

Innovative Lead Generation

The Interview – Method A

- Interview Method A is a powerful lead generator because:
 - o It eliminates the need for cold calling potential leads;
 - o It establishes trust between you and the lead;
 - o This trust creates the opportunity for a sale.
- In order to create a website to host the interviews you conduct you need to:
 - o Select an appropriate domain name;
 - o Build an attractive website;
 - o Fill this website with quality content.
- Once your website is finished, you need to line up interviews by:
 - o Creating a short list of potential interviewees;
 - o Sending these potential interviewees an introductory e-mail or phone call;
 - o Schedule the interview and get it out on your site.
- Once the interview is broadcast, you need to:
 - o Follow-up with a thank you e-mail to the interviewee;
 - o Make you offer to them based on your abilities and their needs.

The Interview – Method B

- How Leading With Content Works;
 - You produce quality content for your site with an extremely high informational value;
 - You post this content on your website and direct traffic to the site using various methods, including social media marketing, SEO and paid ad traffic;
 - As a result of these direct traffic efforts, the number of visitors to your site increases;
 - These visitors can choose to provide contact information in exchange for even more content;
 - This content information becomes your leads.
- Why Leading With Content Works;
 - Leading with content establishes a dialogue with potential customers prior to a sales offer being made;
 - This dialogue, in turn, establishes trust between these potential customers and your business;
 - This trust raises the likelihood that potential customers will respond positively once a sales offer is made.

The Survey Method

- The Survey Method is so powerful because it indirectly appeals to the participants vanity and fantasies;
- A survey is extremely easy to put together using online survey software;

- The survey you produce should be relevant to the product or service you will eventually be selling to the participants;
- Make sure that you allow the participants to “share” their results through social media outlets.

Free Bonus on Related Products

- Using a free bonus on a related product produces excellent results precisely because the two products are related;
- People who have already purchased one product are very willing to take advantage of a free product that enhances their use of the original purchase;
- Your bonus establishes trust between you and the marketer selling the original product;
- Your bonus establishes trust between you and the clients of the marketer selling the original product;
- You grow your sales list with every client who takes advantage of the bonus and this means greater future sales for you.