



Message Masters ^(TM)



18 Ways to
Generate More Leads
Than You Can
Handle



New customers are waiting for you...

You don't need to be a rocket scientist to have a very successful business. Nor do you need to have a "special formula" or buy an expensive program like some "gurus" suggest. (Please note I put gurus in quotation marks, because most of them simply want your money!).

Success is very simple. All you need to do is consistently generate more leads for your business. Convert those leads (or as many as you can!) into customers. And bingo, you'll have more sales, more money and more success.

Social media is a great way to generate new leads these days. Entrepreneurs and companies use social media to increase awareness, build loyalty and generate new leads. While there are many ways to generate leads, here's 18 to help you begin...

1. [Social Media Freebies](#)

Everyone loves freebies. So, why not offer an online sweepstakes or giveaway where you can capture important leads. Make sure to tie your prize or giveaway to something that compliments your business.

If you're Life Coach for example, and you offer an iPad, chances are you'll only attract people who want an iPad and not genuine leads that need coaching help. So, perhaps it's better to offer a Free coaching course (be specific, e.g. Cure your fear!) as a prize. This way you'll attract prospects who are looking for help.

Also, ensure that you include ways for people to share your promotion through other social media channels to increase your exposure. What can you give away?

2. [The Customer Share](#)

Want to generate more leads after every sale? Simply create a standard email that you can send out to every customer or client that makes a purchase with you.

Usually, immediately after a purchase, people are happiest. This is the best time to ask them to share their purchase with their social media followers.

(The Customer Share Con't...)

If you have an autoresponder email system, have an email go out after each purchase. Alternatively, you can ask your client if you can share their purchase, by tagging them in a post, so all their followers can see. A post can be as simple as saying, "Look how Susan just saved a ton of time" and then show how the product or service will help. It's like having a constant stream of testimonials, showing others how great your product or service can be. And that can lead to more leads.

3. Pull Your Leads In

If you want to continually generate new leads on social media, you must follow the Message Master's rule of thumb that says, "It's not about me, it's about you." This means that instead of talking about yourself and pushing your product or service on others, "pull" them in by making all your social media posts and comments about them (your potential clients). Be helpful. Show them ways to solve their problems or how they can achieve their needs, wishes, and wants. When you make your efforts "about them" instead of yourself, people will begin to know, like, and trust you. And that will help you generate more leads.

4. You on YouTube

Yes! I said it! Pick up a camera and start shooting. It's time you created your own YouTube show and started sharing your expertise. Remember, as always, you want to help people. Do that and more people will be interested. And that will lead to more leads for your business. Start small, maybe 1-2 minutes of tips, tricks or secrets people can employ. Then start to scale your broadcasts with boosted posts on Facebook, targeting your market. As with many online businesses, the more people you reach with your excellent and helpful YouTube show, the more leads will come your way.

5. Social Media Survey

People do surveys all the time. Mostly, however they are geared to ask their present list or audience what they want to satisfy their needs. It's great to know what your present audience wants, but you also want to generate new leads. To do that, create a social media survey that asks a question and offers a prize for the best answer. To have a chance to win the prize, participants must enter their name and email address. Presto, you now have a new lead. Make sure however, your prize correlates with your product or service so you receive leads that are interested in your offering - not just a free gift. Ready to get started?

6 Get More Referrals Now

Why go out looking for new clients, get new clients to come to you. Since over 90% of buyers trust the recommendations of friends and associates, referrals are a great way to generate more leads and increase your business - quickly and easily. You can send out an email to all your clients and friends asking for referrals. You can even create compelling offers for both the referrer and the referees (awards, prizes etc.) to induce referrals. In my experience however, the best referrals come from having a system (a minimum of 4 emails) designed to move your clients to want to refer you to others. So, start writing! And watch your inbox for upcoming emails I'm going to send you on how to double your business with referrals.

7. Incredible Flash Sale

Flash deals and discounts can help you generate leads and increase sales. Most flash deals and discounts can help encourage your existing leads to become a customer. To attract new leads however, you'll need to create an "Incredible" deal or discount - one that will attract new people to your product or service. Be sure to offer a lower priced item to attract new leads, then once they are interested, you can always upsell them to a more profitable product or service. What are you waiting for? Start generating more leads today.

8. Gate Your Content

A commonly used tactic for generating leads, gated content refers to a give and take exchange where you "give" content to someone and "take" their contact information in return. You can promote a webinar, white paper, lead magnet, or blog for example. Interested people who want your content, will be forwarded to a landing page (the gate) that will collect their contact info. Those people that provide their information are interested in your content and therefore become a lead. Those that aren't interested, don't go beyond the gate. This helps weed out the unlikely buyers and ensures that you have interested leads. So, start promoting your content and generating more leads.

9. Be in the Right Spot

There are so many social media channels for you to find new leads. I see people jumping around to every new channel that pops up. Never try to spread yourself too thin and try to cover all the channels.

You've got to find out where your target market hangs out. You can start with many channels, and then determine where most of your leads come from.

Keep a spreadsheet or page and note where your best leads come from. Once you know what channels are best for your business, concentrate on generating new leads from those good channels. That's where you'll build your best brand awareness and continue to generate more leads.

10. [Host with the Most](#)

If you put yourself in front of people with the right message for their needs, you'll generate more leads. Today, it's easy to host a Twitter Chat or Facebook Live show. You don't need a ton of technology, and it's a great way to get in front of people and highlight your expertise. You can share tips, strategies, inspiration or simply have a question and answer session. Just be sure to share what your target audience needs the most. And above all, be professional. Too often, I see people doing Facebook live videos and it looks like they just got out of bed. You don't see newscasters looking dishevelled on TV, so follow suit, and look your best.

11. [Pay to Play](#)

Want to reach a large audience? Sometimes it's best to incorporate a paid ads campaign. While most people think that social media is a free platform, your posts will only reach a certain percentage of your followers. If you want greater exposure, it pays to play. Whether it's Facebook, LinkedIn, Google Ads, Twitter, or other media, your investment can specifically target your market and generate greater leads. Remember, your investment doesn't have to be expensive. Often \$5 a day can reach thousands of people and turn some of those into high quality leads.

9. [Be in the Right Spot](#)

There are so many social media channels for you to find new leads. I see people jumping around to every new channel that pops up. Never try to spread yourself too thin and try to cover all the channels.

You've got to find out where your target market hangs out. You can start with many channels, and then determine where most of your leads come from.

12. [Customize Your Facebook Page](#)

A great way to get Facebook users to sign up to your list and become a new lead is to create a custom tab on your page that provides the signup ability. While many Facebook posts often drive users to a off-site web page, some Facebook users don't like to leave the platform. Putting a sign-up page for a contest, free giveaway etc., can help grab new leads from interested Facebook users.

13. [Try Twitter Cards](#)

Twitter Cards are basically Tweets on steroids, and can be a great lead generator with a built-in call to action embedded in your tweet. Twitter Cards allow you to attach images, video, audio and download links to your tweets and drive people to your website. Twitter Cards are more attention grabbing than plain text tweets and can help you stand out and generate more leads. Check out Twitter Cards at [Twitter.com](https://twitter.com)

14. [Generate Leads with Video](#)

Ever see commercials on TV that show how products easily solve a problem? Or demonstrate how a service can help? That's the power of audio and visual in video. You can hear and see how using a product or service can bring great success. That's why you need to take advantage of video and the excellent exposure it can bring. Whether it's Facebook, YouTube, Instagram or Twitter, using video can help bring in many leads to your business. Just remember the Message Masters way when creating your video: "Your business is not what you do, it's the benefit of what you do." So, don't talk about yourself and your business and what you do. Talk about how your prospect will solve their problems, cure their pain, or fulfill their needs, wishes, and wants. And that is when the leads will start to come in.

15. [Get Leads from Facebook](#)

Having a business page on Facebook is good for business. Especially if you use it to generate leads. On your business page, there is a great feature located under your banner that allows you to add a call to action button. So, when prospects visit your page, you can direct them to where you want them to go next. You could place a button that says, "Learn More" and direct them to another page or website, where you can capture their information (name, email address etc.). There are several variations on the Call to Action button, such as getting in touch with you, making a purchase, downloading an app or lead magnet etc. Check it out, and use this tool to generate more leads from interested prospects who visit your page.

16. [Engage with Prospects](#)

If you can't get new leads to come to you, go to them. A great way to generate new leads is to get engaged with interested prospects. Find groups or other pages that share the same target market as you and you'll find a wealth of prospects. Now it's time to get involved. Like, comment and share other posts and engage with others. Try to help people. Use your knowledge and experience and show them how to

solve their pain points or better themselves. The more you engage and help others, the more they will become aware of who you are and will start to know, like and trust you. And that is when they will start to check out what you have to offer and ultimately become a lead for your business.

17. [Make your Workshops Work](#)

Start doing local free workshops to help people and businesses in your target market. If you are like most of the population and fear standing up in front of a crowd, start small with 4-6 invited attendees. Once you done several workshops, you can now start to gradually increase the size of your workshops, as more and more people hear about the amazing job you are doing. You may even start to find that companies and entrepreneurs will start inviting you to speak at their events, and you'll eventually be seen as an authority figure. Just remember, that your workshop is there to help others and not a brochure on your product/service. At the end of your talk, offer interested people a meeting with you to learn more.

18. [Get Noticed](#)

Put yourself out there. There are so many online publications, podcasts, and internet shows, you are bound to find some in your target market. Contribute to these publications by becoming guest contributors. It's as easy as writing a short article or being a guest speaker, where you can share your knowledge and experience with the readers, listeners, and viewers. There are many ways to become a contributor, the best is to get to know the targeted media and start interacting with the host and group. Write comments, present new ideas and show your expertise. By getting noticed, you open your self up to a whole new set of leads for your business.

Are you ready to generate more leads?

It's time to get started. Choose a couple of ways to start, and then gradually add new ways each week. The more ways you use, the more leads you will generate. And the more success you'll enjoy.

Marketing Made Easy @ www.messagemasters.ca