



8 Ideas for Lead Generation

1) Host an interview with an industry expert

A great way to establish your authority and stake claim to your territory is to interview an expert with an intricate knowledge of your industry. If you work within a specific niche, find an influencer and schedule some time to meet with them. Ask questions that you know your customers are asking and have the interviewee answer the question in a way that helps your customers overcome a challenge. This interview should give away expert tips, insider knowledge and helpful hints on how to master this industry. Distribute via live webinar, audio recording, or PDF article.

Who are three people you could interview who would provide exceptional value for your customers?

2) Create a quiz that demonstrates expertise on your subject matter

These quizzes will not only give away extremely valuable content your clients can immediately use, they'll also help increase your authority on the subject matter. Don't let this idea overwhelm you. You have access to so much knowledge and content that most other people don't know about when it comes to marketing. Create a simple 5 question quiz on what should appear on a specific piece of marketing collateral and you've got an asset that gives your customers immediate value.

Below, list three ideas for quizzes you could create and offer your audience. (example: How well is your website working? Take this quiz to find out!)

3) **Make a worksheet your audience will use over and over**

Think about how valuable something like the StoryBrand Productivity Schedule is for people needing structure in their days. Think of an areas in your client's life that you can help facilitate and create a worksheet that helps them accomplish something. Maybe it's a weekly marketing planner worksheet or a goal setting worksheet. Worksheets like this take something that could seem overwhelming for your clients and make it extremely simple. Have it be something they can use repeatedly so this asset creates a sense of reciprocity among your customers and leaves them coming back for more. Plus, it will get your name in front of their eyes on a regular basis.

What are three things your customers struggle to create on their own that you could help them accomplish with a worksheet?

4) **Host a free giveaway that convinces people to enter**

Giveaways aren't always gimmicky. They can be extremely valuable if the offer helps your customers solve a problem that they have. A free giveaway, if valuable enough, will capture a large number of interested candidates for whom you can then provide content and assets. If your giveaway is similar to a website makeover, record yourself performing the makeover then distribute the recording as an entirely new lead generator, like an e-course.

What are three valuable services you offer that you could break down into freebies people would want to sign up for? (example: Win a Free Website Makeover)

5) Create a template that simplifies a process for your customers

Think about how many processes your customers are performing every day and what they need to simplify. For example, everyone you work with likely has a marketing budget.

Creating a template for a marketing budget and distributing it to your audience would save your clients tons of time and help them simplify their lives. Giving away a helpful template for free will allow your potential customers to establish trust in you as a brand that wants to help. You'll never get penalized for being a generous brand.

What are three processes your clients perform on a regular basis that you could help simplify with a template?

6) Offer a free giveaway to an influencer in return for their promotional support

If there are influencers or well-known industry leaders in your market, give them a free service in exchange for having them promote your services to their own network. Different from an affiliate program, you'd essentially just create a BrandScript or wire-frame a website for free in exchange for that person to generate referrals for you. Be strategic about who you choose to collaborate with for this project. If done well, it could result in a significant referral business for you.

Who in your industry or network could you offer something to in return for their referral business?

7) Turn your keynote presentation into a lead generating event

Delivering the StoryBrand Keynote is an excellent way to generate demand for your services in a large group of people. Rather than exiting the stage after you deliver it, include a brief "hands-on" session at the end that allows attendees to see how effective it is to implement the StoryBrand principles into their marketing. If attendees leave with a tangible asset they can use in their business, they'll remember you and want to hire you. Some ideas for these sessions include teaching attendees to create a one-liner, performing live website reviews, or

wire-framing a fake website from stage. Of course, be sure you have some way to capture email addresses or contact info of attendees after you present. Chances are they'll be chomping at the bit for someone to help them implement StoryBrand.

What are three "hands-on" activities you could do at the end of a keynote presentation to turn the event into an opportunity to win business?

8) Promote your lead generators on social media

If you aren't promoting your lead generating assets on social media, you're missing out on capturing a ton of qualified leads. LinkedIn is great for posting content, as it's much less saturated by social content than Facebook or Twitter. You'll likely see higher conversion rates from pieces of content you post on LinkedIn as opposed to Twitter or Instagram. In every post, link to a landing page so that you have a place to capture the lead so you can then automate the follow-up. Your social posts should lead people to your landing pages, but make sure the copy in each post adheres to the StoryBrand Principles. Clear, easy to understand and punchy! Also be sure to ask for input and engage customers who interact with you on social media. Other ways to establish your authority on social media are linking to other valuable blog posts from other industry experts, sharing valuable articles from news sources, etc.

What three lead generators can you post on your social media channels? List them below, then write down the date that you'll post them.

Challenge! Choose 2 of these ideas and implement them over the next 30 days. Track the number of leads you acquire and keep an eye on traffic to your site. Something tells me with the addition of these two assets, both of those numbers will increase!