

## 31 WAYS OF LEADS GENERATION

S.No	Lead Source	Description
1	Join Facebook Groups	Search for Facebook groups relevant to your target niche and add value to members inside the community
2	Facebook Profile	Send friend request to your targeted audience, go live, educate your audience, and give call to action
3	Facebook Business Page	Create your Facebook business page, put Call to action button to connect with you on WhatsApp/Book a Call
4	Facebook Lead Form Ads	run Facebook ads that captures leads using lead forms
5	Join LinkedIn Groups	Search for LinkedIn groups relevant to your target niche and add value to members inside the community
6	Networking on LinkedIn	Grow your network, send connecting requests to 2nd level connections (relevant audience). Do prospecting
7	Google My Business	Create your business listed on Google my Business, attract Google traffic
8	Brochure	Create a brochure - listing all your products and make it available on your website. Let people download in return of email
9	Buy Database	Purchase database related to your target audience and do cold calling
10	Comparison Guide	Help your audience to save money, energy, effort by guiding them to make a right decision through Comparison guides

11	Connect with Affiliates	invite affiliate partners and help them to promote, share commission on sale
12	Connect with influencer	Connect with influencer who can promote your offer to their audience
13	Create a contest	Create a contest or exam for your target audience - announce prize money for the winners - get more people registered for the contest
14	Create a Survey	Join Facebook/LinkedIn communities, create a survey. Send cold emails and ask the opinion - in return share a bonus for giving survey feedback
15	Create referral program	Ask your customer to refer your business - in return they receive commission
16	instaGram Profile	Send request to your targeted audience, go live, educate your audience, and give call to action, Also Put link in Bio
17	Doing offline events	Conduct seminars or workshops in hotels/resort that are relevant and valuable to your audience
18	E-Book	Create an E-book, share your thoughts publish on your website as a lead magnet
19	Free trial	Let audience have a free trial of your product in return they need to submit their information
20	Joint Venture program	this is similar to getting partnering with influencer - Collaborate and share the revenue
21	Listing on Justdial	if you are B2B or B2C - use Justdial or similar portals that can get you leads for your business
22	Live Webinars/Workshops	Conduct LiVE webinars - get people register for the webinars. Nurture them in webinar and close the deal
23	Messenger chatbot	Use Facebook/instagram messenger chatbot to communicate and capture leads on your social media profiles
24	Offer Free consultation	Offer free consultation in the name of Strategy Session/Clarity Session - get on the call with your audience and guide them in right direction
25	Partner with consultant with good connections	Partner with a consultant where your target audience seek help - they can recommend your service
26	Posting on Pinterest	Create guides / infographics publish on Pinterest to attract relevant audience to your niche
27	Publish on Amazon Kindle	Publish your E-book on Amazon kindle, Add specific call to action inside the book content - to book a consultation call or subscribe to your newsletter
28	Sponsor an event	Become a sponsor to an industry event, put banners setup a stall and get more leads through walk-ins
29	Start a blog	Create your own blog and publish blog post to generate traffic through search engine
30	Website chatbot	Let the Website chatbot start the conversation with the visitors on your website and do the automated lead generation.
31	Youtube channel	Youtube is the 2nd biggest search engine after Google. Create educational videos and ask viewers to download cheat sheet/eBook/templates