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Introduction To Ancient Secrets Of Lead Generation:

The contents of this book will include everything you need to know about lead generation regardless of industry you're in. I do have to warn you though, the best lead generation method for you may not be what you think it is.

This may surprise you. Initially it may take work and effort to get it dialed in. But if your goal is to generate leads so you can make more money and if you want a higher ROI for your time, energy and effort - I guarantee the contents of this book will teach you everything you need to generate better quality leads on demand for your business.

The first thing you must understand about lead generation and marketing is everything we are, have and do today evolved from very intimate communal groups of people. Before electricity, before cell phones, before computers and the internet, business was done face to face, eye to eye, with a handshake between you and me.

The second thing you must understand is - IT'S NOT ABOUT YOU! It's about the people who have a problem and are looking for a solution (product or service you offer). PROBLEMS ARE MARKETS. Write that down somewhere you can see it again and again. Some markets are easier to find & access than others. It can be a bit of a Catch-22.

Third, you want to focus on a very targeted group of people because having a very specific group of people can make it easier to find them and get them to listen to what you have to say. At the same time, if your focus is too specific, that might be why you are having a hard time finding enough people. You're spreading yourself too thin trying to reach them. This is your dilemma. Again if business & marketing were easy, then everybody would be doing it and getting rich.

Don't give up. You can do it. I believe in you.

So let's identify - **What exactly is lead generation?** I feel most people get this wrong and so they begin their journey already headed for an uphill battle.

Lead Generation is identifying prospects who are likely to buy and become customers in the very near future.

The highest profit system is to generate leads who are interested and then do follow-up marketing to the leads with expressed interest - and to them **only!**

This is important, so let me repeat it again. The best list to market to and spend your marketing dollars on is one of people who have responded to your offer and said "Tell me more, I'm interested."

Ergo, you need to make it easy for people to respond. This leads us to the following list of possible lead generation methods:

(If you're enjoy this and would like more you can find my other books [here](#), or visit BestBusinessCoach.ca)

Lead Generation Methods:

- 1 Step Sale
- Self Liquidation
- Two Step Marketing
- Free
- Sampling
- Endorsed Mailings
- Speaking

My two favourite methods are two-step marketing & self liquidating. The reason why I like these two is because of how effective they are, how ethical they are, PLUS you can directly tie costs to net profit.

Self Liquidating Lead Generation

With the right offer, self liquidating basically gives you an infinite marketing budget. Self-Liquidating is similar to a 'loss leader' - a product sold at a loss or at break even to separate the buyers from the leads. (Read that sentence again).

Ideally, it's something which is related to the rest of your product/service line, provides awesome value and makes people want to know what else you're selling. This is why it needs to be related. Selling calculators at cost and then trying to upsell to laser eye surgery is a bad idea. A better idea would be selling contacts for very cheap and then upselling them into something like an educational seminar or webinar.. Maybe even a one on one consultation to discuss how much contacts will cost them over their lifetime versus the alternatives.

Done properly, self-liquidating campaigns can give you a virtually endless marketing budget for as long as your campaign is working. This can be a be anywhere from months to years unless something in your market suddenly changes.

A self-liquidating offer gives people a reason to look forward to seeing you, as well as a good reason to introduce yourself to new people.

***** Don't mess this up. It can severely hurt your business. *****

Once traveling in Thailand, I saw an amazing ad for a 3 piece suit. To me it was the deal of the century. I'd already been surprised at how far my money had gone in this country for the past 3 weeks.. I was ready to walk into this store and buy 12 of these suits - I was excited.

Much to my disappointment, after spending a good hour and a half to even find the place, when I walked in and showed the guy his ad - he guided me over to what looked like shredded fabric on a hanger. I am not joking - this wasn't even a finished piece of clothing. "This is the deal you're referring to. You don't want this garbage. A guy like you wants something better, like this!"

He proceeded to show me an actual finished suit which closer resembled what his ad was promoting.

This suit was priced just slightly below what I could find locally in Canada on any given day. I was furious about my wasted time and for being manipulated. I went over his ad in his presence, reading it to him out loud to clearly demonstrate how the torn, shredded, unfinished suit was in no way possible ANYTHING like what he promised in his advertising. Not even close.

I left after sincerely trying to help him by suggesting he consider honoring his offer in the ad - but limit it to the first suit purchased. I told him I would have probably still bought a 2nd and 3rd suit if I hadn't been manipulated. I told him it's worth it for him to at least test it with the next 10 people, see what happens. He wasn't listening. He was still trying to hard sell me as I walked away.

This unfortunate store owner apparently had a very bad reputation. Twice when talking to other tourists I was warned about that place.

*I hope he took my advice, it could be a great money maker for him if he just adjusts it to be more customer friendly. Don't make his mistake. ****

Ethical business is for good business, even if you only consider it from a financial perspective and from a perspective of quality of life.

Remember, in ancient times the businessman was often the man with the cart and buggy traveling from town to town. Treat your prospects and customers as you would good neighbours.

Otherwise they might not want to see you in their part of town.

THE Ancient Secret Of Lead Generation:

The Master Lead Generator uses two-step marketing because nobody likes a pushy salesman. Two-step marketing is a good way to introduce people to the value of what you're doing.

At the same time, it can be ***extremely*** effective, especially with some of the methods that you'll soon be learning.

The “Food Court” Test:

Two-step lead generation is literally like walking into a room and saying: “Hey who wants some free ice cream?”

This is a mental test I developed for myself whenever I plan my marketing. I call it the “Food Court Test”. I didn't actually do it physically but I imagine - what if I went to the busiest mall in my area, stood up on a table in the food court and yelled my message at the top of my lungs? How would people respond to me?

If you're marketing is like most peoples, all you do is scream out your company name. Think about it.

If you do that in a busy food court, all that would happen is some people would look at you, think you're crazy and 99% of the

people would just walk away. This is what people call “brand advertising”.

The only people who come over are those who already know and like you. They're wondering what you're doing there or want to say hi. They're not necessarily interested in your offer. For the majority of us business owners, it's garbage. Brand advertising is something that happens as a side effect to real marketing. Let me explain:

Instead, if I got up on the table and yelled out: “Who wants free ice cream?!” I would get a lot more people’s attention. Then the people who come over are the people who are interested in ice cream. I’ll even bet that if they came over and I gave them a sample PLUS offered them a deal on a larger portion, I would get some sales.

“Hello, here’s your free sample. This flavour is _____ and we have 4 more flavours. Each tub is only \$3 OR today you can take advantage of our special offer and get 2 tubs for \$5. Which 2 flavours would you like to purchase?”

Welcome to lead generation 101.

Don’t think like a fisherman, think like a fish.

Lead Generation 101

This is the heart and soul of two-step marketing. I hope this clarifies things for you. It certainly did for me. This is good marketing at work. Bad marketing is walking around talking about “Me, me, me.. Hey you! Buy my stuff! Look how awesome I am. Don’t you want some of this?!”

(O_o)?

If these businesses were people they would be the most self-centered and arrogant people in the city. You didn’t buy this book because you give a damn about me. You bought it because you want to be a master of lead generation. This book is for you and about you - not me. Maybe after you read it or if you’ve read my other books and benefited, my brand will mean something. First and foremost, however, this book must prove itself by giving you the tools you need to generate more leads and income for yourself and your family.

Marketing is about getting in front of a large group of people and making an offer to start a relationship to help those people accomplish something. That's it. There's no fancy-pants bells and whistles. It's about creating a long-term relationship with these people so you can turn them into regular customers who will buy more of you're forever evolving line of products and services. They are compelled to go tell their family and friends because of how your stuff has really, truly and sincerely changed

their lives for the better.

Not because if they do you will benefit. It's not about you. It's about THEM and the problems you solve in their lives. Period.

KEY WORDS BEING: relationship, long-term, regular customers, forever evolving products/services and sincerely changed their lives for the better.

Did you notice how price, cost and money were not included in that list? We care about money because we're the business people. The majority of people want to be taken care of and given a fair deal. Even if your clients are B2B (Business 2 Business), same thing. People are willing to pay a little more if they are confident about what they are getting. In fact, they might even WANT to pay more to make sure what they get is quality.

How often does price come up when your friends call you to go for lunch, a drink or even to go camping for the weekend? Is the main focus on cost? Not likely.

You need to "live among" a sample of your prospects. Gain their trust and be able to ask (and get an honest answer to) what's frustrating them, worrying them, bothering them...

When you ask these questions, you get **gold**. It's always important to ask about this.

If you want to target an industry, market or niche successfully and dramatically increase your chances of success you need to find out what people need that they're not getting.

Then find or create products/services to fill or solve their need. If you get your niche right, half of your work is done.

When you target correctly, everything is easier.

"Generic shoe" or dress shoe, running shoe, walking or hiking shoe? Which one do you buy?

The solution fit for your situation. Not the one-size-fits all. Even if it costs a little more, you get the solution designed for your problem.

One of the oddities of human nature is how we consistently buy things that sound like they're made to fix our specific problem. We avoid "cure everything" solutions.

A small group of you reading this will make millions of dollars off the information I just shared. Easily. Realizing what I just told you completely changed my life.

Your marketing isn't about you or your business. That's a selfish way of thinking. It's about finding people who need help with something and getting them started in the right direction. At the

same time, this gives you a chance to get to know them personally and in return they will be able to see if anything else you know or offer would be worth some of their hard-earned money.

These principles remain the same. It's scaled social courtesy. How you would act in person, multiplied. Channels or media might change, but people will always be people. What works face to face, will translate into your marketing.

Lead Generation To Do Items:

The more doors you open for leads to come in through, the faster you can achieve your income goals PLUS the more sustainable your business.

2 doors are good. 6 doors are better.

All doors producing profit need to be kept open. Do not eliminate channels, test and optimize them for maximum profit potential. Constantly broaden, expand and diversify the ways and places where you get leads.

Here's a list of various activities you could use to generate leads for your business. It's not a complete list. It's intended to get your brain going:

- Call All Your Leads - ALL OF THEM
- Referral Programs
- Reactivate Lost Customers
- Blogging with Calls To Actions + Banner Ads
- Contact Old/Dead Leads
- Online Classified Ads
- Old School Leadboxes / Ballot Boxes
- Cross Promotions With Other Businesses
- YouTube Videos
- Podcasts
- Flyer Distribution & Well Maintained Flyer Routes
- List In Online & Offline Directories
- Charity Support / Fundraising Events
- Press Releases In Local or Industry Publications
- Direct Mail Campaigns
- Print Ads
- Radio Ads (Respond via web URL , drop-in visit, phone call or text)
- Sponsor a Sports Team
- Street Signage
- Forums
- Social Media
- Ads in Publications
- Articles
- Books
- Radio Talk Shows
- Infomercials

- Free Press
- Package Inserts (Your products or someone else's)
- Public Speaking
- Broadcast Fax
- 3rd Party Endorsements
- Internet (Text / Display / Video / Banner / Podcasts / Facebook / Twitter / Smartphone Apps)

This is more than just a list of 'Print, Internet, Radio, Television, etc.'. It's a reference guide you should make a point of trying to work your way through. Test everything.

The biggest problem people have, is not marketing is too difficult or complicated for them. It's how they approach it incorrectly or are too bogged down with the day to day trivialities of their business to actually engage in the most important thing in their business which IS the marketing. It's the most important thing because without marketing you have no sales. Without sales you will not have new customers and without new customers, you will not have a business. Period.

Yes of course you need to deliver a quality product and of course you need excellent customer service, (often defined by customers by how long they have to wait and how eager to sincerely help them the reps are)..

These things are almost a given and to be honest - are moving targets. What is considered a quality product today, won't be

tomorrow. Before I left Japan I bought a digital camera. It was top of the line at the time with 6 megapixels. Now, a few years later, when I compare videos and photos, my standard cell phone gives me way better quality.

It's almost better to build to your customers preferences anyways. To build and sell it as you go, making improvements as people use it. "Many hands make for light work" PLUS your customers will have insights and ideas you wouldn't think of.

Concerned about not being 'ready'? Give discounts to your first few customers for being your guinea pigs.. Tell them up front you're going to make them part of the process. Tailor fit your products/services for them and their preferences.

So the first thing you need to do is to figure out what to offer people. This will vary depending on you, your business and what kind of industry you are in. If your product is highly specialized medical equipment, you can't very well go out and give it away for free. What you might do instead is install it for a free trial period.

Sure it will consume your time and be a hassle for you but ultimately somebody needs to take the risk and it won't be the customer. Plus, once you have it in there and give them all this service, it makes it difficult for them to ask you to take it away.

Your other option would be to give away free reports & training

to educate them on the top 10 dangers, top 10 mistakes, top 10 XYZ.. Real reasons why they should buy your machine.

(To Get Your Own Free Training Videos, Audios and Forms Which Go With This Book, Visit: <http://BestBusinessCoach.ca/>)

There is a real reason why they should buy your machine instead of the others, right? What are they? Educate people.

They probably don't understand the nuances as much as you think. Explain why it is in their best interest to do business with you. They couldn't care less about what you get out of it, unless they know you and are your friend already.

It would be much easier to find out who's even looking for new piece of equipment by giving out this free report. Market that. When people request it, give it to them in exchange for their contact information. Open a conversation. Be a friend and advisor. You will have much better success with this than trying to hard sell everybody who shakes your hand or gives you the time of day at conferences.

So **two-step marketing is probably the best bet for the majority of you reading this**. FREE is on the list simply because nothing gets as much response or attention as free. Second to that is NEW. People always want to know what's about to happen. Hence why the 'NEWS' is a daily topic.

Together they are powerful tools for building yourself an audience of qualified prospects, if used properly.

Use those paired with two-step marketing to help you figure out who is interested and why they're even talking to you in the first place. Maybe they want to use your gizmo for something completely unrelated to what you think.

Once you know who they are, you can open communication with them and get valuable information which can be complete game changers for you and your business.

For example:

I teach martial arts lessons. Something I've done on and off of my entire life - professionally and just as a hobby. I'll still have a garage club even when I'm 80 years old I bet. At one time, I thought everybody was coming to see me to learn self-defense or to get into shape. Not the case. In fact, in one instance I had a fighter firefighter who came in. I was surprised to hear his sole reason for training was not for fitness. He was already very fit and I assumed he was looking for a way to breathe life back into his fitness routine. No, he was not there to get in shape or to learn self defense.

He wanted to know how to expertly restrain somebody. There had been a couple of serious incidents where firefighters had been injured in the area. They all happened where someone had been getting medical attention, either for a drug or alcohol

overdose or after a severely traumatic experience, and when they came to consciousness they started violently attacking the caregiver. Biting, tearing, jabbing fingers in eyes, punching, kicking.

From seemingly dead asleep to fighting like their life depended on it in half a second.

He wanted to make sure he was restraining somebody down safely and securely so medicine could be administered while protecting his teammates at the same time. He did not want to be responsible for this sort of incident. He did not want to fail his teammates or suddenly need to pull everyone away from their jobs during a crisis to help him restrain somebody.

That's a very very powerful message to use in your marketing. It's something I didn't realize about firefighter's which would have been a strong emotional trigger if I ever wanted to target them specifically in my marketing. This client, and soon friend, literally spent a couple of thousand dollars just to make sure he could take care of his teammates.

If I were targeting firefighters, I could offer a 1 day seminar for this exact topic, create some flyers detailing exactly what they'll learn. Then at the event, either offer a longer course or upsell them into the regular program.

So people may not be coming to you to use your products and

services for the reasons you think they might be. Knowing who is there for what reasons is very powerful marketing ammunition.

What This Means For You:

So first and foremost, with your lead generation efforts the very first thing you want to do is **TEST**.

You want to be testing five or six different things. Actually, I shouldn't give you a strict amount, that depends on your budget, resources, etc.. The idea is you want to have more irons in the fire than you need. To dig your well BEFORE you're thirsty. One thing to make sure though is that you're not overspending. You can go broke in a hurry if you're throwing money away on lead generation efforts that are not working.

Every lead generation channel needs to EARN ITS KEEP. You pick one, test it, tweak it, get it dialed in or decide for whatever reason, its not working and move onto develop the next and the next and the next, etc...

Again, the methods or the media might change but the principles are always the same. These will never change. They have been the same since the dawn of humanity.

So when you choose a media or a channel to test there are three things you're testing. First is the message. Then the market and then the actual channel or media you're using.

For example as a test I did - I tried Facebook advertising. This was for my martial arts business. In the martial arts arena there are a number of reasons why someone would be interested in training. There is improved confidence, flexibility, to get in shape, to improve their self-defense skills, for mental clarity, to simply get better at something, to meet new people, to improve their discipline, to compete. Countless things.

So what I did is I created test ads for each appeal.

In all I had about 11 different appeals I was testing. I made sure I had a sufficient budget to test these long enough I would have statistically relevant results. One thing I learned the hard way was you can test a lot of different things but in the end not get enough data to have anything conclusive. That's bad. Don't do this. You're much better off to test three or four basic things and then know exactly what to do with the results you are getting.

For this test I had two different ads for EACH appeal. This was to make sure that my ad or my message appealed correctly. A bad ad will always be a bad ad, even if the appeal/offer is a good fit.

Next thing I tested was all these different appeals. So first I was

testing “Does this ad work and express my message clearly?”
Second, “Does the appeal match the group of people to whom I am marketing?” The third thing that I did was, I divided up my ad groups up demographically.
Facebook makes this easy.

I ran the same ads but in separate groups so I could track the different response for males 13 to 16. 16 to 18. 19 to 24. 25 to 30 and 31 to 36. To me, these age categories gave me valuable information, such as places I could be marketing. High schools, Universities, Night Clubs, Lunch Spots for Working Professionals, etc..

So here, I have a test of two ads for each appeal. In total I have 11 different appeals/offers (get in shape, make friends). THEN I tested to see which age group responded to which appeal the most.

If you want more information on this and similar topics, checkout my other books by visiting <http://BestBusinessCoach.ca/books> OR if you are interested in choosing what market to choose to being with, I cannot recommend anyone more then my friend and mentor Glenn.

Find out more about him at:

<http://bestbusinesscoach.ca/lp/glenns-hyper-responsive-training/>

As a result of my testing, I discovered that the younger males cared more about competition performance.

One of my appeals was how I coached and trained the first fighter from our city to be provincial champion in only eight months (A Province is like a State for our non-Canadian readers). This caught more attention from males in the youngest ages.

For the majority of the middle aged group from 18 to 24, the best appeal was a free fighter fitness & skill assessment. That appeal worked like gangbusters. It makes sense when you think about them and their stage of life.. It beat my previous ad appeal by 300%.

This alone would exponentially grow your business, with no other change in budget or operation. Simply a better targeted offer to a better targeted prospect.

(You're welcome. For more content like this, checkout my free training series available at: <http://BestBusinessCoach.ca/>)

The older crew responded best to the appeal to get in shape. I guess for them, maintaining their bodies is more important than learning combat or competitive skills, life skills, etc..

It's important to note at this point, this won't always be the case. Trends are always changing and I'm sure things might be

different in a year or two. But for this season, this period of time - these were the best working appeals that got clicks to my website and people calling to ask about classes.

Another important note you should write also is how you might get a ton of leads from one place but they might not convert or ever pay you any money. Meanwhile elsewhere, it might be a bit harder and take longer to get a lead but those leads spend a lot of money. Tracking this is very important.

Oh, I'm sorry, does that sound like work? It is. But it's the RIGHT work for you to be focused on to grow your business. If you're looking for quick fixes and instant riches, you won't get those from me.

Now, I didn't just do this in one media/channel. This is also important to note. In fact, I discovered for the martial arts industry the very best way I could generate virtually limitless leads was to go hang out in areas densely populated by males 18 to 24 and offer our free fighter fitness training assessment.

This was the best appeal & lead generation activity I could engage in for ROI on time and money invested, hands-down. No question.

Is it the way I WANT to get leads? No. I want to run ads online, set it and forget it. Just answer the phone, collect money, teach and train. The method of going out in public is a lot of labour

and hours spent hanging out on the streets.

Some people are rude, some days don't pay, it can be a harder grind than other forms of marketing, or even if I wanted to delegate it there was the headaches of training plus supervising other people to do it properly, represent the club properly, and actually work instead of socializing, etc..

BUT overall it worked better than anything else.

On a good day we averaged 1 quality lead every 4 minutes.

Doing this allowed me to grow my program to be the largest in my city in a few short months. Competitors were even asking to pay me for business coaching. The marketing they COULD see me doing was being copied (apparently the largest form of flattery). Meanwhile, my school was under 3 years old while the 2nd youngest school in town had existed for over 9 years.

Some school owners even tried to cyber bully me and slander my name. I guess I was making it look too easy? I'm sure there are a lot of politics in every business. I just ignored them and kept my eyes and heart focused on my students. Success is the best revenge.

To be fair, we all just want to get by and make a decent living. I know I feel pressure to act and do something when I don't feel I get the results I should be getting. Your competitors might be

good people.

They might even have a better product/service than you're offering! But if they're not out in the world, either in person or in their marketing, making friends and meeting new people - you will out market them and own the lion's share of the business.

Why did you do that thing you did last week? Was it your idea or someone else's? I'm willing to bet you don't come up with every activity you do in a week. You're open to suggestions.

Well if your competitors aren't suggesting anyone try their gizmo, but you are asking 100x more people - guess who wins?

"If a tree falls in the forest and no one is there to hear it, does it make a sound?"

-- Zen Proverb

"If you have the world's greatest product/service and no one is there to experience it, does it help anyone live better or make you any money?"

-- Your new motto

Just make sure you treat people right, deliver on your promises and do everything in your power to keep your customers from leaving.

What my competitors didn't see were the hours and hours I

invested in my own education & reading. How I spent virtually every single penny I made back into education, coaching and testing different things. They didn't see my failures, they didn't see me working 9am to 3am, rush home, sleep for 5-6 hours, jump out of bed, brush my teeth & eat while I reviewed where I left off yesterday and planned to continue today. I did this for almost two years - then suddenly everything clicked. I still have failures but for the most part, I'm able to generate sales and leads on demand. Now it's more about what I want to be marketing/selling.

“Success is like pregnancy, everyone congratulates you but no one really knows how many times you were fuc#ed to achieve it.” -- Unknown

I bet you're already doing this right now, but I really want to emphasize - finding what works like gangbusters WILL take work, it WILL take experimenting.. If you're reading this then you are on the right track. Keep at it. Keep chipping away.

We live in an age of quick fixes and instant gratification when our reality is still one which rewards hard work, experience and time invested.

Some things just require a certain amount of energy to gain traction. No matter how many times we put a rocket ship into outer space, we will always need enough energy to overcome gravity and escape the pull of the earth.

In business this translates to time invested. Hours and hours. Days and weeks. This being said, you can shorten the amount of time required by making sure your work is taking you in the right direction.

Knowledge is power. Repetition equals mastery. Invest in your education. Invest in coaching and mentorship. Apply what you learn. Surround yourself with like minded people, keep chipping away at it with your mind laser focused on what you want to achieve.

There are ZERO professional, world class or olympic athletes who made it on their own without mentors, coaches and a support network. ZERO. Let that sink in for a moment.

These tools I'm giving you WILL make a difference.

You can and WILL become a lead generation master. Focus two-step marketing, self-liquidation, FREE sampling and testing. Keep experimenting.

Your success is just a matter of dialing everything in. You won't act if you don't believe. If you don't act you won't get results. If you don't get results you'll think "I knew it".

Too many people give up too soon when all along, you were the one getting in your own way of more money and success than

you've ever dreamed of.

I was constantly testing things. When we would go to do events in a public place, I tested actual demonstrations versus free draws. I tried basically anything and everything from having conversations with old people about their grandchildren to asking people whether they believe Bruce Lee's skills were godly.

You may laugh but you don't know if something will work until you experiment. Especially when being on the street, you have 2 seconds to catch someone's attention. It's the same in print, but in person that window is a very real thing.

Local Business Lead Source Brain Boosting List:

If you're a brick and mortar business not sure where you can go to get leads, be careful. Now-a-days everyone is trying to tell you online is the cats meow.. It isn't. Not for all local businesses. Not for all industries either. Go where the people are. Your people.

****That being said, online might not be where you get your leads but there ARE ways to use the internet to increase profits and automate work in ANY business. I discuss this in my other book:*

“Business Success Secrets, Principles, Formulas & Ethos” ***

Here are some places you might want to test your Lead Generation Efforts:

Malls

Health Clubs

Book Stores

Coffee Shops

Church (popular ministers endorsing you can have an amazing impact on your business)

Hair Salons

Grocery Store

Neighbours

Parties

Car Wraps (for when you drive around town)

Google Organic

Google PPC

Google Local

Craigslist / Kijiji

Facebook

Twitter

Meetup.com

Your Friends/Relatives

Restaurants

Public Centers

Office Buildings Near Your Location

Leadboxes

Strategic Alliances / Joint Ventures With Other Local Businesses (Doctors, Cosmetic Surgeons, Massage Therapists, Chiropractors)

Tradeshows

Associations

Events

Everywhere you go.

That should help get your brain juices started.

You Also Will Want To Know The Answers To These Questions:

Who Are We?

What Do We Do?

How Do We Do It?

Who Will Benefit From Us?

How?

Where Are These People?

How Do We Reach Them?

What Is Our System For Treating Each Individual With The Attention & Respect They Deserve, While Being Able To Manage 10,000 Prospects?

What Can They Expect AFTER The Purchase?

Where Does A Basic Level New Customer **Grow** From Here?..

Answering these will make sure you get started with your best chance for success.

The Biggest Reason For Failure

The biggest reason for failure in marketing I believe is that people give up too easily. It's either this or they're not free to focus on the things that are most important in their business. They are too tied up DOING what their business does instead of growing it.

The money is not in DOING what your business does. It's in SELLING what your business can do for people - and making sure those people walk away happy.

Of course being a Master of Lead Generation is just FRONT END marketing. What you do after you've identified the group of people who are interested - that's an entire new ballgame. This is where marketing becomes more challenging and interesting. This is what separates the amateurs from the savvy. This is my passion, career and hobby.

Using our earlier ice cream 'Food Court Test' as an example: You would speak differently to people who came and took a sample but never purchased differently than people who came and bought something.

You might even want to have an entirely different marketing conversation with the people who are coming to buy your ice cream consistently. I go over this in greater detail in my book which has a really good introduction and step by step details if you're just getting started.

“Tribal Marketing: How To Double Your Business In 12 Months Or Less”

Pre-Order it here: <http://BestBusinessCoach.ca/books>

For advanced marketers and business owners, I would strongly encourage you checkout <http://bestbusinesscoach.ca/lp/ten-million-dollar-automation-secrets/>

So irrespective of whatever channel you plan on using, your goal is to find ALL the people interested in what you're doing, get them to step forward and then build a relationship with them.

Some people will be skeptical, others might be super confident in you and open to doing business right away.. Often marketing is related to the dating process. Some people may jump right into bed with you. Those people are easy. But they're also a few, far between and not relationships you can build your life around usually.

Don't confuse this with referrals. People referred to you are often your best customers. They are quicker to buy, buy more, are more inclined to refer other people PLUS tend to be more satisfied because they COME TO YOU looking for good things.

Someone you've never met & who doesn't know you - who just jumps into bed with you right away - they can be gone tomorrow just as quickly.

"Easy come, easy go" is what they say.

I remember when I was a young teenager an uncle once told me:

"Daryl, something you need to know now before you get in over your head - if a girl is quick to hop into bed with you to do

the vertical shimmy (insert awkward uncle-humping-air body language here). It doesn't mean you're a stud.

It usually means she was just looking for somebody and you were the best of what was currently available. Don't invest your heart into girls like this. Having fun is ok, as long as you play safe. But know this in advance and protect yourself emotionally."

If you're going to build a real business then you want a marriage type of relationship with your customers. You want solid relationships, friendships even, with long term repeat buyers.

A good friend and mentor once told me:

"Daryl, the ancient secret of building a profitable business is to find a prospect, make them a customer and then make all of your customers friends."

Those of you that are in long-term relationships right now understand you don't get married after a month of dating. It's a big commitment to make with so little information. In business it's the same thing.

This might seem silly but for the vast majority of us our success depends on repeat purchases from a base of regular customers. Of course it depends on the urgency of the problem,

the person having it, plus it may depend on your industry. But generally this holds true across a wide range of industries.

Begin the 'dating' process - in ANY of these channels or medias, with Self-Liquidating & Two-step marketing. Another Lead Generation Method similar to two step marketing is sampling.

Secrets Of Sampling

Claude Hopkins, in his fantastic book "Scientific Advertising" advocated again and again two-step marketing or free/low cost sampling. These are what I'm suggesting, as I have also found out via personal experience, they have survived the test of time and are as effective today as they were long before I was born.

Back when Claude was using them to create vast fortunes in national lead generation ad campaigns. You might think it costs you more - but in truth NOT being able to tie results directly to net profit is playing blind archery.

Sampling works because people want to know what they're paying for before they buy. They want to **feel** the value. Any other form of marketing is like trying to sell the invisible. You're trying to convince people who don't know you "this thing" does something miraculous, on good faith and slick conversation -

buy from me.

People are timid because this is where a lot of the snake oil salesman make their money. They get really really good at selling things to people without having to demonstrate or provide any real proof of its performance. They get a person so worked up over the promised end result, once these people purchase it, they feel cheated. All they have is an empty box because more time, energy, and effort was put into the marketing then into the actual fulfilment of what they promised.

Again, don't get this confused with building a lean startup. As long as you explain clearly to people who buy, they're getting this special rate/deal BECAUSE your product/service is being developed and you want it to be custom fit for them.. That's ethical and a smart way of building your business.

It creates involvement among your customers and makes sure your products are quality by building to be custom fit for a real live paying audience.

It is unrealistic for any of us to assume our tastes represent the vast, ever changing wants, needs and desires of our markets. They usually consist of tens of thousands and thousands of people, if not more.

Some people can intuitively know what thousands and millions of different people want. Most can't and fail trying. Asking them

what they want and then giving it is often much, much easier. It doesn't require you to be a genius, eliminates waste, makes more money PLUS makes everyone happy.

I like to shoot fish in a barrel with a semi-automatic weapon. You do this in business by building products and services custom fit for a real live paying audience.

Sampling allows people to have a sense of security similar to two-step marketing. Sampling might just be a low cost purchase. An easy way for someone to get familiar with you. Depending on the industry, they might not be too concerned if the \$10-\$20 investment doesn't work out for them.

But getting someone to pay anything without knowing well in advance what is it they're getting can be difficult.

Except for one odd psychological loophole where people are very sensitive when counting in dollars & pennies, but surprisingly casual about negotiating bigger prices. When comparing products, a jump from \$4000 to \$4700 doesn't seem as serious as when you go from \$10-\$50. Go figure.

Even with buying and selling houses it's common for thousands or tens of thousands of dollars to be shaved and negotiated away. I personally know self-made multi-millionaires who nickle and dime the local grocer with price matching other store prices for milk and eggs. Humans are interesting to say the least. Part

of why I enjoy marketing so much.

Let's summarize what we've covered so far:

Lead Generation Techniques:

- ~~1 Step Sale~~
- ~~Self Liquidation~~
- ~~Two Step Marketing~~
- Free
- Sampling
- Endorsed Mailings
- Speaking

Endorsed Mailings

"If I have seen further than others, it is it is by standing on the shoulders of giants."

-- Sir Issac Newton

Since the principles won't change, this book will hopefully bring readers out of their struggle and give them clear means to develop and grow their businesses for a long long time. But as of today, Oprah Winfrey is an incredibly powerful celebrity.

If she says to do something - massive, massive volumes of people do it. There was even an article on “The Oprah Effect” which discussed how, despite most people thinking it would be a blessing to have such a powerful authority and celebrity endorse you, it has actually crippled many businesses.

To minimize this there is actually a consultative team who meet and survey a business before they’re permitted to be featured on the show or gain any sort of full on endorsement from her.

Orders can come flooding in and collecting money with too long of a delay between making good on that order - or even too long of a delay to TAKE someone’s order - can cause a serious backlash, criticism and even legal charges.

Endorsements can be extremely powerful things.

These can be in the form of celebrity endorsements, joint ventures, partnered alliances.. Call it what you want. It boils down to having powerful and influential people endorse others to do business with you. They can be paid for endorsements, bartered endorsements or earned. Those are basically the 3 ways to get endorsed. Pay for it, barter/negotiate for it or earn it.

Earning it is hands down the best and most powerful form of endorsement - but also the hardest to get.

Earning it essentially means having these people be customers who refer you to their fans, followers and audience simply because you've done such a good job you left a warm-fuzzy glow in their hearts and they can't help but want to tell the world about you.

We all need to be focused on doing this in our businesses for our customers on an ongoing basis. The most difficult part is knowing how likely earned endorsement would be from an endorser who was REFERRED to your business AND THEN had your patented warm-fuzzy experience. I say this because as we already discussed, people who are referred to your business naturally think telling others about how good it is - is normal.

That's how they heard about your product. Their friend did it. It's a completely unconscious knee-jerk reaction when you do a good job with referred clients.

Hence why earned endorsements can be the most difficult to get. It's not something you can easily stage or plan for when you're looking to increase sales. Who would be endorsing you can also matter greatly. Ideally, your endorser would hold influence over a large audience of people who fit your ideal customer profile.

Celebrities mean different things to different people as well.

Your local mayor might be a way better celebrity to endorse your dental practice than the hottest teen pop star.

However, the fact remains some of the fastest growth and biggest numbers I've personally seen came from endorsements and joint ventures.

Depending on the relationship between who is endorsing you and their audience - you might be able to skip the two-step marketing and go straight for the sale.

That being said, I'd still think long-term.. Build a relationship and not be about the quick buck. Give people the trial or some extra bonuses.. Treat them how you want to be treated. Ethical business makes financial sense, even if you don't have an ethical bone in your body. It pays to do business in your customers best interest.

Paid endorsements can be in the form of an introduction to their audience, a 'stuff-in' where your ad or sales letter is delivered with fulfillment of the list owners order (kinda piggy-backing on someone sending out what was ordered to their customer).. The possibilities are as endless. The only limit is your imagination.

Speaking

The part that makes speaking so powerful is the fact that allows you to have your one on one conversation with a large audience. Being on stage almost instantly makes you in a sorority. They're not up on stage why are you? You must be the expert. So as long as you get on stage and you have something educational to say, Speaking can be very very powerful. Nobody wants to sit there and listen to your sales pitch. They want to know about them. So talk about them in their situation. Something that will benefit used to realize all of these messages we discussed are an effort to duplicate how you would interact with someone on a one on one basis..

All marketing is, is a one on one conversation multiplied. Is taking what your best sales reps would do and trying to replicate it through a medium dot scales. You do not scale as individual. The power of public speaking is the fact that you can alter your conversation in response to questions that come from the audience the mood and tone and the setting. Topical issues that might have come up last minute. You can think on your feet and it just at the same time. You can't do this with your marketing often.

Public speaking is also a form of sampling for us to start marketing in the sense that people are getting to hear what you say they get a feel for you they start to build a relationship even if you're not talking with them 1 on 1, you're having a conversation. you mail account and see a vast crowd of people

but from their perspective all they see is you. As long as your talk is relevant to them it is very similar to having a one on one conversation.

All the things we've talked about before still apply when dealing with speaking. Of course speaking doesn't have to be on a stage, you can also do it via radio or talk show on television, podcasts...

Anything where you get to can & clone yourself talking live would consist of a speaking opportunity.

you still want to give people a chance to get in touch with you
you still want to give them a safe step by step message to see the value in what you do and I understand that they will get more from doing business with you than the value of the money alone.

Money itself doesn't mean anything. It is inert. It's an object. But money represents the potential for things. Money is potentially something. As long as you've proven that the knowledge in the book you're selling is worth more than a few dollars the price tag represents - as long as you've built a relationship with these people and proven yourself to fulfill on your promises, making the sale shouldn't be difficult.

This is always easiest with baby steps in the beginning.

Summary:

Much of this book has been about what to do once you find a large group of people. I gave you a few examples of how to test to make sure your message is correct. How to make sure your market matches the appeal. How to make sure you have steps in place so people who aren't sure yet can "feel the water" before they jump in.

Since this is a summary, let's quickly go over it again:

- 1) Review Your Marketing Info
- 2) Confirm Positioning & Offer (Unique Selling Proposition)
- 3) Establish a Budget
- 4) Review & Confirm Or Select A New Channel for Testing
- 5) Create Your Ad/Event/Marketing Pieces
- 6) Create A Version To Test It Against (unless you already have an existing 'control' or best performing ad you're testing against)
- 7) Put It Out Into The Marketplace
- 8) Test Small Statistically Significant Samples
- 9) Track & Evaluate Direct SALES Performance
- 10) Repeat.

You still need to make sure you're always giving value. Especially in the first points of contact because people don't want to give their personal contact info to just anybody. In fact, those first steps should wow and dazzle people - get them excited about the rest that you offer.

Just remember, lead generation is about being in a "room" full of your ideal prospects (media/channel) and having a valid reason to approach everybody (appeal/offer). A good reason to have them tell you who they are (two-step) and start telling you more about their story (build out your business services/products for them).

It's about getting people to take a small step so you can start to prove to them you're authentic, you're credible, your personality & style fits them. They want to test the waters and make sure the solution is customized for or fits their situation, that you stand up compared to the other options out there, etc, etc...

I hope you've found this information helpful. If you were here in my office working beside me, I'd be able to more certainly guarantee your success. But since it'd be difficult to have everyone in here who I'd like to help - this book is the next best method I know to scale myself.

If there is anything you'd like me to write about, or if you've found this information helpful - you can always email me at:

skillsforsuccess@consultant.com.

Just be sure to use the subject line: “(Your Name Here) Ancient Secrets Of Lead Generation Message”. I get a LOT of email and even more spam.. Message me again in 48 hours if myself or an assistant hasn’t replied to you yet.

You can also checkout some of my other books in this series, such as:

[“Primitive Business Tools For Success: Checklists, Cheatsheets & How To Use Them”](#)

Or

[“Business Success Secrets, Principles, Formulas & Ethos: Your Primitive Business Guide To Giving Your Business The Greatest Chance Of Success”](#)

Of course, I’m always trying to take my own advice and develop different things based on what problems people need help with. The most up to date information can be found at my website at:

<http://BestBusinessCoach.ca/>

The one thing you certainly need to do right now is TAKE ACTION. Knowledge is not useful unless implemented. Your goal in generating leads is more than just making money. Advertising works best if you promise something people want. People are attracted more by what something will do for them than by what it is.

All your testing, tweaking and sampling is to figure out what exactly that thing they want is. Once you figure it out, build a moat around it.. That becomes your new positioning. I suppose you could simply call positioning - finding your niche in the marketplace.

Ask people what they want and give it to them.

Ideally you want to do business with the world at large as you would do business with a friend. Friends tend to hang around longer, laugh and smile more in your company and are also there when you need them. You're not just looking for prospects, you're not just looking for customers. You're looking for friends. Friends who have a serious problem and you're just the person to help them.

In exchange they will help you in any way they can and you will build a business to last through generations.

So please, take your notes, the things you found useful from this book and USE THEM.

The most up to date information can be found at my website at: <http://BestBusinessCoach.ca/>

Warm Regards,

Daryl Urbanski | CEO
BestBusinessCoach.ca

"Your Success Is My Success"

Facebook: <http://www.facebook.com/daryl.urbanski>

LinkedIn: ca.linkedin.com/in/darylurbanski/

Amazon: <http://amazon.com/author/darylurbanski>

For information regarding interviews, business coaching and speaking engagements, please send your email to: vip_relations@bestbusinesscoach.ca and use the subject line: "ATTN: VIP RELATIONS" to make sure your email gets read.