



By Clate Mask, CEO and Co-Founder, Infusionsoft

FOLLOW THE LEADER

Increase your business with these marketing strategies for capturing leads.



Let's face it. Speaking is a competitive business. Plus, most speakers operate like a small business. You have one or two employees. You might even be a one-person shop. This means you face the same challenges that come with small business ownership. You're swamped. You're buried by the day-to-day tasks of running a business.

Don't stress. Implement some proven marketing strategies that can help you run your speaking business more efficiently and propel its growth.

Build Your Contact Database

Building a list of leads and contacts is an important part of marketing for a professional speaker. Whether you capture contact information through speaking engagements, your website, or incoming phone calls, it's critical to your success to systemize this process. If not, leads fall through the cracks and the opportunities for growth are lost.

Here are some tips to help you with list building:

Organization is king. Organizing your leads and contacts can be done a variety of ways. You can use a spreadsheet, such as Excel, to list your leads and include a few vital pieces of information. You might choose to use an organizational tool like Outlook or Gmail's Contact Manager. As your business grows, you'll likely want to look at investing in a more robust organizational tool like customer relationship management (CRM). A CRM will host all the information you need to know about your contact database and it will help you minimize all that manual data entry that eats away at your time.

Don't throw your leads away. Make sure to have a lead-capture form featured on the homepage of your website. Offer something of value for free (a report, e-book, webinar, consultation, etc.) in exchange for contact information. World-renowned small-business speaker Michael Gerber offers a free gift on his homepage. Other ideas are coupons, discounted tickets for your next speaking

engagement, and free webinars. Mark Victor Hansen, co-creator of *Chicken Soup for the Soul*, and also a world-renowned speaker, offers more than one lead magnet to entice his visitors to give him contact information. Do you have a lead capture form?

Send the Right Message to the Right Person at the Right Time

Now that you are collecting details about your leads, it's time to send out targeted messages. Use this information to send out emails, direct mail, invitations or coupons that will give your leads a call to action.

Here are some tips for sending targeted messages:

No more mass-mailers or email blasts. They train your audience to ignore your messages when you want them to anticipate them. How do you know you need to adjust your message delivery strategy?

- You send messages too frequently.
- Your messages are boring.
- There's no variety or personality in your messages.

- You send a blast that only a fraction of your audience cares about.

If these things sound familiar, it is likely that you are training your audience to ignore you.

Send targeted messages based on the behaviors and actions of your contacts. You have been organizing your leads based on their actions and behaviors. If they click on a link to watch a video on your website, track this in your database. If they request information for your new e-book, you can track this, too. Then, leverage this information in your marketing messages. If you have opted to use a CRM, it will track this information automatically and eliminate the need for you to manually input it in your database. If you tie your CRM to an automation engine, it can automatically send targeted messages to these contacts. It can send a thank-you note for requesting information, and then send another follow-up message a few weeks later when information on your new e-book becomes available.

Unleash the Power of Automation

Automation is the key to saving time and money, yet it's the one thing missing from most businesses. Corporations automate just about

everything: new lead follow up, webinar promotions, event registration, post-event follow up, etc. When you enlist the help of an automation engine, you save yourself from having to do all that grunt labor that wastes time and keeps you from focusing on what's most important: growing your speaker business.

In today's technology-driven world, there are many automation

DON'T HESITATE—AUTOMATE!

- New lead follow-up
- Collections
- Events promotions
- Credit card expiration
- Membership renewal
- Workflow

CAPTURE MORE LEADS

Here are five quick tips for your lead-capture form success:

1. Give to get. Offer value in exchange for their contact info.
2. Display the form "above the fold."
3. Keep the form short, and use two to five fields.
4. Connect the form to your database.
5. Segment the leads in your database and follow up with them automatically.



software options for businesses just like yours. Do your research. Check out

what users are saying. Sit in on a demo or a webinar. As with any new technology, there's a learning curve. So make sure whichever one you go with has a strong customer service support team, a great reputation and works with businesses like yours.

MATCH EMAILS TO YOUR BRAND.

Email marketing software services make it easy to send professional-looking emails that match your brand. You don't have to have HTML or graphic design experience either. The email template below was created in minutes.



Clate Mask is co-founder and CEO of Infusionsoft, the leader in marketing automation software for growing

small businesses. He is a nationally known small-business growth expert who has worked with thousands of entrepreneurs. He is co-author of *The New York Times best-seller Conquer the Chaos: How to Grow a Successful Small Business Without Going Crazy*.

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