

# **BUILD YOUR NETWORK**

50 PROVEN WAYS TO GENERATE  
MORE LEADS TO YOUR NETWORK



## Disclaimer

This e-book has been written for information purposes only. Every effort has been made to make this ebook as complete and accurate as possible. However, there may be mistakes in typography or content. Also, this e-book provides information only up to the publishing date. Therefore, this ebook should be used as a guide - not as the ultimate source.

The purpose of this ebook is to educate. The author and the publisher does not warrant that the information contained in this e-book is fully complete and shall not be responsible for any errors or omissions. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damage caused or alleged to be caused directly or indirectly by this e-book.

# Table of Contents

Introduction.....	4
The Benefits of Having Your Own Network .....	6
70 Proven Ways to Generate More Leads to your Network.....	10
USE SOCIAL MEDIA.....	30
Facebook.....	36
Twitter .....	38
Google+ .....	39
LinkedIn .....	40
Conclusion.....	43
Resources .....	<b>Error! Bookmark not defined.</b>

## Introduction

If you were asked what a social network was, you'd immediately think of Facebook or Twitter. You'd know that a social network was a way of reaching out to friends. You build your list of friends over time. Networking works the same for businesses. Over time, you develop new contacts and customers. As the list grows, so does your business.

Your list is a lifeline in many ways. It's a way to reach out to new potential customers as well as stay in touch with the customers you have now and making sure they continue to be your customers. Just having a list of names and contact information isn't what creating a list is about. It's about growing a list of potential customers. This requires a bit of creativity and work on your part. You not only have to reach out to people, but you have to reach out to the RIGHT people.

Let's say you own a business selling fishing equipment. You could probably market your fabulous fishing equipment all you wanted to a "girly girl" type female whose reply to the question, "Do you want to go fishing" would be, "Eeeeewwwww!!" Now if you owned a nail salon, you might be able to hook that female. It works the same way in reverse. You could market your nail salon business and/or products all day to the rugged fisherman whose idea of vacation is spending time on a boat with a fishing pole in his hands and your effort would be wasted.

Building a list of people you could never convert into customers wouldn't do you a bit of good. You probably know what a target market is, and you know who your target market is. You've studied them, and you know what they're looking for. You know the type of people you could convert to customers if they had the chance to get to know what your business is all about and see what you have to offer them. That's the type of people you're looking for. That's the kind of network you need to build to be sure your business is successful.

## The Benefits of Having Your Own Network

Having a network is important to build any business. There are ways of growing your network in conjunction with others. They can work, and help you make new contacts and find new potential customers. Developing and having your own network, however, is always best.

Maybe your business is doing fine, and you're thinking, "Why should I take the time to do all that work and build a list of contacts?" The answer is quite simple. You don't. Not if you never want your business to grow. Every time you contact a new potential customer, you plant a seed. Nurture that seed and it will grow. As that seed grows, it will blossom into a thriving business relationship, but it all starts with the seed. It all starts with that all-important initial contact.

Whether you're an established business or a business just starting out, building a solid network of contacts can be beneficial to your business in many ways. Here are a few benefits of growing your own network:

- Profits. Money is always a great motivator. When you take the time to develop your own leads and contacts and build your own network, your profits are increased. If you build by sharing the network of others, you reduce your profits.

- **Business Growth.** No business can be successful if it doesn't grow. Increasing your network is imperative for your business to succeed. What's great about building your own network is that people in your network will also be helping you build it and it won't cost you a thing. You won't have to share your contacts with someone else, and you won't have to share your profits. Your business will grow as long as you actively work at growing your network. The more people you have in it that are quality contacts, the more people you will have helping you to build your network and grow your business.
  
- **Makes Business Growth Less Stressful.** Growing a business the old fashioned way can take a lot of time. It can be a lot of stress and hard work. Having your own network can take some of the stress off of growing your business. Think about a social network. You have friends who have friends, who have friends, and so on. When you share your message with your friends, it's also seen by their friends. It works the same in your network for your business. If you share something with your network, you're in effect sharing with more people than you could imagine. These people see what you have to offer. They're all potential customers. It gives you the opportunity to grow your business at a much faster rate with much less work.

Operating a business is stressful enough. Anything you can do to reduce stress will help. Growing your own network and allowing them to help you grow your business can be a life saver. It allows you to focus on other aspects of your business. Do you still have to work at it? Sure you do. You have to take the time to produce quality

content to post and creative ways to do it to keep interest in your business growing, but it's much easier if you have a network of people to share your ideas with that will be thankful for it and pass it on.

- **Customers that are More Likely to Buy.** When your network grows from within, the people that join your network are more likely to become customers than those that are “cold leads.” They’ve already “opted in” to what you’re selling or to your brand. They feel they know you and can trust you, so they’re more likely to buy from you than someone else who offers the same service or sells the same product. You probably do the same thing. You deal with people you trust. If you’re unsure, and a friend recommends them, you’ll give it a try. That’s the way a network works. You build it to produce quality leads that will convert into customers.
- **Building Relationships.** Business relationships are imperative to any business. Businesses are built on good solid relationships. You have relationships with your suppliers, bankers, and even your competition. Having a good solid relationship with your customers, however, is what keeps them coming back to you.

When you grow a strong network of contacts, it increases your chances of beginning a relationship with that person. Remember, they’re all potential customers, and when these potential customers become customers, you have the opportunity to build long-term business relationships with them. If they like what you give them,



they'll return to you the next time they need something you have to offer.

As you can see, generating leads and building a network is important. You want your business to grow, and you're ready to dig right in and generate those leads. How do you do it? How do you build that all important network? There is no set way to do it. No one can give you a magic potion that will work instantaneously to grow your network.

There are a lot of ways to do it, but not every way works for every business. It may require a bit of "trial and error" on your part. You won't find just one way that works for you. People don't all read blog posts, for example. Others may have their emails set up to where they can't even get your email if you aren't on their contact list, so they'll never open any email you send them. People are different, so you need to vary the way you contact them to make sure you reach the most people and successfully generate those leads and build your network. You need to experiment with many different ways and find the combination of ways that works for you.

# 70 Proven Ways to Generate More Leads to your Network

1. Joint ventures (JV). A joint venture is where you share your list of contacts with someone, and in return, they share their list of contacts with you. This can be a way to generate a lot of leads if you approach it in the right manner. Before you can think about someone joining you in a JV, you need to have a relatively substantial list of your own. After all, it's an exchange. Why should I give you my list if you have no list to give me? No one who has 50,000 members on their list is going to swap lists with someone who has 200. Be realistic when you approach someone about a JV. You may be able to get someone who has 1,000 or even 2,000 to exchange lists with you if you have 200, but don't go overboard.

You also don't want to go into a joint venture with many different people. In the long run, this can do you more harm than good. You don't want your contacts overburdened with contacts from so many different businesses that they become annoyed. Be selective.

Always remember that you are giving that person your customers contact information. Don't try to join in a JV with a direct

competitor. Join with someone where the two businesses complement each other. For example, if you sell pet supplies, you might go into a JV with someone who is in another branch of the pet business. This could include pet stores, animal trainers, groomers, etc. You want to give your contacts to someone who will give your customers and potential customers valuable products and/or information.

2. Setup a landing page. This is a page that is sometimes referred to as a "lead capture" or "lander" page. It's a web page that shows up when someone clicks on an online ad or search result. On the landing page, you can give away something, like an ebook, in exchange for someone signing up for your list. After all, you already know they're interested in what you have to offer if they clicked on your ad or searches for what you have to offer. They're a good solid lead, because there's a good chance you can convert that lead into a customer.
3. Search Engine Optimization. Search engines can help drive traffic to your site. Tag and name your images and posts and use keywords to help increase SEO. People seldom look past page one when they do a search. Your goal is to get your business on that page. A few keywords strategically placed can make all the difference. You might not get it right the first time or even the second time you try. Keep at it. Look to see what people are searching for. Learn what words they type in when they search for products from your industry or service, and put them in your posts,

video titles, tags, etc. That way, when they search, it's you they will find, not someone else.

4. Ask followers, friends, businesses, etc to link to your website. If linking to your own sites can help, asking those are already connected to you to link you will really increase your chance of increasing your list. Most likely, those who are connected to you will be interested in what you have to offer. They'll know others that are interested as well. These will be quality links that produce quality leads.

You can also check with businesses that compliment yours. Ask them to link with your business, and in return, link with theirs. This way you help each other grow. This can even increase your profits. If you link to a site that gives something valuable to your customers, they'll appreciate it. This will make them like you even more. You'll be growing your list by adding people that come to your site from the link on the other business. They'll all be potential customers who were interested or they wouldn't have clicked the link.

5. Know your target market. This is imperative in all aspects of your business. Your target market is the group of people you're in business to please. They're the ones you want to make connections to and add to your list. After all, throwing out hooks into the ocean trying to catch fresh water trout doesn't work. You don't want to waste your lead generating efforts on the wrong

target market. Know exactly who you're directing your campaign to. This will help you "catch" the right kind of people who you can get to know and convert into customers.

6. Join forums. Just about any industry you can think of has multiple forums somewhere online. Search for forums in your industry. Find one you like and participate in the conversations. This is a great way to get to know your target market. You can find out what kind of questions they're asking, what type of products/services they're looking for, what information they'd like to have, and you can give it to them.

Forums are easy to join. Once you do, make comments, answer questions, or even ask questions. The important thing is that you participate. Get out there and strike up conversations with people. You know these people are interested in your industry, because they joined the forum. This makes them easy to talk to. They're talking about what you know best...your business industry.

7. Monitor your target market. You can't just define your market and assume that it will stay the same and they'll want the same thing forever. Monitor them. See what they're looking for. Find ways to give it to them. Alter your lead generating campaign as you need to in order to fit the market. Times change, and you have to change with them. For example, at one time, marketing solid black or neutral-colored cell phone cases would have been ideal.

If your business was cell phone accessories, your target market would have been primarily business men. Today, people have cell phones as early as elementary school. It's hard to find a teen that doesn't have one. Solid black just doesn't cut it anymore. Your target market has changed from one type of person to a variety of people who want a variety of styles, color preferences, and designs. By monitoring them, you know how to alter what you sell and can develop a new lead generating campaign to reach the entire, much larger new market.

8. Use signature texts. Signature texts are automatically inserted when you send messages. You can add anything you like and it will be at the bottom of each message you send. If you use a signature text that leads to your lead generation page where they can learn more about your products or services, you can let them know what you have to offer. Once they get there, get them to sign up for something, and you'll be able to add them to your list of network connections.
  
9. Start a blog. Blogs are relatively easy and inexpensive to set up. Blog about things you are passionate about in your industry. Find out what information your customers want, and give it to them. Tell them "how to" solve some problem they may be facing. Give them up-to-date information about the industry. Whatever it is that your customers want, if you supply that information in your blog, they'll read it, subscribe to it, share it, and return to your blog for

more information. The people that read your blog are all potential customers.

Remember, however, if you decide to start a blog, it is a commitment. Your readers want to see consistent posts from you. You can't just blog when you feel like it. If you do, people will lose interests and "unsubscribe" from you. Make sure what you're blogging about is something you can continue to find new and creative ways to give your readers information about it. Be dedicated to giving them quality content on a regular basis.

10. Discover new topics for outstanding content. You want to attract new customers. In order to do this, no matter what you're using it for, your content needs to be outstanding. Your newsletters, blog posts, ebooks, etc., must be something worth the reader's time. Become an explorer and find new and exciting topics. Keep your audience captivated. It's a great lead generating tool, because if it's exciting, they'll share it with friends who will become new potential customers. If you look hard enough, you can find material they didn't even know they were looking for until you gave it to them. Since sharing is so easy online, you immediately want to share something that is fresh and new...not something old and boring.
11. Blog information, not products. If your potential customers wanted to look up your products, they would. What they're looking for is information, help, guidance, etc. Once you've

given them that you can tell them what you offer that would help. In order to do that, you have to hook them first. If you just start by talking about your products, they'll click out faster than they clicked on. When people go online to do a search, they're not searching for commercials or advertisements. They search for information.

12. Optimize site and blog for mobile viewers. It seems like everywhere you go you see people with cell phones in their hands. More and more of the world wants information at their fingertips, and they want there at all times. Mobile use is rapidly growing. You want to reach these viewers, so make sure you can.
13. Use keywords in your blog post headlines and body. Keywords are words people use to search for information. Knowing what they're searching for is important. Use keywords that convey the message you're sharing so they can easily find your blog when they search. You can write actual "keyword" articles that have those words within it several times. The key, however, is to use them effectively. Just repeating the words awkwardly throughout a post will be totally ineffective.

Think "Google". Google can be compared to a new, more modern Yellow Pages. Millions of searches are done every day on Google. You need to rank high on the search engine to be found. Since Google also owns YouTube, you have the power



of both the number one and number two search engines at your disposal. Create your material to cater to those engines.

14. Text message campaign. Since more and more people want their technology “on the go,” start a campaign that reaches them while they’re on the go. It’s been proven that a lot of people delete email ads. Most people, however, always read their text messages. If you feel more people in your target market are more likely to read a text message, design a lead generating campaign using text messages.
15. Discover competitive insights. If you ever played sports, you know the importance of watching game films. You don’t only watch yours, you watch those of the teams you’re getting ready to play. You see what they’re doing, and see how you can counteract their efforts to win. Look at your competition to see what they’re doing. They may have a new insight that you think will work to generate leads for yourself. Don’t just copy their techniques. Tweak them to fit your individual needs and make them your own. See what they’re doing, and find a way you can do it better.
16. Use Opt-In Forms. You can place “Opt-In” forms around your blog content. Use them in your header/footer, sidebar, on your about page, or at the end of your blog posts. Don’t think that it’s overkill to put the options in more than one place. A potential customer may only notice them in one area when they

visit. For example, if they're reading your post, they may not even glance at your header/footer. Placing them throughout will increase the chance that they will be viewed by every visitor at one point or another during their visit. They can't "opt-in" if they don't see it, so make sure everyone that visits your site for any reason can see the opportunity to do it.

17. Create free, downloadable content regularly. People like free things if they're valuable things. Value is relative to the person. Make what you have to offer downloadable will make it easier on your viewer. Once you create this material, you can promote the free material on site, blog, and social networks. It needs to be content that will attract people and make them want to visit your site. In exchange for this free material, the visitor must leave their name, address or other information. This gives you another name to add to your list that you know is interested in what you have to offer.
  
18. Create a video. Instead of, or in addition to, your blog, you can do a brief video. Three minutes is about the perfect time, and you really don't want to exceed five minutes. Give them valuable information like you share in your blog in video form. Some people would rather read, and others would rather watch. This way, you get through to both. Post the video on your blog or website in addition to YouTube. Remember in your video you should not only teach them. You need to sell or at least pre-sell your audience as you entertain them. At the same

time, you don't want to push products on them. Answer their questions. Determine their problems and tell them how you can help them solve them.

YouTube is the world's second largest search engine. When people search for material on YouTube, they aren't searching for commercials, they want information. Make sure your videos aren't commercials. If they are, people won't watch them. Entertain them with valuable information, and they'll "subscribe" to your videos and share them with friends. This builds your network rapidly.

19. Offer discounts to new customers. Everyone loves to save money. If you can buy something from store X cheaper than you can at store Y or Z and receive the same quality, you're more likely to buy it from store X. Offering a discount gives the potential customers reason to want to try you. A lot of industries are extremely competitive. Every competitive edge you can find you should take advantage of. A customer may always buy from store Y, but if they can get a better deal from you, they'll probably be willing to give you a chance. Give them what they want at a reasonable price, and they'll stay your customer.
20. Give them something free. It might be with every purchase, or simply for joining your list. What you give away shouldn't be "junk." It's easy to find junk. I can find the "Top 5 Ways to ..."

anywhere online for free without giving you my contact information. What you give away needs to be more and better than they can get somewhere else.

Maybe you're in the information business, and you've written a large number of ebooks on various business topics. You know people are always looking for ways to make money online. Give them a free ebook about ways to make money online by simply giving you their name and email address. You'll get a valuable lead. It will be someone you know who is interested in what you have to offer. Let them see what else you have to offer in a way that will make them say, "Wow, I really need to buy that."

It can be the same way if you're not in the information business. For example, if you're in pet care products, you can give them a free ebook on how to groom your pet correctly with every purchase. You will, of course, include how what you have to offer can help them do this, but not in the way that it is a commercial. You're just giving them the solution to how to properly groom. The possibilities are endless, and very effective.

21. Make them want to contact you TODAY. Make them an offer they can't refuse, and make the offer of for a "limited time only." People tend to want to get things they know they can't have or that they need to get before it disappears. Knowing

they only have THIS month to get something makes them want to contact you NOW, and not next year. They're less apt to say, "I'm going to try to remember to sign up for that," if they know the deadline is this week.

You can even offer something new for a limited time each month. Once they become a member of your network, you'll be able to let them know about your offers on a regular basis. People never get enough of "good stuff." If what they got the first time was good, they'll want more of it.

22. Create multiple lead generation campaigns. People are different, and they respond to different things. Creating one lead generation campaign and sticking with it only can keep you from reaching other leads. Branch out. Try several of the ideas in this book at the same time. Find what works for you. Create lead generations campaigns that vary according to your products/services. You may have several different target markets, depending on what you offer. Make sure you create lead generating campaigns that will reach and be seen by that market.
23. Have a contest. We're a competitive society. From sports to academic challenges, people are just competitive by nature. You don't have to give away a trip to Hawaii. The fact is, people really don't care WHAT they win. It's THAT they win.

You might want to do something as simple as have a trivia contest by asking questions and give away free ebooks to those who get the answer correctly. If you're going to give the ebooks away anyway, why not peak interest in your site and make people excited to sign up for it.

The food industry is a great place to have a contest. People love recipes. You can have people sign up for your site and submit a recipe. Then, the prize might be the top X amount get featured in your new cookbook. This not only gives you new leads and contacts, it gives you material for a new ebook.

Have a contest with the best idea for doing something. Post the ideas on your blog and let the public vote for the winner. You can offer a small prize, like a discount or a gift card. It doesn't really matter if it's an extravagant prize or if the contest is difficult or even silly like submitting the best "lame" joke. Whatever it is, people will want to enter. They'll sign up and you'll have a new contact for your list.

24. Present a "call-to-action". Placing something simple like a free trial on your website or blog can give your viewers an opportunity to interact with you. This will make them a quality lead. You know they're interested in what you have to offer

when they respond. Sometimes, people are so used to clicking that all you have to do is tell them to and they will.

Giving them a call-to-action tells them what to do. For example, you can say “Like” if you enjoyed this blog. “Share” this video with your friends. Be sure to “subscribe” to our video/blog/newsletter. By telling them what you want them to do and then telling them where to do it, you’ll be increasing your network of contacts every time they do it. You’ll be surprised at how simple these are to do and how effective they can be. Read other people’s blogs or watch their videos. If you’re not quite sure how to do this in your industry, look at others to see what kind of calls-to-action other people in businesses similar to yours are doing.

25. Write a newsletter. Create a newsletter that that will give updates about your business and the industry that people can subscribe to. Make sure you give them the opportunity to sign up for it in many different places like your site, blog, video, etc. You can give them your free newsletter for signing up. That way they’re getting something for free. If it’s a newsletter with valuable information, they’ll want it.

This not only works with generating leads, it is a great way to build loyalty with customers. Keep your current customers updated. Give them quality content or add discounts for

newsletter subscribers. Give them something they want, and they will continue to support you.

26. Use referral incentives. Offer something to your current customers for every X amount of customers they refer to your business. Instead of obtaining one new lead, you have a chance to get more. For example, if you give a 10% discount for every five customers someone refers to you, you're not only guaranteed a sale from your current customer, you're getting five new leads. That's the chance to make five new customers. If you offer that to every one of your customers and they each refer five new customers, your leads will grow by leaps and bounds. Your current customers will usually refer people they feel would be interested. Sometimes, they may refer relatives or people that you can't convert, but generally, you'll be able to convert a large percentage of those leads into new customers.
27. Use Pop-Ups. Having a pop-up with a call to action will draw more attention to it. People who might not have seen a call-to-action at the bottom of our blog, won't be able to miss it in a pop-up. You can offer a free newsletter or ebook in a pop up as well. It's a great way to make sure what you have to offer is seen by everyone who visits your site.

You may get a few complaints now and then by people who don't like pop ups, but most people have grown used to them at this point. They simply throw in their name and email quickly



and go on to the content and you've got a new name for your list. Everyone that does is a new lead for you

28. Brochures. If you create a well-designed, eye-catching brochure with a strong call-to-action that explains the benefits of your business and what you have to offer, it can be a strong lead generation tool. They're generally not expensive to produce or distribute. Not everyone is good with computers. A lot of people still like things they can hold in their hands. There are a lot of people who don't like to read ebooks, but would rather have a book they can actually turn the pages in.

It's the same way with brochures. You can mail them, hand them out, or have them displayed at your business location. People will pick them up and look through them while they wait. They'll take them with them too. When they're home and going through their purchases, they'll find the brochure and get another look at it. If you prefer, you can simply make inexpensive brochures and put them in the bags with purchases. Some people may not look at them and will just toss them, but others will read them. Make sure you have all your contact information in the brochure so they can visit you online and sign up.

29. Go to trade shows. Attend events such as: local business expos, industry trade shows, Chamber of Commerce shows, etc. If you select the event, you will find many people that you

can interact with. They will be great leads. Make sure you have people at your stand that are experts. They need to know your business and be able to convey to people that attend the trade shows exactly what you have to offer and why they should go to you to get it.

You'll want your stand to have something the customer can take with them to remember you by. It may be simply a business card. Brochures and handouts are also given out frequently. Pens that have your company name, logo, and contact information are common at trade shows. If you come up with something unique, they're even more apt to keep it. Make it something unique that they can use, and you'll have a winner. What you offer will depend greatly on your business, but try to have something that conveys your business and what you have to offer them.

30. **Email Marketing.** If you have a professionally written email marketing campaign, it can be a strong lead generator. It will give you a constant supply of quality leads for your business. You want to make sure your email is crafted and has a catchy subject so people will read it and not just delete it as spam. Come up with something you know they're looking for. One example would be to check to see what people in your industry are searching for. Your subject can be, "Want to find out how to...." Send a brief email that lets them know where they can find the information. Make sure to include the link to your blog,

video, or your website where they can find the information as well as your social media links. Once you get them to that link, be sure to give them the chance to sign up to be on your contact list.

31. Telemarketing. Before you think, “No Way,” you should know that for some industries, telemarketing can be effective. Sure, you’re going to have those people who never answer toll free numbers, and those who hang up at even the hint of telemarketers. You can, however, generate leads by using a professional telemarketer if you go about it the right way. Since telemarketers work better for some industries than they do for others, so you should determine if they would work for your industry before you hire a telemarketer.

Telemarketing businesses come in all varieties and they operate differently. Not all telemarketers are as honest as you might like to believe. You also want to thoroughly check out the telemarketing company before you consider using them. Ask them for references and check them. Be sure you’re getting an honest telemarketing business with a good reputation for getting results.

32. Direct marketing. Since more and more marketing is done online, sending a customer a hand-signed letter can really catch their attention. Once you’ve got their attention, you can introduce them to your company and let them know about your

business. Don't load them down with "junk" mail. Sending people countless pieces of paper with return envelopes that require them to do something that takes time will just get it placed in file 13. Make it simple, creative, and informative. Offer them something for signing up for your newsletter online or onto your mailing list. Enclose a discount coupon or code for first-time customers. Don't send them to everyone in your area. People won't feel "special" if everyone gets one. Be selective, and send them to those in your target market. It may take a while to get your mailing list together, but it will be worth it in the results.

33. Advertising. Advertising doesn't necessarily mean taking out expensive TV ads. Whatever form you choose to use, if you take the right message and put it in the correct form of advertising, you'll get results. A lot of time, especially for small businesses with low advertising budgets, owners will use unprofessional copy and they don't put it in the right place. That's why it doesn't work for them. If you've tried and what you did didn't work, try hiring a professional to get effective advertising. Sometimes it isn't necessarily all about what you say it's about where you put it. You want to make sure the largest number of people possible from your target market get so see your advertising.

34. Word of Mouth. Word of mouth has been around since the first

words were spoken, and it will be around until the end of time. This is a powerful way to create leads for your business. The key to getting positive word of mouth is to provide quality service. If you give your customers quality service, then they will recommend you to their friends and acquaintances.

Even if their friends aren't looking for someone in your industry, people will brag about the kind of service they received from you. When that person does need someone in your industry, they'll remember who told them about you and get your contact information from that person. Positive word of mouth can go a long way. Remember, however, negative word of mouth can too. Make sure you keep you customers satisfied.

Word of mouth is a great strategy and it's absolutely free. People are more likely to buy if they hear about you from friends instead of just seeing your advertisement. Let your customers know you appreciate referrals. Be sure to at least send them a thank you note when someone they refer comes to your business. It lets them know you appreciate them, and they'll refer you again.

## USE SOCIAL MEDIA

If word of mouth is a good way to increase leads, and it definitely is, then social media is like word of mouth on steroids. Creating new leads is about connections and interactions. Social media can help with these interactions. It can help you build a network of strong ties. That's why social media should be part of your strategy to generate leads. You can use social media sites in the following ways:

35. Create a quality profile. First and foremost, if you want to use social media you need to have a quality profile. Your profile lets the people who view your page know who you are and what your company has to offer them. Put effort into your business profile on a social media site. Don't just throw something up there, even if you think you'll go back later and make it better. Someone might see your site today and the first impression you make might not be a good one. You can put out some quality information, but if they view your profile and it gives them a bad impression, they may never even look at your information. You've lost that potential customer and may not have a chance to get them back.
36. Actively build your network. Add people, share things with

them, and interact with others. You can't wait for your list to build itself. Working your social media sites is important. Set aside some time each day to work on your social media network campaign. Use that time to interact with people. Whatever it is from, writing a blog to answering questions from those who visit your site, set the time aside and dedicate it to your campaign. It will produce quality results.

37. Host a webinar. Webinars might not work for every business, but they do work for many. Make sure you prepare well for your webinar and give your viewers what they want to know. When they visit your site, have them sign up to view the webinar. If you have them register for it, you will have their contact information for your list.
38. Answer questions. People often go online in search of answers. They ask questions because they're having problems with something or need information about something. Go to various social channels and answer those questions. If people are looking for information and you can give it to them, they'll be more apt to come to you again.
39. Reach out to prospects. Find out where people from your target market "hang out" online. Look to see where prospective leads for your business are engaging on social media sites and reach out to them. Talk to them and let them know who you are and what you have to offer. Find out what it is they want. You'll

be surprised how open people will be when they talk to you, and how easy it is to strike up conversations online. Chat with them and start to build a connection.

40. Share peer referrals. You won't have the answer to every question that comes your way, and you may not be able to give every customer what they want. Chances are, however, you may know someone who can help with their particular problem, or you'll know someone who sells what it is they're looking for. Sharing the name of that peer with others will make them grateful and thankful that you took the time to help them. It will also cause the peer you referred them to refer you to others when situations are reversed. It's the classic case of "you scratch my back, I'll scratch yours."
41. Write ebooks. You can write them and gate them with forms. Remember that publishing information and sharing it online is a great way to increase leads. By gating the info with forms, you add them to your contact list. Ebooks don't have to be as long as regular books, so they're easier to write and easier to get out there. If people took the time to look for information online, they could probably find it in many different places scattered throughout the internet. Offering them an ebook with all the information in one place will be worth the price to them. If it's quality information, they'll return to see if you have a book about the next subject they're interested in.



42. Crowdsourcing content. This involves getting services, content, or ideas by asking for them from a group of people. It works very well with your online community. When you want ideas for your blog, request them from your online community. Each member of your community that submits something will feel like they are part of something bigger. Feeling like you are part of something helps you to take ownership in it. They will take more of an interest in you because they feel like they are part of you.

It is important that you credit your community for all of the suggestions you use. If possible, credit the individual. Let your audience know you listen to them and appreciate what they give you. Using their suggestions will make them want to pass it on. They'll say things to their friends like, "I suggested...and they used it in a blog posting. Check it out." Then they'll share it. Each time they do, you'll be attracting someone new to your site. They'll be a new lead, and you'll have the chance to turn them into a customer.

43. Give a new take on old information. Take quality content you've already shared and share it in a different way. If you wrote a blog, then do a video. If it's in the form of an ebook, then make it several blogs or video postings. Always encourage your visitors to leave their contact information in any

of the ways you've learned from this book and you'll increase your list.

Don't be afraid to reuse blog postings. You may have some great postings that you did when you first started and had a viewing audience of about 10. Now, your audience has grown much bigger. The majority of your audience hasn't seen this quality content. Use it again, and see what kind of results you get. Be careful not to use material over and over. People don't like to see the same old thing every time they log onto your blog or website, but putting a new spin on something old, or reusing something not many have had the opportunity to view can be rewarding.

44. Link content. Make sure your content is all linked together. You want to create inbound linking whenever you can. Link your blog to your website and your social media sites. The more you link, the easier it will be for people to find you.
45. Surprise users by using unique visuals on your page. If a picture paints a thousand words, then just think what it can do for you. If you use creative visuals, you can capture your viewer's attention. This will help you direct them to the action you want them to take.
46. Monitor for buying indication terms. Check out social media

sites. Check to see what people are buying, and when they are buying it. Read and really pay attention to potential customer's needs and when they indicate they'll be buying products you offer. That's when you make your sales pitch to them.

47. Look for recommendation requests. Often times potential customers are looking for things online. Who do you ask when you're looking for something? You ask your friends. People ask friends on social media sites all the time for advice and recommendations. When you have a solution, give it. Make sure you know the answer. Never guess or give someone false information. Remember, the goal is to have them think well of you. If you give them what they're looking for, you will have just made a new lead and a potential customer.
48. Check online sites for discussions. Every social media site is loaded with discussions. Look for those within your product/service industry. If you have something to contribute, do it. Sometimes, they will be a formal discussion as previously listed, but not always. A lot of the time people will post something and the comments beneath it turns into a discussion. If you see these and they're related to your product/service, join them. If what you have to say is good, people will appreciate it.
49. Cross-promote. Show your profile URL on all the social media

sites, as well as things like business cards, signatures, emails, etc. This gives those who see you in one place the opportunity to check out what you're offering on another. Remember, people view many different things to get information. Not everyone has a business card file, but then again, not everyone likes social media. Knowing that allows you to promote in many different ways so you can generate leads from all possible potential customers.

Though most social media sites have commonalities, they aren't all exactly alike. Some ways to generate leads and increase your list through social media are specific to certain social media sites. You need to be familiar with all the sites you have a profile on, so you can use them effectively. Here are a few of those sites and ways they can work for you:

## **Facebook**

50. Friends. Friend new connections. Facebook usually shows you people they feel may be good friends for you. The more friends that you have, the more people will see what you have to offer.
51. Advertise. Use Facebook ads. They're easy to set up, and can be very effective. You should organize your ad distribution by your target personas. Facebook now has new targeting

features that allow page administrators more control over who sees their updates and news feeds. This way you can be sending your information to people you know will appreciate it.

52. Reduce your number of “unsubscribes and “unlikes”. People like you and your company for a reason. They subscribe to you for a reason. Giving them relevant material matters if you want them to continue to “like” and “subscribe.” Your target market may vary depending on the variety of your products/services. You wouldn’t want to target college students with information meant for the elderly. If you do, the college student will think, “Why do I need this stuff?” They’ll unsubscribe.
53. Promote your posts. This can really increase fan engagement if you have an advertising budget. You write blog posts and do videos for a reason. You don’t do them so they can sit in cyber space and never be seen. You want people to view them and “like” them. Promoting your posts gives you a much greater chance of being seen, which will increase your leads.
54. Combine Facebook features for effectiveness. If you combine the targeting feature with the right ad and give strong call to action, it can be powerful. By using all three Facebook features together, you’re increasing the effectiveness of your advertisement.
55. Test your results. Facebook makes it easy for you to know

how many people your post reaches. Don't just throw the information out there and hope for the best. Use this data and effectively refine your messages when necessary to stay on track.

56. Create quality engagement with current fans. This is one way you can increase the number of “shares, comments and “likes you receive. It will also ultimately lead to more fans and friends who will see what you post. When someone posts something interesting, make comment about it. “Like” other posts and “subscribe” to some. This type of quality engagement will help attract new leads.

## **Twitter**

57. Promoted Tweets. You can use a promoted Tweet to drive traffic to your website.
58. Following. Once you have a prospect on Twitter, “follow” them so you can stay connected. . Follow those you feel you want to have good connections with. This will help build a relationship with them and possibly convert them into a customer.
59. Share Tweets. Look for Tweets that promotes your content.

When you find one, share it. You want people to “share” things that you write that are quality content, so you should do the same thing for others.

60. Use key phrases in your Tweets. Tweets are short. You don't have a lot of room for “fluff.” Know what your audience is looking for and use those keywords when you tweet.
61. Tweet regularly and be consistent. You need to be visible to grow a network. If you want to do this, then people have to follow you. Your followers will increase on the days you tweet.
62. Don't follow everyone. If you do, you'll end up following spammers. It's more important for you to have a smaller network of people who want to know what you're tweeting and interact with you than it is to have a large following of people who aren't interested and don't interact.

## **Google+**

63. Use Google Hangout. Here you can conduct chat sessions with industry leaders. Google Hangout is a great way to stay connected in your industry and stay up-to-date on all the current information.
64. G+ buttons. Encourage sharing with the G+ button on your

web pages

65. Use Google+ Communities. These communities are designed for people with common interests. It's a place for them to get together. They can discuss or share ideas. You can join other communities or start your own. Communities help you be able to separate your viewers and only send relevant information to each of them. You may have a business with varied interests. By creating a community for each of these interests, you can share information that is relevant to each interest and share it only with those you know are interested in it.

Google+ Communities are a great way to make connections. You can look for communities that are related to your business. Join others and encourage them to join yours. Increasing your network is all about connections to others. If you think about the word "community" itself, it relays the image of togetherness. What better way to connect to prospective customers

## **LinkedIn**

66. Use LinkedIn Lead Collection Widget. Add the widget to your landing page. It's simply a little box on your site. Using it, in one click, people can submit their email to you. This is especially great for those who use mobile devices to contact you. They don't want to take the time to type in their email address, but if all they have



to do is click, they'll do it.

67. Post your LinkedIn status updates in the morning. Since this site is primarily for businesses, a lot of business owners check their site when they first get to work. There's a greater chance of you being seen then.
68. Treat your LinkedIn products and services pages as if they were landing pages. You can always link to your landing page, but by giving people a chance to communicate with you without leaving the site you will make it easier for customers to contact you if they're interested in your product/service.
69. Send custom messages to target market inboxes. You can work with LinkedIn and easily identify those you want to email. All you have to do is create your message and add your URL. LinkedIn will do all the rest for you. It does cost a little, but the benefits can be worth it.
70. Promote a LinkedIn group. Determine the type of group your target marketing will be interested in joining and create it. You should be careful not to overload group members with bad or repetitive content. When you give them something, give them things that are valuable. Use the groups more to learn about your market. Share your insights with them and have them learn to rely on you as a resource.

As you can see, social media sites are a goldmine if you're looking for high quality network leads. You can definitely use it to grow your business network. Too often, businesses fail to realize all the resources available to them on these sites. They're much more than just social places to hang out. They're places to reach out to people of all ages, nationalities, wants, and needs. Whatever your target market is, there is no doubt you can find people to reach out to on social media sites. You just have to put forth the effort to do it

When it comes to businesses, relationships are important. There is no better place than social media sites to reach out to new customers, find new business partners, or look for people to joint venture with. Gaining the trust of people, building credibility, and creating brand awareness on these networks will make them in return want to do business with you. That's what you want, right?

You have to realize that social isn't just a fad. Research shows that the average internet user will spend close to five hours a week on social media sites. Experiment with the methods listed above and find out what works best for your business.

## Conclusion

Generating leads and building your network isn't difficult. It's just a matter of finding out what works for you. All you really have to do to generate leads is make a great offer, get that offer seen by all the right people, and give them a reason to act on it now. If you do that, everything else will fall into place and you'll see yourself achieving success.

Some of these methods may be totally new to you. A few, you probably haven't even heard of. The good news is, that's OK. You don't have to use all 70 ideas. Another good thing is that whatever method or strategy you decide on isn't written in stone. You can change it any time you want. If you try one method and it doesn't work for you, try another.

As you become more confident in growing your network, you can begin to learn some of those things that are totally new to you. Usually a simple Google search will give you an abundant source of information on how to use that process effectively. Give them a try. Sure, you probably won't get it exactly right the first time, but don't just give up. Keep at it. For example, the concept of keywords may seem totally foreign to you. Give them a try. If you try a few and they don't help, try a few more. The point here is that you try it.

There are businesses out there that are stuck in last century when it comes to advertising, generating leads, and growing their network. They use TV, newspaper, magazines, and standard yellow pages and don't dare venture any further. There's nothing wrong with those methods. In fact, they're all tried and true. They've worked for generations, and I'm not saying they're not an option for you. If these things work for you and you don't want to try anything new, then that's up to you. The thing about these methods is that they can be costly.

Generating a television campaign to generate leads can be impossible for someone in a new business. They simply don't have the budget for that kind of advertising. Doing things like starting a blog or joining a forum, however, are extremely inexpensive or even "free!" The problem with standard advertising to grow your network is that it is just kind of thrown out there to the general public. When you're able to cater your content to a specific group of people, like those who want information your industry, you get a better quality lead. In the old battle of "quantity VS quality," it is better to have 10 solid leads that can be converted into buying customers than it is to have 100 who could care less about what you have to offer.

Only in a fairy tale or fable can someone throw a handful of beans out the window and grow something that will give them wealth. You can't just toss your ads in the air and expect them to grow your network. In real life, if you want those beans to grow, you don't toss them. You plant them in a place where the soil is good and they can get plenty of sunshine. You nurture them by fertilizing them and watering them. Then, you benefit from them.

When you're trying to grow your network, you do the same thing. You place your content in the right area where it can get the right traffic. You actively nurture it by working your site and making sure you develop quality content. Your network will grow just like that beanstalk, but unfortunately, it won't be overnight. It takes time to develop the kind of quality leads and contacts you want. It also takes effort on your part.

Remember, experimentation is the best way to determine which methods work for you. If you don't experiment with many different methods, you might be missing out on a gold mine opportunity. There may be thousands of potential customers out there who will never view your content and never know what your business has to offer them.

Ideally, everyone in the industry will view your material, but that isn't likely. You can, however, take steps to see to it that as many people see it as possible. Ultimately, you decide which paths to follow, which methods to use, and which steps you take to grow your network. You will be the one getting all the kudos when success comes your way, but you'll also be the one getting the blame when the strategies don't work. Be prepared for some of them to fail. Always be thinking of new ways, so when one you try doesn't work, you'll have something new waiting to take its place.

What are you waiting for? Don't sit around and let opportunities to grow your network go undiscovered. There may be a door out there just waiting for you to open it that leads to a powerful way to grow your network. Finding that door is up to you. I've given you the key. You have to put it to use to see what doors you can open and heights your network can reach.

There is a perfect combination out there for you among these 70 ways I've given you. If you want to grow your business network, you now have the tool. Go out, put it to good use, and watch your network grow.

.