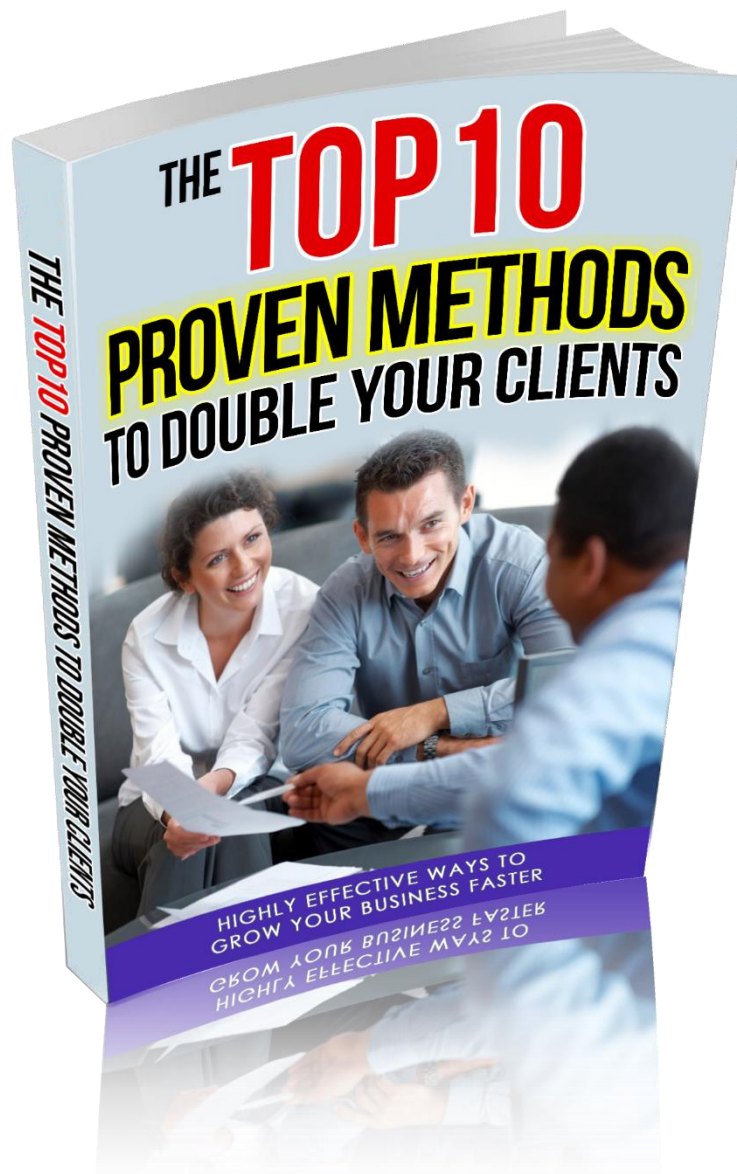


THE **TOP 10**

PROVEN METHODS TO DOUBLE YOUR CLIENTS



HIGHLY EFFECTIVE WAYS TO
GROW YOUR BUSINESS FASTER



The Top 10 PROVEN METHODS to Double Your Clients

Highly Effective Ways to Grow Your Business Faster

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What this eBook Covers:

Congratulations on making the decision to get this short e-book. It is designed to be concise and straight to the point, so that it equips you with important information before you try to grow your business using referrals.

Trying to generate referrals isn't exactly many people's idea of fun, and although nowadays it's possible to generate leads in more ways than ever before it's still a challenging and time-consuming task. However, you might be surprised by how much easier it can be, when you know what methods are available and the advantages and disadvantages of each.

An Important Investment:

Generating your own referrals costs time and money and you can get an amazing return on your investment, and it's even possible to double or even triple your customer base in a single year – but only when you know how.

Therefore, it's important that you have adequate education before you choose a lead generation method that suits your particular needs and circumstances.

This short e-book provides 10 of the most effective ways to generate referrals and it discusses the advantages and disadvantages of each.

Sadly, many people who wish to get referrals for their business, do not equip themselves in advance with the information that they need in order to make the best decisions. By avoiding learning the basics you could end up wasting time and money using the “wrong” methods

and generate far less leads than you had hoped for, at a far higher price than you had expected.

On the other hand, when you know exactly what lead generation methods are available, and the advantages and disadvantages of each, you can avoid all sorts of pitfalls and ensure that you generate a steady stream of exactly the sort of referrals that you want instead of ending up with a white elephant.

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1. Ask Existing Clients for Referrals:

Advantages:

- There is nothing quite like a referral from an existing customer who is already delighted with your service.
- They act as your advocate, because most people pay particular importance of the positive experiences of their friend, and this gives you immediate credibility.
- Just look at all the reviews on Amazon.com for proof that personal recommendations influence people to buy books and other products.

Disadvantages:

- Unless you are a big company with thousands of happy clients, relying on personal recommendations may not bring you as steady a flow of referrals as you need.

2. Run Online Advertising Campaigns (Adwords, Facebook, Bing, LinkedIn, Instagram etc):

Advantages:

- You will have complete control over how your business is portrayed to the public.
- You will also be able to start and stop your advertising as you need.

Disadvantages:

- Can be very expensive (particularly at the beginning, as it takes time for your campaigns to become optimised).
- Carries significant financial risks, and it takes a huge amount of time to gather the expertise to manage your own campaigns successfully.
- Outsourcing to a ads campaign management company is an option, but usually very expensive.
- Most online advertising networks penalise (to some extent) advertisers who do not keep their ads campaigns consistently active.

3. Answer Questions on Forums Where Your Ideal Clients “Hang Out”:

Websites like Quora, Yahoo Answers, Amazon's Askville, LinkedIn Answers, Answers.com, Facebook and Blogs (you should consider guest blogging) are all great ways to generate your own leads.

Advantages:

- It positions you as the "go-to" expert in your field, and some of the people who use these websites may become your clients.

Disadvantages:

- It takes significant time and energy to search through and answer people's questions, and it needs to be done frequently.

4. Use Your Email Signature as an Advertisement:

Advantages:

- It's Free and takes very little time to setup
- Works particularly well if you offer a free downloadable bonus (such as a free report) in your email signature.

Disadvantages:

- Unless you are already communicating with large numbers of people frequently, it may not bring you a steady stream of new clients.

5. Interview Industry Influencers

Advantages:

- By interviewing well known people in your industry you can gain exposure to their followers, viewers and listeners.
- This gives you instant exposure to large numbers of prospective clients.
- Also, if you conduct regular interviews and publish these as a podcast, YouTube/Facebook videos, and also as blog posts you gradually become known as the industry expert yourself.
- This can give you great credibility in the eyes of your audience and can attract qualified new clients.

Disadvantages:

- Takes a LOT of time!
- You will also need reasonable interview skills, and the ability to track down influencers and get them agree to be interviewed and give them an incentive for doing so.
- You will also need to setup a YouTube Channel, Facebook page, a blog and have some basic technical skills in audio and video production and editing.

6. Create and Upload Videos to YouTube / Facebook:

Just like the interviews method above you can create a series of videos about your topic and release them gradually - for example once a week. Studies have found that “less is more” - with short 2 to 3-minute videos generally being more successful than longer videos. A video that answers between 1 and 3 questions is a format that works well, particular of you release valuable information that really helps people.

Advantages:

- You get to feature your brand in every single video - so use this time well, without being salesy!
- By giving viewers valuable content that helps them in a significant way, through reciprocity viewers can feel indebted to you and some may become your clients.

Disadvantages:

- Takes considerable time (particularly at the start).
- You will need basic video production skills

- You will need the ability to convey your message in an effective way, that motivates viewers to contact you.

7. Offer Something Valuable for Free On Your Website:

Advantages:

- When you give away something valuable for free, some people will feel gratitude towards you, particularly if it helps improve their life.
- Having a page on your website where you collect names and email addresses in exchange for your free gift, you have the opportunity to help people in a significant way, while having the ability to follow up with them by email.
- These email follow ups can be done manually, or automatically using an autoresponder that sends them a sequence of personalised emails over a period of several days or weeks.

Disadvantages:

- Takes time to setup the website page, autoresponder email messages and to create the free gift.
- You also need to come up with a gift that is directly related to and compliments the main product or service you offer to clients.
- You will then need to promote your free gift using advertising, and in blog posts, social media and videos.

8. Attend Networking Events

Advantages:

- Networking events can give you an opportunity to meet all sorts of people who could be potential customers.
- At these events you also get the opportunity to foster potential business partnerships and joint ventures.

Disadvantages:

- It can take up a lot of time with no guarantee you will get any business at all.
- Many networking events take place very early in the day or after regular office hours, so you may need to sacrifice some sleep or recreation time to take full advantage of this lead generation method!

9. Contact Closed/Lost Opportunities

Studies have found that its 5 to 7 times more expensive to get a new client than it is to sell to an existing (or previous) one. There is also the very true saying *"Its 10 times easier to sell to an existing client than it is to find a new one"*.

Advantages:

- Conducting courtesy calls to your old clients is a wonderful way of doing more business with them, particularly if they have already been happy with your product or service in the past.
- Another great way to keep in touch with old clients is to create a monthly or quarterly newsletter where you share with them interesting and valuable information related to your topic that can help improve their lives.

Disadvantages:

- None really!
- Although, it can take a significant amount of time to go through your old client list.
- But its time well spent, and this should always be an ongoing part of your lead generation strategy.

10. Use a Professional Lead Generation Service

When you use a lead generation service everything is done for you, so you don't need to waste time and energy on any of the above lead generation methods. No need for a website, Facebook page, social media profiles, email autoresponders, or to create videos, blogs or podcasts.

Also, you won't have to create and manage complex and costly advertising campaigns. In most cases this is the single most effective way to dramatically grow your business while freeing up your time to focus on what you do best – meeting and talking with prospects and turning them in loyal long-term clients.

Advantages:

- Some lead generation businesses guarantee results. For example, they may only charge you for leads that are actually contactable or leads that end up becoming paying clients.
- You can start and stop lead delivery as and when you need.
- There are often little or no start-up costs.
- Significantly lower cost than running your own ad campaigns.
- A massive saving of time and money.
- In most cases its more efficient and effective than any other lead generation method.

Disadvantages:

- You need to approach each lead differently than you would a personal referral. For example, you may need to explain to some referrals why working with you is a better choice than with your competitors.
- Nowadays people are generally better informed, so they may have done some online research and know about your competitors' offers - although the advantages strongly outweigh the disadvantages.

Summary:

At this point you should have a good idea about the advantages and disadvantages of the top 10 proven methods to double your clients. Some of these methods although effective, are not for the faint of heart!

So, make sure you take the time to carefully choose the lead generation method most suited to your type of business and its objectives. By erring on the side of caution and weighing up all the pros and cons of each method you can avoid an endless amount of wasted time, energy and money.

If you are ready to double or even triple your client base in the next year, feel free to reach out to us and we will be delighted to answer any questions you may have.

Since 2005 our lead generation service has helped hundreds of companies to dramatically grow their business, and most of our clients get an ROI of over 300% on their referral investment. And yes, we guarantee every lead!

For more information visit: LeadsFactory.net

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4. Use Your Email Signature as an Advertisement.
5. Interview Industry Influencers.
6. Create and Upload Videos to YouTube / Facebook.
7. Offer Something Valuable for Free On Your Website.
8. Attend Networking Events.
9. Contact Closed/Lost Opportunities.
10. Use a Professional Lead Generation Service.