advertising costs with new sales or not.

You can easily track the response rate from your ad. All you have to do is create a means by which you will definitely know that customers contacted you as a result of the

Yellow Pages ad. You can do this easily by creating a special phone number dedicated to your particular ad.

Alternatively, you could ask people to mention the Yellow Pages ad when they contact you. An easy way to do this is to combine the irresistible offer, mentioned before, with your tracking mechanism. For example, as part of your copy, you could state somewhere that if people mention your ad, they will get the irresistible offer that you are advertising.

Make sure you record the numbers somewhere safe so that you can compare them with your next campaign and see whether your results improved or not.

e. Get A Toll Free Number

A toll free number is a great way of getting *way* more calls than your competitors. Just think about it, if there are two ads next to each other, exactly the same, and one of them has a toll free number but the other one doesn't, who would you call first? Of course you'd call the toll free number first right? That's what I would do.

OK, so it might cost a little extra, but you need to think about how many extra calls you could get as a result of using a toll free number. Do some calculations, and figure out how many new customers you need in order to pay for the extra service. I bet you will be amazed at how few new customers you need, simply to pay for this extra service. But of course, it's not essential that you get a toll free number. But you are guaranteed to get more calls if you do!

f. Use A Picture Of Yourself

Using a picture of yourself will definitely increase the number of calls you get. Get a nice picture of yourself done professionally, and place it somewhere in the ad. Somehow, when people see a real face on the advertisement, it creates the necessary rapport needed to build that initial trust. If they can see that there is real person behind the business, they are more likely to call compared to a corporate, lifeless looking advertisement.

g. Use A Thick Dashed Border Around Your Ad

Very few people actually design their own ads for the Yellow Pages. The main reason is because they think that they need a lot of experience in graphic design to create a nice looking ad. But the reality is that your ad does not have to look “pretty”. It only needs to attract attention.

One of the best ways to attract attention, when your ad is displayed among multiple ads offering the same product or service, is to use a solid, thick border around your ad. A dashed border works even better. Just have a look at your yellow pages – there aren’t that many people using this tip. So, if you create a border around your own ad, you will definitely stand out among the pack.

You don’t need pretty graphics that only take up useful space. You need tactics that WORK! And this is one of those that has been tried and tested.

h. ALWAYS Talk About Emotional Benefits, NEVER Features!

Soon after your heading or your irresistible offer, you need to get straight into the benefits of your product or service. But make sure the benefits are written from the point of view of your customers, and NOT your product, or even yourself!

An easy way to figure out what the benefits of your product or service are is to create a list of all the features of your product or service. Then, next to each feature, write down the benefit that this particular feature provides for your customer. For example, say you are selling MP3 players. A feature list could look something like this:

Features:

1. LCD “blue light” screen
2. Special “hold position” button
3. Unbreakable Strap
4. Etc

Now, simply think about what these features mean in terms of benefits for the customer, and write something next to each feature. You might end up with something like this:

Features	Benefits
LCD “blue light” screen	Make use of the new LCD “blue Light” screen that helps you see what’s on the screen even when it’s dark...
Special “hold	Just click the “hold” button to pause a song so that you

position” button	can listen to it later, whenever you’re ready...
Unbreakable Strap	Wear your MP3 player on your neck, and never be afraid that it will drop to the ground with our new unbreakable strap...

The above is a simple example that took me two minutes to write, but you get the idea. Spend some time on this, as this might just be the clincher for getting you an outrageous number of new leads.

i. More Is Better

I often see Yellow Pages ads that look very beautiful to the eye, but then I have NO idea what they are offering or selling. To me, these kinds of ads are a real waste of money. It’s like throwing your money down the drain!

When your prospects are looking for you in the Yellow Pages, they couldn’t care less what *your* image looks like. They are only interested in themselves and what your product or service can do for them. Keep this in mind when creating your ad. So, use all the space you can get, with a reasonable sized font, to provide as much as possible information about your offer and what it can do for your prospect.

j. Bigger Is Better

As mentioned before, you need to do something different to get noticed among all of your competitors. Another great way of doing this is to use the most space

allowable for your ad. Depending on your budget, you should try and get the biggest space possible.

Just have a look in your own Yellow Pages. Which are the ones you notice first? The big ones, right? So, when you're competing with a zillion other companies providing essentially the same product or service, you need to do something like this to stand out from the crowd. Once again, do some calculations to figure out how many new customers you need in order to pay for your ad.

k. Test, Test, Test And Then Test Some More

Finally, the best way to ensure that you get the best response from your Yellow Pages ad, is to test, test, test, and then do some more testing. Because you only get one shot at it every year, it's important to test your ad BEFORE you actually place it in the Yellow Pages. But how do you do this without publishing it in the Yellow Pages first?

Easy. Here's what you do...

Get your current Yellow Pages, and make copies of all your competitors' ads. Then, create your own ad, and place them all on one big sheet of paper. Then, go out to your neighborhood or market place, and give a copy of all these ads to them, and ask them only two questions: "Who would you call first? And Why?"

At the end of your research, tally up all the scores for each ad, and see whether your ad comes out at the top. If it doesn't, use the information you gathered to improve your ad, and then go through the same process again. Maybe use different people, so that you can start with a clean slate. Continue this process until your ad comes out right at the top.

Then, and only then, are you ready to place your ad in the Yellow Pages.

This may sound like a bit of an effort, but if you think about it, it's worth every second. Especially if you are going to pay a significant amount to get your ad listed. Why not make the best possible use of your advertising dollar, and get your ad to blast any of your competitors out of the game by being the best?

2. Internet Advertising

With the advent of the internet, a whole new game for advertising was created. The most famous example is of course Google and their Adwords. Google's revenue in 2004 was \$3.19 *Billion*! And it's probably *way* more than that now (2006). But you don't only have to use Adwords to get some good leads for your business. There are other, cheaper ways...

For example, you can set up a website for the purpose of generating leads only. This is what you do:

Think about something that you can give away for free, preferably in electronic format. This could be anything ranging from a report to a video to an audio clip. If it's in electronic format, it won't cost you a thing to give away, and it's also much easier to automate the whole system. Once you've thought of something that you can give away for free, create a website where people need to enter their contact details before they can get access to the free product.

Then, advertise in your local paper (or whatever publication your prospect might be reading) and point them to your website for getting a free gift. Make sure that your

prospect can clearly see that you want to give them something for free.

So, the only point of the website is to generate a list of contact details of people that are interested in your product or service. Once you have their contact details, you can get in touch with them at any later stage to market and sell your product. Just make sure that the free product relates well to your product or service, otherwise you might end up with a whole bunch of poor quality leads that are only interested in your free product and not in your real product or service, and they could end up wasting a lot of your time.

If you are interested in using Google Adwords to drive traffic to your website, but don't have the knowledge or time to get the knowledge to run your own campaigns, there is a great service that you could use. They are called "Get Me On Media" and can get your ad listed within 48 hours of registering with them. If you are interested in using them, here's their website where you can register and get the first month for only AUD5.00.

www.GetMeOnMedia.com

3. Magazine Advertising

Make a point to page through all the magazines in your book store. It won't take you long to figure out which magazines would be best for you to advertise in. One thing you can do is to look at what your competitors are advertising in the magazines that your prospects are reading. If there are ads that appear in the same magazine for a few times in a row, it is an indication that there is a fair amount of demand for that particular product or service that is being advertised. This can

often give you some invaluable information while planning your next promotion.

Once again, make sure you pick magazines that your customer base is going to read. For example, there's no point advertising a quilting service in a men's magazine. You simply won't get any interested readers. So, make sure you do some homework about which magazines to advertise in before you commit to spending any huge amounts of money on your promotions.

4. Newspaper Advertising

Newspaper advertising can be very effective, when done in the right way. Remember that you are basically competing with the rest of your industry, so make sure that you do something different with your ad so that it gets noticed. Something that works really well is to place a dashed border around your ad. Simply placing a thick dashed border around your ad will attract people's attention, and you will end up getting a lot more leads as a consequence.

Also think about different sections where you can advertise. Don't simply use the classified section, think about other areas in the paper where your prospects will be spending most their time. For example, I've got a friend who installs kitchens. He would usually simply advertise under the classifieds. Then, one day he decided to advertise in the real estate section, where many developers, and hence good quality prospects, were spending a lot of their time. Within a week, he managed to get a very large contract that is now keeping him very busy with a very lucrative payback.

5. Free Special Reports

The Free Special Report has got to be one of the best lead generating tools. You could use it in almost any of your promotions. All you need to do, is write up a very short report, maybe between 5 and 10 pages, giving some interesting facts or advice to your prospective customers – something that they would find useful. Then, mention it in all your promotions.

For example, say you're a real estate agent. Just write a small report about the things that buyers need to know about before buying property. Then, give it a snazzy heading like "Seven Deadly Traps That You Can Prevent When Buying Your Next Home." Then, simply start giving this "Free Special Report" away for free in exchange for peoples contact details. This is one of the fastest ways of building highly qualified and targeted prospect and customer lists. Try it out and see how leads start streaming into your business.

6. Trade Journals

Trade journals are great places to advertise when you want to have very specific and targeted advertising. With trade journals, you know for a fact, that only a particular type of person will be reading it. So, think about your industry, and research what kind of trade journals your customer base is reading. It then becomes relatively straight forward to create a very targeted advertising message that will show some great results.

7. Free Consultations

One of the best ways to get leads coming into your door is to provide a free consultation of some sort. This is a great way of getting more leads, because not only do you make it easy for people to “try out” your service at no risk, but you also get the chance to find out exactly what your customer wants. You can then easily organize your affairs to *exactly* meet the requirements of your customers.

When you advertise these free consultations, make sure that you put a value on it. For example, say that it would normally cost \$350 for an hour, but that you will provide it totally free of charge, no strings attached.

Sure, perhaps you will get some people who will abuse the offer, but you will find that the vast majority of people would be very impressed with your offer and will come back for more business in the future as a consequence.

8. Direct Mail

Direct Mail has for many years proved to be an excellent form of advertising. In fact, Claude Hopkins, the “father” of direct mail wrote a fantastic book called “Scientific Advertising”. Inside the book, he reveals many tricks to create a great response from any kind of marketing materials that you send out to a list of prospects.

The most important aspect about Direct Marketing is the copy, the words, that you use for your campaign. It is therefore of the utmost importance to be able to write effective sales copy. If you’re not a good writer, hire someone else to do it for you. The cost of hiring a great

copywriter will fall into insignificance if you consider the awesome power that can be yielded with the written word.

For Direct Mail, just keep in mind that the response rate can seem quite low, but a 1% response rate is considered a good response in the Direct Marketing world.

When writing your advertising copy, keep in mind that people are very likely not to be ready to buy when they read your advertising for the first time. Therefore, you may need more than one point of contact with your prospect before you get them to buy something from you.

9. Flyers

Flyers are one of the simplest ways of getting some more leads. It can also be one of the cheapest forms. The advantage of flyers is that you can cover a large geographic region with relative ease. For example, once your flyers are ready, you can hire some students for a few hours to drop them off in the regions you are interested in.

While you can cover large areas with flyers, the drawback is that they come across quite impersonal, and thus it becomes harder to get a good response rate from them. One way to combat this is with great sales copy. Another way is to think about alternative attention grabbing tools that you can implement to get a better response. For example, you could include a small gift with each flyer, something that says something about your business. But beware: costs could easily increase dramatically when you follow this approach.

10. Brochures

Brochures can work very effectively when done right. It's important to realize that your brochure does not necessarily have to look "pretty" with fancy graphics and all the rest that goes along with it. What's important here is the offer you are making to the prospect reading the brochure.

Because you have a bit more space, you have a lot more freedom to expand on the benefits that your product or service can give to the customers. So, make use of as much as possible of the space. Use both the front and the back to get as much information about your product or service on there.

A few years ago, before I new anything about marketing, I was asked to create a flyer for a new product developed for the company I worked with at the time. Of course, the only examples of flyers I've seen up to that point were the beautiful ones with very few words on it, and really nice graphics. So, I decided to do the same. It took me ages to get it all done. But the worst part was that we never got ANY response from it. That was a great learning experience for me, because, since then, I really started searching for what actually works.

So, just keep this in mind: Your flyer might look good to you, but you need to think about what it will do for your prospect. In essence, the prospect doesn't really care whether your flyers look pretty with a nice company logo etc. To them, that only sends out a message of arrogance. You need to think about what's in it for the prospect, and then write the copy for the flyer accordingly.

When you do this, you may end up with a flyer that might not look as good, but it will bring in more leads. Which

do you prefer? A good looking flyer that makes you feel good, but doesn't bring in any business? Or a flyer that targets what the prospect wants and brings in truckloads of new leads? I don't know about you, but the choice is easy for me to make!

11. Telemarketing

Over the years, the popularity of telemarketing, in the eyes of the consumer, has decreased a lot. But telemarketing is still one of the most effective ways of getting a large number of leads for your business, when done right.

The most important thing for telemarketing, is the script that your sales people are using. Don't think that people can simply "wing" a conversation with a new lead. You need to have a previously, well developed script that will allow your sales people to direct the conversion in exactly the right direction.

This could take a bit of practice, but keep on trying out new ideas and scripts, and test them against your current best performing script. If it performs better, keep using the new one until a better one is found. There will be a fair amount of trial and error here, but over time, if you test your campaigns continuously, you will build an unstoppable telemarketing system that will bring in many more leads for your business over the long run.

12. Trade Shows

Trade shows is another fantastic opportunity to get a whole bunch of new leads in a very small period of time. And the great thing about it is that virtually all your leads will be very well qualified because only people interested in your industry will come along to the trade shows.

But you need to be prepared. You need to have a system in place beforehand that will ensure you get as many leads as possible from the Trade Show. I've been amazed at how many stalls at trade shows often don't have ANY system in place to collect people's contact details. At the very least, you should have a special booklet dedicated to entering peoples contact details.

The best way to get people to give you their details is to give them something in return. You could also enter them into a draw for a competition or something similar. The point is that you give them something in return for their details.

But once you've got their details, make sure you follow up with them – within a week if possible. There is no point at all in getting all these contact details of qualified leads if you're not going to follow up with them.

Earlier this year, I went to a Franchising Expo where I gave my details away at many of the stalls by entering into a range of different competitions. I must have signed up my name for at least 10 different groups. Now, four months later, I have yet to receive a call from 8 of those 10 groups. That's pathetic! What's the point in collecting people's contact details if you're not going to follow up with them?

These leads are a potential gold mine, so make sure that you follow up with these people that are just about ready to buy your product or service, and who would most likely respond favorably if you give them a call soon after the trade show.

13. Classified Advertising

Good old classified ads are still being used and good results are still produced using them. But perhaps the best use of the classified ad is to use it as the first step of a two step marketing process.

It's very important to make sure that the purpose of this first step is only one thing –getting people to call you, OR getting people to go to your website, OR getting people to email you, OR whatever.

The point is to keep it nice and simple, short and sweet. Then, once you get people responding to your first step, you activate your second step. This is where you send them your full-on sales letter, video or audio CD, or whatever marketing material you are using to sell your product or service.

14. Press Releases

The best and most affordable way of advertising is when you can get something written about your business, product or service in your local newspaper or any large publication.

All you need to do, is provide a press release for a new product or service that you are about to launch. But it doesn't even have to be a new product or service. It can just be a new launch! Just make sure that you have a good enough reason for the re-launch. For example, if it's your company's anniversary, you could use that as a good excuse for a new launch for some of your products and services.

But you might wonder who on earth would want to publish your press release. You'll be surprised how many newspapers are always looking for something like this. A few years ago, I attended a business breakfast where a panel of media professionals was asked a range of questions by the business attendees from a wide range of industries. Something that became very clear was that newspapers, in particular, are always looking for great new products and services to write about in their columns. In fact, they often have a shortage of articles, and when you can provide them with something, it makes their life a lot easier.

So, go ahead, and start calling the columnist in your area. Find out exactly what they are looking for in a press release or column in the paper, and then give it to them. You will be surprised how easy it will be to get these people on your side.

15. Business Cards

Probably one of the most under-utilized marketing tools is the business card. As you're probably aware, people normally have the following things on their business cards:

1. Company logo (usually takes most space)
2. Name
3. Surname
4. Phone
5. Fax
6. Email

And that's it....

HOW BORING!!!

Now, imagine the following business card...

The first thing you notice on it is an irresistible offer. This is either in the form of a bright bold heading, or some other text.

Next, you see a list of all the benefits that this particular person can provide you with – all the stuff that you are actually interested in.

Next, you notice a money-back guarantee for the products or services that the person is providing. In other words, they are saying: “I will remove all your risk for doing business with me!”

Wouldn’t that be great? Well, it’s so easy and simple. Your business card is way more than simply your contact details. It’s a very powerful piece of advertising that you can give to anyone you ever meet. And the beauty of it all is that your business card is less likely to be thrown into the bin, as would be the case of a flyer or other direct mail methods.

Therefore, every time someone looks at your card, they are immediately reminded of what you can do for them, and you are much more likely to get a call from them.

Use the back of the business card as well to get the maximum value out of the “advertising space” you have available.

16. Newsletter Inserts

Newsletter inserts is a great way of reaching a highly targeted market. There are two ways of going about this. Either you could write small articles for newsletters where

you also advertise your product or service, or you could create a separate insert that goes with the newsletter.

The first option is often more effective than the first option, simply because editors of newsletters are always looking for new content for their newsletters. So, in a way, you would be doing them a favor if you provide them with a small article to place inside of their newsletter. Just make sure the newsletter is not about competing products or services.

If you go for the second option, you could offer to pay half the distribution costs of the newsletter owner. This way, it's a win-win situation for both you and the newsletter owner.

17. Magazine Inserts

Magazine inserts are a little different from newsletter inserts. There is definitely more of an “annoyance factor” with inserts inside magazines, but this is kind of advantageous for you.

The advantage is that people have to physically remove the insert, and often before they throw it in the bin, they read the message on the insert. If the message grabs their attention, they'll take action. Otherwise, your insert will simply get thrown out with the rest of them.

Another key advantage of magazine inserts is that it is a very targeted approach for reaching your prospects. With a little bit of research, you can quickly find out what kind of magazines your potential customers might read. Once you have this piece of information, it becomes fairly straight forward to create an insert that will get a great response from your potential customers. Use the same copywriting tips

described earlier to get the best possible results for your insert.

18. Newspaper Inserts

Newsletter inserts is perhaps the most popular kind of insert out of all possible inserts. And they are probably the kind of inserts that get ignored the most by people reading the paper. The reason for this is because newspapers are read by the general public, so your advertising is not very targeted. But don't let this put you off.

There is still a large number of people, even though it might be a small percentage of the total amount, who absolutely love newspaper inserts. They are the kind of people who collect all the coupons and save them so that they can save a few cents later on. But these people can often be a very valuable source of leads.

Of course there is a lot of competition that you will have to contend with. But there is also a way around this. Simply find out on which days of the week the circulation of the paper is the lowest – it's often on Mondays. Then, place your inserts inside the newspapers for those days. Sure, you're readership will be much less, but you will also have much less competition to battle with.

19. Referrals

One of the best ways to grow your business exponentially is to get your customers to promote your business for you. Getting others to promote your business seems like too big a challenge for many people, because they feel that they are taking advantage of their existing customers. But it doesn't have to be that way.

All you need to do is to provide some incentives for your current customers to “spread the word”. In return, you can provide them with free gifts, discounts, or something special. You can make this as straight forward or as complicated as you like. For example, you could simply ask people to tell all their friends about your business and in return you will treat them with special care. Or, you can make it a bit more formal and offer some rewards.

Just recently, my wife started a fruit and vegetable delivery business. Things are still developing at this stage, but we really want to see the business get going a lot faster. So, the first thing we will do is to encourage our existing customers to tell all their friends about us. In fact, we are planning to formalize it a bit more than that. The offer we will make is this: for each, referral that someone provides us with, they will pay 20% less on their next delivery cost. Then, once they’ve referred five of their friends, they never have to pay a cent for delivery costs again. This may seem quite generous, but when you do the calculations, it makes a lot of financial sense in the long run, because you will end up with 5 long term customers that you wouldn’t have had otherwise.

20. Breakfasts

Imagine this,...

You get an invitation to a free breakfast and there is a speaker talking about a topic that you are very interested in. Would you go? I know that I would! Heck, I’d go even just for the free food!

Inviting targeted people to a breakfast can be a very effective tool for getting very well qualified leads. The key

advantage here is that you have a captive audience, and you can talk to them face to face, and present or sell your ideas to them directly.

Another key advantage is that you will be seen as an expert, or authority when you present valuable information at regular intervals. This in turn will help you build credibility and set you up for a constant stream of leads that will fall over their feet to give you their money.

So, here's how you do it...

Place an ad in a publication that your target audience is likely to read. Use a grabbing headline including the words "FREE Breakfast" and mention that you will talk about a particular topic of interest. Then, get people to send you their details so that you can send them a ticket to attend the event, and voila, you have an instant list of very well qualified prospects created. All you have to do next is provide the breakfast, and give them an interesting talk!

To prevent cheapskates and the homeless from just coming along for a free breakfast, and not actually having an interest in your product or service, make sure you advertise in a very targeted magazine or newsletter – the kind that you have to pay money for, and where you know only your target market will be reading it. You could also put in a requirement in your ad that the people attending the breakfast must be in a particular kind of business to be able to attend or some other similar qualifier.

21. Post Cards

The beauty about sending post cards to your prospects is that you are almost guaranteed that they will read it.

Because it's something different, it's small and colorful, people are less likely to throw it into the bin immediately. Once again, you need to use a grabbing headline and great advertising copy packed with benefits and great offers to ensure your message gets read and taken action upon.

22. Video on CD / DVD

Creating a video about your product or service and making it available to your prospects has been found to be very effective. The key thing here is to make the CD or DVD available at no charge, but in return ask for people's contact details. To get an even greater response, create videos that provide valuable information that your prospect can immediately use in their own lives. Then, throughout the presentation, add a few sales pitches about your own product or service.

But the key thing to remember here is that you are giving something of value away to your prospects so that you can build a large list of qualified leads. Once you have their details, you are able to send them solicited marketing information repeatedly over a period of years, unless they'd like to unsubscribe from your list.

23. Seminars

Similar to breakfasts, seminars is a great way of getting highly qualified leads while building credibility in the minds of your prospects. You can use the exact same methods as described for breakfasts to get people to come along to your seminars.

24. Strategic Alliances

Finally, but not least at all, is making use of strategic alliances to boost your number of leads at an incredible rate. A strategic alliance is where you select another non-competing business in a similar industry and share your marketing resources, in particular your prospect or customer lists.

The idea here is to take advantage of the prospect or customer list of another business, while they take advantage of your prospect or customer list. A great example of this is between a plumber and an electrician. Both have clients who would be interested in both their products and services. So, the plumber might approach an electrician and ask him to send out a letter to his client list endorsing the plumber's services. In return, the plumber would do the same for the electrician.

Something else the plumber could do is to offer to pay half the mailing cost for the next set of receipts the electrician is planning to send out to his customers. In return, all the electrician has to do is allow the plumber to put his advertising flyer inside the same envelope as the receipts.

As you can imagine, there are many other ways of making use of other people's lists and thereby instantly increasing your number of leads. Can you think of other ways?

All of the above lead generation strategies have been tested thoroughly and have stood the test of time. You now have an amazing arsenal of tools to help you flood your business with a continual flow of new leads.

Your 30 Day Plan For Getting Truckloads Of Leads Rushing To Your Business...

Below is a 30 day plan that could help you generate truckloads of leads for your business. After reading this book and making sure you understand each of the sections, simply fill out each of the sections in this chapter. Once you are finished, you should be ready to implement your first strategy straight away.

The plan consists of three main parts:

1. Start off on the right foot by preparing
2. Select your lead generation strategy
3. Implement your lead generation strategy

For best results, repeat this same exercise every month. Each new month, you will find that you've learnt a lot more about yourself, your business, and what strategies work best for you. Another good idea is to get a hardcover journal where you can write down all your observations about this exercise. As time goes by, you will have built up a very valuable resource for yourself as well as anybody else working in your company.

1. Start Off On The Right Foot By Preparing...

Day 1: Know Yourself First

Start off by creating two lists. The first list contains all the things that you absolutely love doing, and the second list contains all the things that you love giving to people.

What I love doing:	What I love giving:

Now, prioritize the items on each list and rewrite them in the table below.

Prioritized List:

What I love doing:	What I love giving:

Once you’re done, start making different combinations between the first list and the second list, and come up with multiple options of things for you to do. Write them all down in the table below. Remember to consider whether you or your company actually has any strengths for each of these options.

Business/Career options	Do I have a strength in this area?

Day 2: Know Your Enemy Next

Use the Yellow Pages and the Internet and list all your competitors in the table below. Also list all their competing products and services and any other benefits they are offering.

Competitor Name	Ad Size									

Day 3: Pick Your Target Market

Now find all the “gaps” or opportunities that you spotted in the previous step. Write them down in the table below.

Target Market 1	
Target Market 2	
Target Market 3	
Target Market 4	
Target Market 5	
Target Market 6	

Then score from 1 to 10 each target market for each of the questions listed in the table below.

Questions	Target Markets					
	1	2	3	4	5	6
“Am I passionate about providing products or services to this market?”						
“Do I or does my company possess all the necessary strengths and experience to be able to compete easily in this market?”						
“Can I solve my target market’s greatest need, want, problem or frustration?”						
“Is there a high enough						

demand for my product or service?"						
"Is the market I'm targeting big enough?"						
"Is my target market close enough geographically to service them without breaking the bank on travel or postage expenses?"						
"Do they have enough income/turnover to afford my product or service?"						
Total Score						

Once you have scored each of the target markets, you can select the target market(s) you wish to pursue first.

Day 4: Solve The Needs, Wants, Frustrations Or Problems For Your Target Market

Now that you have a target market selected (or more than one), you are ready to think about how exactly you can solve the needs, wants, frustrations and problems of your selected target market.

Chances are, that if you are already in business, you would already have products and services available that could perform this purpose. Either way, you will now need to think about how you can solve the needs, wants, frustrations and problems for each of your selected target markets. Or at least, you need to think about how you can convince your target market how you can solve these things for them.

To help you with this, fill in the table below:

What Are The Needs Of Your Target Market?
How Can You Solve This Need?

What Are The Wants Of Your Target Market?
How Can You Solve This Want?
What Are The Frustrations Of Your Target Market?
How Can You Solve This Frustration?

What Are The Problems Of Your Target Market?
How Can You Solve This Problem?

Day 5: Create Your Own Customer Purchasing Benefit

It's now time to create your own Customer Purchasing Benefit. Remember to use the IDU test to make sure your CPB is as well defined as possible. Here are the areas you need to consider again:

- Important to your customer
- Deliverable to your customer
- Unique compared to other products or services

Now use the formula to create your own Customer Purchasing Benefit:

“[Name of your business] helps [niche] to [product or service and benefit]”

Helps

To

Day 6: Create Your Unique Market Message

Now you are ready to create the market message that you will be using on your promotional material. We'll use the AIDCA formula for this...

Attention

Write down as many headlines as you can, and then pick the one you think would be best received by your target market (NOT you or your business).

Interest

Write a short paragraph getting the prospect interested to read further. Use interesting stories, facts or statistics that would interest your target market.

Desire

Create a sense of desire by describing all the benefits that you are offering with your product or service. Use the table below to list all the features of your product or service first, and then create the benefits related to each feature.

Features of Your Product or Service	The Benefits That Each Feature Provides To Your Target Market

Conviction

Add conviction by inserting some testimonials or case studies to show that other people loves your product or service.

Testimonial 1

Testimonial 2

Testimonial 3

Testimonial 4

Case Study 1

Case Study 2

Action

Finally encourage your prospects to take action. Don't leave them hanging in the air. Ask them to call, email or fax you immediately to take advantage of your offer. Write down your call to action below.

Once you've completed all the steps of the AIDCA formula, you are ready to put it all together into one message. Simply put all the different parts together (in the same order) and make sure everything flows well. The next page has an example of a very effective layout for ads that you can use in any printed medium.

“Put Your Heading Here In Nice And Bold Text...”

Now start writing something interesting that will draw your reader into the rest of the advertisement. Remember, the purpose of each sentence is to get the reader to want to read the next sentence.

Now, get straight into the benefits to create desire for your product or service. Use bullet points to make it stand out:

- This is benefit one
- This is benefit two
- This is benefit three
- This is benefit four
- This is benefit five
- This is benefit six
- This is benefit seven

Now, provide some proof, or conviction that what you are selling is worth it. Use your testimonials or case studies here. You could even enter a money back guarantee here. That will give great conviction to your reader that you stand behind what you sell.

Finally, call your reader to action. Be direct and don't mince with words. And remember to give them your contact details such as your email address, your phone number, or however you'd like them to get in touch with you.

[To enhance your ad further, you could use secondary headings for some or all of the sections. Just make sure that they add value by getting the reader to want to read whatever you've written next.]

2. Select Your Lead Generation Strategies...

You are now ready to simply select any of the 24 lead generation strategies and to start implementing them in a systematic way. Here they are again for your convenience:

24 Lead Generation Strategies			
Yellow Pages Advertising	Free Consultations	Classified Advertising	Referrals
Internet Advertising	Direct Mail	Press Releases	Breakfasts
Magazine Advertising	Flyers	Business Cards	Post Cards
Newspaper Advertising	Brochures	Newsletter Inserts	Video on CD / DVD
Free Special Reports	Telemarketing	Magazine Inserts	Seminars
Trade Journals	Trade Shows	Newspaper Inserts	Strategic Alliances

Day 7: Prioritize all lead generation strategies that you would like to implement

In the table below, list, in order of priority, all the lead generation strategies that you want to implement over the next few weeks.

1 st Strategy	
2 nd Strategy	
3 rd Strategy	
4 th Strategy	
5 th Strategy	
6 th Strategy	

7 th Strategy	
8 th Strategy	
9 th Strategy	
10 th Strategy	
11 th Strategy	
12 th Strategy	
13 th Strategy	
14 th Strategy	
15 th Strategy	
16 th Strategy	
17 th Strategy	
18 th Strategy	
19 th Strategy	
20 th Strategy	
21 st Strategy	
22 nd Strategy	
23 rd Strategy	
24 th Strategy	

3. Implement Your Lead Generation Strategies

Now that you’ve got a priority list of the lead strategies that you’d like to use, you can start implementing them.

Days 8 to 30: Implement and Keep Track Of Your Lead Generation Strategies

Use the table below to help you get things started and to keep track of what’s happening with each strategy.

Strategy	Who Will Implement It?	By When?

"Gideon van Schalkwyk's 'Truckloads Of Leads' is exactly like having a big semi pull up in your front yard and start unloading. And what you get are practical, real-world, rubber-meets-the-road ideas anybody with half a brain can act on. It's been said many times it takes money to make money, but that's a limiting belief you can erase from your memory banks because it's just not true. It takes creative ideas to make money, and Gideon is a master of those."

Dean Delker, Gainesville, FL, www.DeanDelker.com

"Instant Results! Compact & Best in the market! Used some of the information and my traffic increased by 50% within 2 hours!"

Kevin Soho, Singapore

"Gideon! Great job in compiling the 'Truckloads Of Leads' Book. Good information you're sharing there. I have not even finished it and have used the strategies inside the book to increase my opt-in list by 200% in the past 2 weeks. Thanks Gideon, as I've just started internet marketing I didn't think my list would grow at that rate till I got your book. That truly was the greatest gift of the year 2007. I owe you one!"

Samuel Sim (SaM) - CEO, www.MotivatedSuccess.com

"Gideon, you have done it. I am extremely satisfied with the book Truckloads of Leads. I have put into practice some of your suggestions and am pleased to state that my mindset towards improving my client base has taken a sea of change and soon hope to get it in real terms. Thank You for providing me an opening."

Anumarla Padmaseni, India

"Very helpful, easy to understand and useful for anybody who wants to have an edge in business."

Emmanuel Ayogunwusi

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