

Generate Leads, Fill Your Pipeline

My PRIMARY Medium of Communication to Generate NEW LEADS Will Be:

(Where I will FIRST share my content – then re-purpose to other platforms & my existing email list)

	Instagram Stories		Facebook Live
	Podcast		My Blog
	Pinterest		Twitter
			You Tube
			LinkedIn
			Other

I now commit to share content with the following frequency

	Daily		Weekly
			2x Month
			Monthly

My intended goals ... aligning with the four stages of the customer journey are:

Awareness	Build Brand Awareness
	Increase followers
	Increase social awareness
Engagement	Increase shares and / or likes
	Polls – to find out what audience wants / prefers
	Receive input (people love to share opinions and ideas)
Conversion	Increase email list (opt in for free item)
	Get discovery calls scheduled
	Buy products / services
Customer	Get reviews / testimonials (FB, YouTube, Google, Yelp, other)
	Announce new product and/or sale
	Get Referrals

Note: Be prepared! List below the website pages you will be directing people to go to:

Let's talk about hashtags. First ... Why Hashtags:

- Get your content in a users' feed even if they don't follow you. And if you're sharing great content and tagging it with relevant hashtags, many of them will start following you.
- It helps to categorize your content
- Build your brand by engaging in conversations that are trending.
- Tips on finding good hashtags
 - Check out what your competition is using
 - Use hashtags influential people in your industry are using
 - Use Instagram's search function

Come up with a list of up to 30 hashtags so that you have them ready to go.

Research shows posts with 9 hashtags receive the most engagement

Read this article for specific insights and selection of your hashtags

▶ <https://blog.hootsuite.com/instagram-hashtags/>

In addition to sharing my own content, I will also utilize the following lead generation strategies:

	Speaking to Groups (my own events)		Speaking to Groups (others' events)		Write Articles (for other sites)
	Interview Others (i.e. Summits)		Network / Attend Events		Press Releases

Suggestion:

Pick one new lead generation activity per quarter and FULLY implement the strategy. For example if you next choose Speaking to Groups (others' events) your implementation strategy would be:

1. Have the title for your 'signature talk' ready
 - a. Create 2 to 3 variations so you can meet the needs of the particular group
2. Have your bio (100 to 200 word max) and headshot ready to share via email
3. Search for groups, businesses or organizations that serve your ideal demographic
4. Commit to make 2 to 6 new contacts each week inquiring about speaking (bringing value)
5. Have a follow up system (these things take time ... anywhere from 3 to 12 months to get booked to speak).