

Magnetic Appeal

How 5 Small Businesses Use Content to Attract Leads & Transform Their Marketing

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Infusionsoft®



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Website Traffic Means Little If You're Not Capturing Leads

There is a lot of traffic on the Internet ... a lot. Hopefully, much of it is making its way to your website. But unless they have a way to reach out and direct that traffic, the sheer volume of visitors won't you any good.

If you're getting website traffic, great! But you have to ask yourself: "Do I know who these visitors are? Can I send them marketing materials?" If the answer is no, you're right back where you started, with nothing to do but watch.

To get in on the action and start seeing real results, you have to move that traffic from the Internet superhighway into your store/website/blog/etc.

One of the best ways to do this is with a lead generation magnet. A magnet, by definition, should be something that "exerts attraction." Its value (or perceived value) must be enough to pull that Internet traffic off of the busy superhighway and onto your list.



**"Do I know who these visitors are?
Can I send them marketing materials?"**

How Lead Magnets Work

Using a lead generation magnet to collect potential customers' information is a proven method with a lot of beneficial byproducts. Lead generation magnets provide:

1. Built-in Permission

When a prospect opts in to receive something you are offering,

you not only receive their contact information, you get permission to send them something they've asked for. This also includes permission to send a follow-up email or two to make sure everything is going well. And if you create your opt-in device the right way, you can easily get permission to send additional marketing materials too (more on that later).

2. Easy, Natural Follow-Up

This sort of goes along with the built-in permission benefit. When someone receives something from you (even if it is a free giveaway), they naturally expect to receive follow-up messaging. You will have a captive audience who is not turned off by your emails—at least not initially. This is a great opportunity for you to further educate/persuade the prospect to take actions that will lead them to purchase your product or service.



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**Customer
Profile**

Pam Slim

Author / Speaker / Coach

Working an eight-hour day in an office cubicle can turn into a monotonous routine. There are entrepreneurs waiting for their big breaks, sitting at desks in offices, wishing and waiting for an opportunity to live out the dream of owning a small business. What some people may not realize is that if a plan is thought out and time is given to strategize, that desk job could be their last.

Pam Slim has worked for herself for more than 16 years. She was a consultant inside a corporation for 10 years, but for the last 6 years Slim has been working with other entrepreneurs to help them see the bigger picture and be their own boss. She wrote the Book “Escape from Cubicle Nation” and Body of Work,” and is continuing to have a positive influence on those dreaming of entrepreneurship.

Slim started her blog in 2005 and has impacted many lives since. As a speaker and writer, she discusses success and



Slim helps entrepreneurs figure out what they want to do, and strategizes with them to create a business model and begin to test the markets.

leadership in what she calls the “New World of Work,” so entrepreneurs have a better understanding of what “being your own boss” really means. Slim helps entrepreneurs figure out what they want to do, and strategizes with them to create a business model and begin to test the markets. This helps them gain a better understanding of where they’d be happy and at what point they may be leaving their job.

“I’m excited by the possibilities that are within our new world of work and a lot of my emerging speaking topics are really looking at the bigger picture beyond just entrepreneurs ... there’s also a lot of real opportunities with the rise of the internet, the freelance economy, and with people who are able to work virtually; those are really the big topics that get me excited,” says Slim.

When her business got to a point where she was working with larger corporations as well as with the clients from large corporations, Slim knew she needed time to segment each task and clients’ needs so that she could accomplish her personal goals. She wanted to be there for her family and not be overwhelmed by the demands of her business.

Slim says she felt unnecessarily busy because she was doing everything herself, as most of her time was spent on low return activities. When she found Infusionsoft, a weight lifted from her shoulders. She calls it “Business intelligence.” Slim is able to see client buying trends and activities. She uses systems to fit her needs and can spend more time on growing and developing new markets. New leads lead to higher profits and overall growth.



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Pam Slim's Lead Magnets

Slim uses two lead magnets on her site — a web form that provides interested prospects with a way to receive her latest updates, and she hosts a monthly webinar that prospects can opt into.

“Infusionsoft helps me succeed so that I have a view into what is going on in my business so I really understand my customers well... having easy access to the information is really important,” said Slim.

Slim is keeping up with the ever-changing world of business and says she hopes to continue to help those entrepreneurs that need direction as well as continue to grow her own business and revenue using Infusionsoft.

A Shift In Psychology

Using a lead generation magnet changes the whole psychology of your relationship with visitors to your site. Instead of “pushing” something to them, they are “pulling” something from you (whether it be a coupon, a free report or a free sample). This small change in mindset will serve you well as you move these prospects further through the sales funnel.

Indication Of Your Prospect's Interests

Your lead gen magnet's content will give you a clue into the interests of your leads. If they opted in for a certain free report, for example, you know that they are at least somewhat interested in that subject. Using various lead gen magnets can help you segment your leads before they even come into your database. This information is priceless, as it allows you to send out targeted marketing messages that will convert at higher rates.



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Types Of Magnets

“My Kingdom For A (useful piece of information or free stuff)”

In Shakespeare’s Richard III, King Richard was desperate to find a horse that would help him on the battlefield. He was so desperate, in fact, that he was willing to give up his kingdom in exchange for a horse. His famous line was “a horse, a horse, my kingdom for a horse.”

Your potential customers aren’t much different. They are in the middle of a battle—a battle to find low-cost insurance plans, to use a software solution that will save them time or to finally discover a dentist who won’t scare their kids. They may not be willing to give up their homes in exchange for these things, but they might be willing to give up their email addresses.



Jim Cavale & Forrest Walden

VP Operations & Founder & CEO of Iron Tribe Fitness

Forrest Walden is the founder and CEO of Iron Tribe Fitness, a place where lives are changed every day and the way people think about health and exercise is redefined. Walden found his passion for fitness in college when he started working out regularly because he needed to be able to “hang with the other guys on the Auburn Cheerleading squad” and have the strength to press his cheerleading partner above his head. After putting on 30 pounds of muscle, he realized how powerful exercise could be for the human psyche, so he began participating in natural bodybuilding contests to express his passion for fitness.

“Others starting asking me how to get into shape and before I knew what had happened I was in the personal training industry!” says Walden.



Inspired by his passion to transform lives, Walden opened his first 1-on-1 personal training studio in Birmingham, Alabama in 2001.

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By 2007 Walden oversaw 55 franchisees in Alabama, North Carolina and Florida territories, where he owned the development rights. But things were changing for Walden. He realized that in the 1-on-1 personal training franchise model, he was losing that passion that had inspired him to open his first personal training franchise.

“Doing group fitness in my 400 square foot garage opened my eyes to the power of group training and the ability for the group to drive the individual to achieve life changing results they had never thought were possible,” says Walden.

Walden sold off his rights to the territories so he could pursue his “re-found” passion for fitness with a group fitness model, creating Iron Tribe.

Jim Cavale, VP of Operations for Iron Tribe Fitness was on a different journey when he crossed paths with Walden. Cavale started his first business in 2005 when he graduated college. Also in Birmingham, Cavale’s business was based around the high school and college amateur sports industry, which thrives in that area of the US.

“Our business developed technology that is still being utilized to this day, to link high school student-athletes with college coaches, creating relationships that produce thousands of dollars in scholarships and once again, transformations,” says Cavale.



In 2011 when Infusionsoft was implemented, Iron Tribe’s advertising campaigns rose above their goal of 300% ROI, and in 2012

Living in the same neighborhood as Walden, Cavale heard about some people doing an “intense workout in a guy’s garage.” Cavale says that lead to him becoming one of the first clients of Iron Tribe.

“It changed my life in a way that compelled me to split with my partners in 2010 to eventually partner with Forrest and open up our second location, which has become the business franchise prototype,” says Cavale.

Balancing the early days together by coaching classes, performing consultations, handling email and phone inquiries, tracking growth and much more, Walden and Cavale needed a standardized system to lend them a hand – a fully integrated CRM and business management system – when they decided to franchise.

In 2011 when Infusionsoft was implemented, Iron Tribe’s advertising campaigns rose above their goal of 300% ROI, and in 2012, Iron Tribe has experienced 310% growth in the EBIDTA of their company-owned locations in Birmingham, while selling more than 20 units in the first six months of franchise sales!

“Education; that’s the biggest result Infusionsoft has provided in our sales and marketing process. People don’t want to listen to sales pitches and are skeptical of the “snake oil salesman,” so we replaced him with education,” says Cavale.



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Iron Tribe's Lead Magnets

Iron Tribe uses a series of training videos as their lead generation magnet. Prospects opt-in to their list in order to gain access to the helpful information that promises to transform their lives.

By 2014, they hope to have at least eight company-owned Iron Tribe locations in the Birmingham area, with more than 100 franchises being developed nationwide.

"The fact that we really haven't started marketing the franchise model yet, but because of our success with our own locations in Birmingham, we have garnered interest from all of over the country, and sold our initial franchises in markets like Nashville (TN), Charlotte (NC), Raleigh-Durham (NC), Huntsville (AL), Tuscaloosa (AL), and have further interest everywhere from New York to Florida, and in between. That's exciting!" says Walden.



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Here are some of the most popular lead gen magnets we've seen:

1. Write an eBook Bestseller

Your eBook won't be on the New York Times bestseller list, or even have an ISBN number, but that doesn't mean it can't make a big splash in the market. eBook are a great way to establish your authority and deliver a lot of content in one neat package.

Here are a few tips:

Choose a fairly narrow topic. Even though you have space to play with in an eBook, you shouldn't get too broad. Instead, try to focus on a certain area of interest for your prospects and really dig in deep. If you have lots of information to present, split your eBook into various volumes. This will help with attention span issues and can also help you segment your leads based on interests. For example, Infusionsoft customer Janette Gleason offers "The Ultimate Tax Planning Guide" on her [website](#). This guide contains 30+ pages of tax planning ideas and strategies.

Spend some time and/or money on the cover. People want things that seem less "virtual" and more "real." The cover of your eBook should look like something you'd find in a bookstore. If you're looking to do this yourself, you can use an eBook cover design program like [myecovermaker.com](#). If needed, hire a designer to give you a competitive edge. But whatever you do, don't take any shortcuts here. Because no matter what you think, people will judge this book by its cover.

Edit. Then edit one more time. This will most likely be your first impression in the eyes of your prospects. Take the extra time to make sure that your message is clearly presented and that it is free of grammatical and spelling errors. And no, you can't just trust the spellchecker. Run a few sets of eyes over your eBook before publishing.

2. Put Together a "Downloadable Kit"

Everyone learns in different ways. Some like to read, others like to watch videos, others like something else altogether. Perhaps you could tap into the interests of each of your



Spend some time and/or money on the cover. People want things that seem less "virtual" and more "real." The cover of your eBook should look like something you'd find in a bookstore.



Perhaps you could tap into the interests of each of your potential leads by creating a downloadable "kit."

potential leads by creating a downloadable “kit.” This kit could include various resource materials, some of which (or all of which) will appeal to the leads dropping by your site. Include worksheets, videos, articles, etc. You can even use a membership site to host the materials—just restrict access until after the lead has opted in.

3. Give Away a Free Consultation/Quote

These freebies could be in person or over the phone. A free 20-minute coaching session, for example, would open up the door for you to use your persuasive sales skills on the phone. You not only deliver value to your prospects, you get them on the phone!

To deliver a free quote, have the prospect fill out information on a Web form. You not only get the chance to ask for their business, but you learn a lot about them in the process. This will help when you market to them later.

Your free consultation/quote could even happen with an interactive survey with automated responses. Some industries can twist this concept and offer a free “review” for potential customers. This works well in the insurance, financial and legal industries, as well as many B2B professional services. For example, a business might offer a free review of your SEO strategy or a free review of your investment portfolio.



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**Customer
Profile**

Debbie & Casey Green

Co-Presidents of Minutes Matter Solutions Inc.

“Mother in- law/daughter in-law duo”

They share professional knowledge and a strong passion for their small business, Minutes Matter, and together they have close to 40 years of experience in graphic and interior design. Minutes Matter sells a leading line of software products to interior designers all over the world. “Minutes matter is a communication tool that allows designers to communicate with their clients,” says Debbie Green.

Debbie has been president of Dandelion Interiors, Inc. since its inception in 1983, and has developed design products and graphic design software that are also a part of Minutes Matter and are sold internationally. Casey has worked hard in developing marketing strategies and products for the interior design industry.

“They don’t want to be unsure of what they’re about to get and when they can visualize it with fabric, to scale, they’re ready to buy.”



“Minutes matter is a communication tool that allows designers to communicate with their clients”

With their business quickly growing, the Greens found themselves having to do a lot of manual work. Without a centralized CRM, the national sales team couldn't work together efficiently. Because they were working with a separate shopping cart, the data had to be manually entered into the CRM system. A lack of system integration combined with a too-simple email program limited their follow-up capabilities.

Minutes Matter was created to save people time by enabling them to manage their own data, and, ironically, their current system was doing exactly the opposite. They needed the power of marketing automation and systems integration to streamline processes. With the integrated Web-based CRM and email marketing solution from Infusionsoft, they were able to streamline their lead management and create automated, targeted follow-up campaigns for every part of the buying process.

Minutes Matter's Lead Magnets

Prospects start the buying process through a lead generation magnet, like a web form. They receive a free 30-day trial in exchange for their contact information.

"Tons of people try a software, and they may never open it... and because of the follow up sequences that we do, and the call that prompts 'Oh yeah, I'm glad you called, I forgot,'" says Debbie Green.

The enhanced drag-and-drop email builder gave them the ability to create beautiful email campaigns. And their entire



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sales team now has access to the same system.

“We have changed so much since we’ve had Infusionsoft but I see so much more that is out there...I’m one that thinks that you can always be better, you can always be faster and so, I never am totally complacent to where I am and Infusionsoft has so many more tools,” says Debbie Green.

After implementing Infusionsoft, Minutes Matter created a promotional campaign to get customers to buy more software products using an email with a subject line “Minutes Matter is Relocating Inventory,” which increased sales by 150% in just three weeks.

“When I think about a customer purchasing from us and that automatically without us doing anything — we could be asleep in the middle of the night — and a video gets sent to them, our customers are being taken care of with Infusionsoft without us doing anything...it just works.”

4. Send Out an Educational Email Series

An educational email series is a great lead generation magnet. You can offer your website visitors a three or four-part email series that will dig into a topic of interest. For example, your series could be “3 Things Your Doctor Won’t Tell You at Your Yearly Physical,” or “4 Fashion Trends Your Teenage Daughter Will Love.”

The email series will then be delivered automatically using a follow-up sequence in Infusionsoft. You’ll be able to include soft calls to action in each email — things like “click here to read more on our blog,” or “click here to download our flooring comparison chart.” Each time a person clicks on a link in the



“Our customers are being taken care of with Infusionsoft without us doing anything...it just works.”



Email Series Sample:

Day 1



Day 15



Day 30

email, you'll be the first to know. And you'll know when to crank up the heat and involve your sales team (or another automated sequence that pulls them through the sales funnel).

An email series also gets the prospect used to receiving emails from you. Remember, they opted in to this series, and they'll be looking for your emails. Delivering on your promise is crucial if you want them to open future emails that might include special offers or sales pitches.



Ken Chandler

Vice President of Presidential Pools and Spas

Presidential Pools and Spas was founded in 1991 by Tim Murphy. Since then, it has grown to be the largest residential and commercial swimming pool and landscaping contractor in the state of Arizona.

Murphy started doing swimming pool service and repairs in high school and when he was 25-a friend in the home building business asked him to build pools for his customers, since he wasn't satisfied with his current pool builders. Murphy jumped

at the opportunity and learned how to efficiently build quality pools at a competitive price.

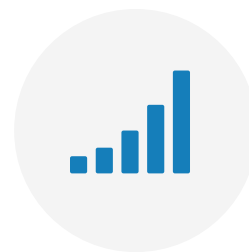
Ken Chandler was asked to come on board in 1995, selling pools and handling the accounting side of the business. The business' volume doubled from 1994 to 1995 and grew at an annual rate of 20% to 75% over the next decade.

But it wasn't always that simple. Around 2007, the housing market suffered a heavy downturn and Presidential Pools and Spas decreased their business from building more than 2,000 pools in 2006 to just over 500 in 2010. They needed a marketing solution that would help get them back to where they needed to be.

Before Chandler had Infusionsoft he says he and his team had to manually input data into systems that were not always reliable. Because there was little or no automation, sometimes they would miss prospects and follow-ups didn't always get sent out. The leads Chandler was getting were good, but not always consistent.

"As we began to search for effective ways to market Presidential Pools and Spas, we took advantage of a program offered by one of our suppliers that utilized Infusionsoft to capture and nurture leads from our website. The program utilized several marketing pieces that were customized with our company name and logo, and we immediately recognized the importance of a long-term nurturing program," says Chandler.

And with Infusionsoft, the potential for nurturing warm leads also increased.



"As we began to search for effective ways to market Presidential Pools and Spas, we took advantage of a program offered by one of our suppliers that utilized Infusionsoft to capture and nurture leads from our website."

“Homeowners can sometimes take several years to make their decision to purchase a pool, and prior to the implementation of Infusionsoft we relied on the assigned salesperson to follow up with their prospect. We were fortunate that many of those “warm” prospects came back to us once they were ready to have their pool built, but we realized that many of them were not simply because we had not kept in touch with them,” says Chandler.

Presidential Pools’s Lead Magnets

Presidential Pools and Spas provides a free guide that helps prospects plan the perfect pool. This webform is displayed prominently on their site.

Chandler appreciates the use of a simple web form to send follow-up pieces and nurture their leads. Not only that, but the generation of leads has quadrupled since they implemented Infusionsoft and it has allowed Presidential Pools & Spas to stay ‘top of mind’.

“Without Infusionsoft I don’t think we could effectively nurture our prospects or our existing client base as well as we currently do and Infusionsoft has just allowed us to do that with tracking, reporting and measurable results,” says Chandler.

Chandler says this has made life a lot easier on him.



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5. Dish Out Free Samples

Who doesn't like free stuff? If you can, offer a free sample of your product as a lead generation magnet. One benefit of this strategy is that you can get a lead's physical address and probably even phone number (to make sure they get the product).

Your follow-up should encourage usage of the product, ask for feedback and give another call to action. People who receive free stuff will be happy to open your emails to see what you're doing next. This is a great way to build customer loyalty before your prospects even become customers.



During the free trial period, be sure to send out an automated follow-up sequence that will encourage usage and answer questions.

6. Activate a Free Trial

Free trials are enticing to consumers for many reasons. For one, a free trial is a way to actually get something done in a short period of time. Consumers also like the opportunity to put your product and your service to the test before opening up their wallets.

During the free trial period, be sure to send out an automated follow-up sequence that will encourage usage and answer questions. You can send out videos or emails loaded with “tips and tricks” to prime your trial users for success. The more successful they are during this period, the better the chance they will convert to a paid service.

7. Produce a Video Series

A video series is similar to an email series—it will gradually educate your prospects on something they are interested in, and it will be delivered automatically. The video series is great for leads with short attention spans or time constraints.

It also allows you to show some personality, showcase your services or products in a visual way, or feature live customer testimonials.

The great thing about videos is that they don't have to be ultra-fancy. Product demos or conceptual videos might require some professional help, but there's nothing wrong with sitting down in front of a Flip camera yourself to record a few minutes of content.



Joe & Janette Gleason

Owners of Gleason Financial Group, LLC

Joe Gleason had been in the financial services business for about four years in Chicago and, like everyone, had seen good times and bad. When one of his friends told him about the added success he was having by incorporating a tax practice to his firm, Joe thought, "Why not?"

After training for nine months, Joe was offered the opportunity to open his own agency and increase his success by combining tax services with his financial practice. The



Joe Gleason had been in the financial services business for about four years in Chicago and, like everyone, had seen good times and bad.

twist was that it meant he and his family would be moving to Arizona. His wife Janette had some family members there, which, helped him feel a bit more comfortable about the next chapter.

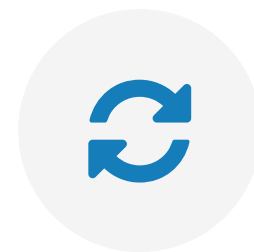
“I joke that we moved to Surprise and then we got a surprise. Our third child was born not long after this so we had a new business, moved half way across the country and had three kids in diapers: a brand new baby, a four year-old and a two year old, so it was a very hectic time,” says Joe Gleason.

Janette was a teacher and stayed at home as much as she could, but with the move in 2005, she wanted to help her husband grow their business any way she could. Around that same time, their son was diagnosed with Autism. With the news and her other children so young, Janette knew her place was at home. She continued to help Joe with tasks like payroll, accounting and even sent out the occasional email blast.

Their business was growing fast but the methods they were using were static. They used direct mail to encourage customers and prospects to attend their seminars and spreadsheets to track their contacts and progress. It was hard to keep track of people who had already been to their events, or to recognize new leads.

At the time, those rudimentary/cost effective systems worked well, but after a couple of years it seemed like something needed to change. Another good friend of the family asked Joe about his process, which made him see how many missed opportunities he had.

It didn't take long for Joe to jump on board with his friend's



Gleason Financial Group uses a simple webform that collects each prospect's name and email address. The prospect receives a retirement guide in return.

recommendation of Infusionsoft. Gleason Financial Group, LLC implemented the software in October 2008.

Gleason Financial Group's Lead Magnets

Gleason Financial Group uses a simple webform that collects each prospect's name and email address. The prospect receives a retirement guide in return.

The Gleasons are still discovering the power of Infusionsoft, and say they are finally taking that “Ferrari” of a system out for a spin.

By teaching herself how to use Infusionsoft, Janette learned how to build campaigns and use marketing tools like automated emails — and they were no longer taking hours to complete. Janette built a few sequences, watched webinars and tutorials and learned more about how she could automate tasks in her business. She decided to enter the Ultimate Marketer contest and was elected to speak at Infusioncon in March 2011.

That year they came close to completing 800 tax returns, generated a lot of revenue and spent no extra money doing it because of Infusionsoft.

“Previous to that we had spent money on newspapers ads, direct mail and all these things. We spent no money on that — it was just the money we were spending on our monthly subscription to Infusionsoft and we filled all of our tax appointments and actually have a waiting list,” says Joe.

Joe calls Janette the “Mad Scientist” because of what she has been able to discover and do with their business. Together



The Gleasons are still discovering the power of Infusionsoft, and say they are finally taking that “Ferrari” of a system out for a spin.

they hope to unveil a whole new set of skills with Infusionsoft. They are also able to spend more time together as a family.

Joe says they understand each other better now and can collaborate more efficiently in their business. They say working together is fantastic, and they hope to help many more small businesses reach their goals.

Extending the Offer

It's crucial that you eliminate the barriers to entry for your lead generation magnet. Here are a few things to keep in mind when capturing these leads via a Web form:

- ✓ Make sure the form is at the top of your website if possible.
- ✓ Use checkboxes for extended permission. Just because someone is opting in to receive an eBook doesn't mean they don't want other valuable information that you have to offer. Put a checkbox on your Web form asking if it's okay to send other materials from time to time. This will give you permission to send special offers or other marketing materials that don't necessarily correlate to the lead generation magnet.
- ✓ Ask for only what you need. Usually name and email are sufficient, but sometimes you may need an address and phone too. Just keep it to a minimum.
- ✓ Tell them what they'll get. Your "submit" button should probably say something like "Send Me My Free Report" or "Give Me My Free Sample" to ease the trepidation of hitting the button.

8. Deliver an Informative White Paper

A white paper is basically a short eBook (or maybe an eBook is a long whitepaper). Regardless, it is a great way for you to provide educational content like statistics, case studies, product descriptions or stories. The white paper will be fairly inexpensive to develop, and it will substantially add to your credibility. You may consider having several different white papers hosted on your website, and you can offer them as lead generation pieces periodically.



Try to think like a prospect and anticipate their questions/concerns.

Here's the real kicker with white papers — they can't be boring. We've become numb to the drab, personality-lacking free reports of old. It's time to add some personality (through both copy and design) and start addressing a real need. Prospects searching for answers are most likely to download a white paper, so make sure you answer their questions. Try to think like a prospect and anticipate their questions/concerns.

9. People like webinars

They are usually free, they are interactive and they deliver content quickly. Schedule a weekly webinar and offer this as your lead generation magnet. It will put you in front of prospects. It also encourages interactivity and allows you to answer questions and show them your personality.

One of the best webinar hosting solutions is [GoToWebinar](#). Check it out.

10. Host an Event

Free events usually bring out the crowds. If you're willing to cover the food and entertainment, you may just have a line of prospects waiting to get in the door. The nice thing

about hosting a live event is that it helps you network even if you don't close the sale right away. You'll make a great first impression, and you'll have plenty of opportunities to schmooze with your potential clients. Oh, and you'll have permission to follow-up — who wouldn't open an email from the person who just picked up the appetizer and drinks tab?

Conclusion

Once you've built a steady stream of Internet traffic, your job is far from over. You have to implement a lead generation magnet (or ten) to capture those leads. As you put these magnets into place and automate the delivery and follow-up with marketing automation, you'll see great results. Leads won't just come to your business; they'll knock on the door to ask for your stuff. That's a great way to run a business.

**So go answer that door— someone wants in.
Best of luck!**

Give an Exclusive Invitation to a Live Webinar

People like webinars—they are usually free, they are interactive and they deliver content quickly. Schedule a weekly webinar and offer this as your lead gen magnet. It will put you in front of prospects—how often do you get to be on stage right on their computer screen? It also encourages interactivity and allows you to answer questions and show your personality.



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About the Author

June Brockmeyer

Multimedia Content Strategist, **Infusionsoft**

June Brockmeyer joined the Infusionsoft family in 2012 as a Brand Journalist and is now the Multimedia Content Strategist. She graduated from the Walter Cronkite School of Journalism and Mass Communication at Arizona State University and has experience as a bilingual Journalist and TV Weather Forecaster having worked in the TV news industry, radio and online media. She loves dogs, singing and enjoys a good spicy dish.



Andrea Parker

Managing Content Editor, **Infusionsoft**

Andrea Parker is a Managing Content Editor at Infusionsoft, and helps small businesses succeed by creating original content for and managing the Big Ideas Blog, as well as creating eBook and infographics for small business consumption. Andrea is an award-winning writer and former professional steeplechaser with a penchant for reading, tutoring and baked goods.



About Infusionsoft

Infusionsoft is sales and marketing software built for small businesses. Watch our **product demo** to see Infusionsoft in action.



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