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Generating Leads For Your Business

Have you ever wondered why some businesses are thriving, while others are just surviving? Buying into a franchise network doesn't buy you a guarantee of endless leads for your business and nor does it give you a guarantee to success.

Your aim is to generate leads and opportunities and convert these into increased revenues to your business.

This article outlines some of the challenges you may be already facing and highlights some quick simple steps of how you can generate more leads into your business.

In my experience one of the fundamental challenges most business owners face is not being able to generate enough leads into the business. Without a consistent supply of leads into any business, the business is usually faced with poor cashflow and finds it difficult from one month to the next.

You may have already experienced this and you now can be in a position where you have the opportunity to change what's going on. If you want to create amazing results in your business, and want to turn your vision into reality, the only way this can happen is if you are fully accountable for your success and are responsible for the actions you take on a daily basis.

Leads are prospects or potential customers.

It's important though to attract quality leads into the business and not just any lead as this can waste your valuable time and money.

Your marketing efforts will determine the quality of the leads you bring into your business and the challenge businesses face in this area is 80% of all marketing doesn't meet the expectation of the business owner.

Try not to limit yourself when it comes to advertising and marketing your business. Traditional marketing methods include local paper advertising and direct mail. Opportunities lay outside the square and can include strategies such as, building your referral networks.

Ads and direct mail are only the beginning! They are important, however they should not be the only source used for generating leads for your business.

Not all lead-generating techniques are created equal either. Some techniques will work well for a certain business, and those same strategies won't work for another. Much is dependent on your type of business, your location, timing, how well you apply the lead generating strategy, and a host of other variables that tend to make marketing an inexact science. Therefore it's important to test and measure each strategy to find out what works, and make it work.

So here's a brief look at what you can do to start bringing more quality leads into your business.

Firstly start thinking WHO, WHERE, WHAT, HOW & WHY when it comes to marketing your product or service.

Who are my ideal clients / market? Understand who he/ she is and why.

Where are we going to find our ideal clients?

What are you going to offer them? What's going to make them ring or visit us?

How are we going to communicate our message or offer to our ideal clients?

Why will they buy from me? What makes us unique? Remember people shop on value and emotion.

Now you know who you want to target, Create a Lead Generation Action Plan for the month.

- Listing at least 2 to 6 different lead generating strategies,
- What steps you need to take to implement the strategy.
- Who will complete the task/s required to complete the strategy, and
- Be sure you also have a Due date for the activity so you stay on track for the month.

Daily Consistent Action will produce results in your business that you need.

For more information on the next steps to developing and implementing your lead generation plan contact Tania Allen on tania@taniaallen.com.au

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Here's an example of a lead generation action plan.

Activity / Strategy	Action Steps	Who By	By When
Increase Referral Networks	Send intro letter to accountants in the local area		15/05/07
	Attend local chamber of commerce meeting		21/05/07
	Call existing clients for referrals		30/05/07
Direct Mail Campaign	Identify who we will target		17/05/07
	Design flyer / postcard	Image Solutions	18/05/07
	Print postcards	Image Solutions	21/05/07
	Delivery	Australia Post	01/06/07