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# Sixty Lead Generation Sources

With the compliments of ...



- ✓ Get more CLIENTS!
- ✓ Make more MONEY!
- ✓ Have more FUN!

... or did you have a Different plan?

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## Sixty Lead Generation Sources

1. Direct Mail sales letters
2. Certified resellers
3. Host Beneficiaries
4. Free Ezine subscription
5. Speaking engagements
6. Free Trials
7. Referrals
8. Joint Ventures - outbound
9. Joint Ventures - inbound
10. Centres of Influence
11. Sponsorships
12. Tear Sheets in Direct Mail
13. Coupon advertising
14. Blog
15. Twitter
16. Facebook Fan Page
17. You Tube
18. On line press releases
19. Lumpy mail to niches
20. Free newsletter subscription
21. Trade Associations
22. Book sales
23. Sample book chapters
24. Advertising – newspaper
25. Advertising – trade journals
26. Advertising – magazines
27. “Bytes” – added content referred to in book/radio etc
28. Radio interview
29. TV interview
30. On line interview



## Sixty Lead Generation Sources

31. Other peoples workshops
32. On line video
33. Linked-In
34. Trade show exhibits
35. Personal networking
36. Cross selling
37. Free Teleseminars
38. Affiliate marketing
39. Search Engine Optimization
40. Pay Per Click
41. Billboards
42. Letter box flyers
43. Advertorials
44. Yellow Pages
45. Purchased lists
46. Forums
47. Articles – on line
48. Articles - off line
49. Signature line in emails
50. Press releases
51. Google search
52. News articles
53. Tender lists
54. Viral video
55. Special Reports
56. Squeeze page
57. [www.new-list.com](http://www.new-list.com)
58. [www.google.com/alerts](http://www.google.com/alerts)
59. Clients bring guest to event
60. Old client reactivation offers