



JAMESSCHRAMKO

5 High-Converting Lead Generation Tactics

Dive into this episode with James and GrowthLabz's Will Wang on how to elevate your business with strategic quality lead generation.



Will Wang

James: James Schramko here. Welcome back to my podcast. This is episode 1010. Today, we're talking about lead gen, lead generation with [Will Wang](https://www.growthlabz.com) from [growthlabz.com](https://www.growthlabz.com). Good day, Will.

Will: Hey, James, thanks for having me back on.

James: It's always a pleasure, we get great feedback. And of course, most of us need leads, whether we're a consulting business, Software as a Service, e-commerce, a coach, we're an agency. Whatever we do, we're going to need customers. And for a lot of us, customers are going to come from different places, but what you've been able to do is specialize in going and getting customers for people who aren't really strong with that, which is terrific, we need people like you out there.

Today, we're going to be sharing five lead generation tactics, and reveal a few tips that can help you get your next leads. If you're sitting there wondering, where's my next customer coming from, then this episode is for you. So Will, when you were thinking about this episode, what was going through your mind?

Will: Yeah, I was thinking about what we can share to the audience that have watched [a few of these episodes before](#), and they've gone through what we do in terms of the [cold email](#) or in terms of ads and just thinking, well, how can we go and maximize all of that and get even better leads? And you know, what other strategies and tactics we've used that are currently working and bringing really good results for our clients?

James: Okay, so when you say our clients, what type of businesses? Are the ones I mentioned about right? Or do you have some specialty in certain types of businesses you've been working with?

Will: Yeah, so they're about right, most of the clients we work with, they fall into two camps. One is they're a little bit bigger, you know, businesses doing over \$10 million, \$20 million a year, very much B2B, very much high ticket. And the other side of that is we do work with coaches and consultants, and people running businesses, probably just not only a little bit under a million, but also doing a high ticket or B2B service, and they just need more leads. So we kind of work with both sides of the market in terms of size.

James: Cool. So I'm going to be interested in comparing this to the smaller businesses that I often work with, people doing a few \$100,000 a year, a couple of million dollars a year, will it work for them?

Will: Yup. So in execution, it's going to be a little bit different. But in terms of talking through the strategy to tactics, we've actually run this for both sides of the market and the tactics definitely worked for both.

James: I believe they do, I've certainly used all of these tactics. So let's see how they go. So lead generation tactic number one is?

1. Leveraging those events

Will: Yup, it's events. So what I mean by events, it's not just racking up to event, it's not sponsoring, it's not exhibiting, what I meant is looking at events where your ideal leads or ideal clients are going to be and leveraging a way of getting in touch with them before and after. So if you think about what companies generally do with these events, is they spend thousands, if not tens, or even hundreds of thousands of dollars going to these events and sending their staff over. And then they don't really do anything besides from just turning up.

But one of the best ways to stand out at these events or get leads, and actively use these events to generate revenue, is to set meetings before, during and after. And so one of the tactics and strategies that works really well for some of my clients is we look at the events that their dream clients are at, we create a list of people we want to speak to. They mightn't necessarily have to be companies or people going to these events. It's just that we think they could potentially be sending staff to these events.

And we then use what we, you know, one of our favorite tactics, which is cold emails, and reach out to set meetings before we even turn up.

James: A lot of people are scared of cold email. What does that entail in this case?

Will: Yeah, so in this case, what we typically do is we, as a two-second overview of how we run cold emails is we find the right email so that people who we're going to speak to, we then write really, really good emails. So for example, our typical campaigns get 70%, 80% open rates and 20% to 40% reply rate. And we use cold emails to generate meetings, right? Not to sell to people, but to generate meetings and to qualify and disqualify in terms of, should we be having a conversation with this person or not?

James: Nice. I've seen a version of this when there's an event in our industry, I've seen, often there's, in Facebook groups, for example, they say, who's going to this event? And people say, Yes, I'll be there or whatever. And I know for a fact, people send direct response messages, Hey, I'd love to meet you when you're there, we could catch up for a coffee or a dinner or whatever.

I've certainly built my business off the back of going to live events, especially overseas, and building out my relationships. In fact, it doesn't even have to be that difficult. I just had a few friends visit my region over the weekend. And I actually, I went surfing with five or six people who were all my customers.

And some of them arranged it before they got here. And one of them arranged it even when he was here with someone else. And he just saw that I was going and asked to come along. And it was facilitated, then we got to have a business discussion on the walk there, because there's a 30, 40 minute walk each way.

So when you've got an event, and you can organize that contact time with the perfect prospect, I imagine you're really maximizing your strategy there. And something that comes to mind for this under the event category is the very best event that I ever spoke at and attended was an event run by a software company. And that was, I think, because everyone at that event was paying \$300 per month for software.

So in terms of your qualifying filter, I felt like the people at that event are highly qualified. They already had a business that could justify a \$300 per month spend on software. They're exactly the type of people who could spend \$100 a month or \$1,000 a month on coaching. And it was easy for me to meet with people while I was there.

But the cold email thing, that just is the icing on the cake, isn't it? It's strategically arranging the things that you want to happen when you're there rather than just turning up. And I think you said it before, the companies send their team, often with no other plan than just to show up. And probably, some of these people are like, Oh, great, I get to have a few days away from the office. Right?

Will: That's exactly right.

James: There's a rich suburb in Sydney called Mosman. And apparently, there was record divorce rates because a lot of these business high flyers were stuck during COVID in their house with their spouse, and realized that they couldn't have their escape for the year, going overseas for conferences and stuff.

I think there's a whole culture of people just get getting away from what they're doing. But if you could be meeting those people, having meals or whatever, I've had hundreds and hundreds of meals and chats with people at these events. I think it's a solid tactic. And we're now in an era where travel and events are very possible.

Will: Yeah, definitely. I've personally done two events this year, and they've been by far and away our best lead generators into our business. And it's not just also pre-events. I mean, that's something you have to do. But it's also post event as well. Because there's people at the event that, I mean, during events, you're so busy, you're trying to network, you're trying to speak to everyone you can, you don't really get the time to go deep into conversation or actually meet people properly. At least I don't find I get that time.



So it's also very important to make sure that you're following up with emails, or even phone calls or direct mail after the event as well. But events can be just an absolutely amazing lead generator. And we've had clients who've got events planned 12 months in advance, and we just roll that cold email campaigns every single month based on the events that they're actually going to.

James: Well, I noticed when I used to go to the big events, whether it be thousands of attendees, I could usually meet about 120 people over the few days. And I'd list them in my notes in my phone. And my strategy at the time, when I meet people, I'd try and friend them on socials so that we have that contact. But also, if I found out what challenge they're having, I would offer to send them a training, because I had so many trainings on every topic, right?

So if I met you, and you're a stranger, and you say, Hey, listen, I really need some help with a membership, then I'd say, Hey, Will, I'm happy to send you over my membership training, what's your email address? And you would tell me your email address. And I would send an email to my team saying, Please send Will my membership training, and they would add you into the membership training. And now I've got that email, a record, to follow up, and then I can after the event, say, Hey, how are you enjoying that membership training? And we go on to the next level relationship.

So I've generated lots and lots of members with this strategy of gathering the list of names and then following up afterwards. In some cases, also, I've sent things, you know, lumpy mail, in the post. Like something, if there was an inside story or whatever. Like there was one guy who I was saying, listen, he was stuck in his team, he was having a lot of trouble with the team and I said, You need to imagine that you've been posted to the Arctic circle for six months, and you have no contact with your team. You need to build systems that could have your business run for that long while you're away.

And when basically I went on to Amazon, and I sent him a stuffed penguin. So out of nowhere, this stuffed penguin arrives with a little note, you know, Have fun on your trip. And it really made a point. And this is a member I've had for seven years now in coaching. So I think this event thing is solid, the email and the follow up. Why go to events if you're not going to maximize it, no follow up? And if you are one of those people just going for a blow off some steam, you could do so much more with it. Great tip, Will. What's tip number two?

2 - Taking a speaking role

Will: Yup, tip number two, kind of similar to events, but it's actually speaking on stage or in podcast. So rather than just being a participant, actively being the one who is sharing knowledge, or who's up on stage. And so there's a bit of a strategy around this, obviously, it's not going to work if you've never spoken before, and you just walk up to an event and say, Hey, can I speak on stage?

So there is a bit of a buildup. But in general, the way that I've seen it done, and the way I've done it myself is to, one, you can pay for it and shortcut the process, and be a sponsor and get a spot on stage. But if you don't have the budget for it, it does take a little while to build up. So I've been fortunate enough to speak on some amazing stages, including yours James, I mean, you were saying before, best event you've ever been to.

My personal best event is probably the one that you held last time. But it took me a little while to build up to the point where I could speak on that stage. And so in my journey, and for some of my clients, it's all about finding small stages where they can kind of hone their craft, they can hone their presentation skills, communication skills, and get to the point where they've got enough of a highlight reel to start reaching out to people or event organizers, and asking them to get on stage. But there's so many events out there, that you should really start building that portfolio now.

James: I think my event would have been good for you because everyone at my event is a paying customer and highly qualified. And also, they're attracted to the same sort of values that I have, like direct approach, integrity, etc., going against the grain for a lot of the hype in the market. And I don't hype my ticket sales, and that means the people who come really want to be there, which is awesome.

I can so speak to this. I've done it every possible way. In the early days, in fact, one of the folders on my wall down there is my first presentation that I did. It was a sales training presentation. It was the training that I gave to a client when I was at Mercedes-Benz. He said to me, James, you sell so well, you've sold me like a dozen cars. And I have a financial planning agency. These people are not very good at selling. Can you come and teach them to do whatever you're doing to me?

And I said, I will. And I went up to my boss and I said, Can I train a client? I'll put in annual leave or do it on a day off? He said, Yeah, sure. But charge plenty. And I charged \$4,000 for a half day training. And I built my presentation, my speech. And I built it in PowerPoint and I printed off a hard copy as a backup. And I went to deliver it.

The guy who was responsible for the overhead projector called in sick and he had the key. So there was no presentation, ability to project it, that I had to work off my printout. And I delivered that presentation. But it was my first sort of time delivering to an external party. I mean, I was doing weekly meetings for my team, which was 21 people. There's a lot of people in that. So just, so much time.

But I actually used that \$4,000 to buy my laptop, which is how I got back online in 2005. So I actually funded my business speaking from a platform or from a boardroom, in this case. I took the same presentation, I delivered it to a group that my mom had organized of local business chamber, and I delivered a selling presentation to them.

So I took it from my sales training team to the client to my mom's thing, and then I started getting more comfortable speaking, and then I went to have a coffee with this guy called Andrew Clacy in the city, and he was speaking in an event and he said, James, I have to go home early. You take my spot. I said, I don't know how to speak to - there was 500 people. And he said, No, you'll be great. You know more about this than I do.

And he went to the promoter. And he said, Look, this guy's taking my spot. They're like, Who the hell is this guy? He goes, Don't worry, he's really good. And I delivered my first presentation for 90 minutes, and I'd already delivered this to the Warrior Forum back in the day. I had a Queensland meet up, I drove my family up there just after [I quit my job](#), this is in 2008. We drove up there. And I delivered this presentation to a room of forum members for free.

So I took the exact same presentation, delivered that to this room, one lady, Sally Schinkel, purchased my program. She said, James, I don't know anything you just said, but I really trust you. And I made \$4,000 in 90 minutes. And it was like, wow, you know? And then I started getting on stage more. And after that, I spoke from World Internet Summit through to universal events. And I spoke in London, Dubai, and the USA, and Dominican Republic, etc.

And I have spoken to the event promoter the night before and got on stage the next day, twice. I've won awards from it, it was amazing. And I can speak to this, if you are up on the platform, people will regard you as an authority, they will trust you because someone decided to put you on the stage in front of their audience, that you have a lot of conversion clout, that you can maximize sales up. I often saw sales in the region of 25, even 50% of the room would buy my program.

So it's a very high-converting platform. It's not as leveraged as some of the online methods because there's a limited number of people in the room. But these days, a lot of people telecast. But where the real leverage is, and this is the biggest secret of all, it's often the other speakers. Because the other speakers have an audience. And you can follow up those people to do, I think the next tactic, right?

So your peer group of speakers, the people in the greenroom, the people who are up on the platform too, you bond with them and form great alliances and friendships with them. That's where the strength comes from. I was speaking at [Buck Rizvi's](#) event in Colorado, and one of the other speakers there was John Benson and he said, You should come and speak at my mastermind, and there was a 30-person group of the world's best copywriters. Dave Asprey was there, the bulletproof guy, and they were hanging off their seat for my presentation on subscription memberships.

And it just goes deeper. You can pretty much, it's like dominoes, you speak well at a few events, you'll be invited to speak at more events. And I've spoken at Traffic and Conversion and Underground. And I've done so much speaking. I don't do any speaking anymore, which is fascinating. However, it was critical in me building up that flywheel to have the business I have now. So I'm down for speaking as a tactic, maximize your other speakers.

And I'll give you one extra bonus tip here. [Ezra Firestone](#), when he started speaking, and he was invited to speak at Traffic and Conversion, and he said, It's a no pitch event. How do I maximize it? And I said, When you're up on stage, say that you come to events like this to meet you. So when I'm finished with this presentation, I want you to come and say hi to me, just introduce yourself, tell me whatever challenge you're having, I'll solve it for you. I'm here to meet you and connect.



And he was swamped. He had hundreds of people. There was like, I think at the time, that event was about two and a half thousand people, he had hundreds of people pursuing him. I mean, he's super famous now, of course. This was in the early days. So I think that's a good thing to keep in mind, connect with people, jot down their details, send them something for free, and follow them up. I'm loving this so far. So what's tactic number three?

3 - Partnering up with someone

Will: Yup. So tactic number three is actually built off the back of - so every one of these tactics kind of builds off the one before it.

James: They're stacking together nicely, actually.

Will: Yeah, it's like this massive flywheel effect. And number three is actually all about partnerships. So exactly like what you were saying is, every time I'm up on stage or when I'm speaking, generally, what I find is that there's always another speaker that does something similar to me or has a sort of similar client. In most cases, at marketing events that I speak at, for example, we all serve the same client. And so I've had amazing partnerships come off the back of this.

I've recently spoken at an SEO event, which, by the way, I've got no, you know, I had to speak, I don't do any SEO, we don't offer it as a service. But because I've done enough speaking in the past, they just said, Hey, you're an amazing speaker, can you come and speak about cold emails? But from that event, the amount of partnerships I've built in terms of - there's a LinkedIn expert on there, and we're partnering up to deliver LinkedIn content plus cold emails.

There's someone else on there as well who does another event. So from that, I've leveraged another speaking gig based in Chiang Mai now. And there's other partnerships that come out of people on stage, and so kind of touching on the point that you had before was a lot of people who go and do speaking, they do the speaking and then they kind of run away and just sit there in a room by themselves.

If you can ask people, Hey, come up to me and talk to me, I'm going to be in this area, that leverages into partnerships really, really well. And partnerships can transform a business. So one of the things that I look at in terms of partnerships is, if you're not speaking on stage, where else can you find these partners? So if you don't have them coming to you, you've got to go through to them.

And so very early on in my business, one of the things I did was, I looked at other industries that serve the same clients, whether it was web development companies, whether it was SEO companies I've partnered with in the past, whether it's cold email companies, I've partnered with them to deliver training to their users. There's a lot of different possibilities. And it kind of goes hand in hand with the idea of getting or borrowing the authority of the partner that you're working with.

James: It's perfect. I mean, thinking about our partnership, Will, it's growthlabz.com. I remember sitting at the Oaks hotel in Neutral Bay, and you said, I want to work together with you. You made that happen. You were at my event, a local meetup, which we have for members occasionally. Actually, we've run them every single month for many, many, many years. And I think they're back on again now. It's fascinating to look back at the start.

In fact, one of my other partnerships with Kleq, the software, [K-L-E-Q.com](https://k-l-e-q.com), John came on my boat on the Maldives, he just turned up on the boat. I never heard of this guy before. I'd heard of the software, what it was called back then, through other people's conversations, but he's just on the boat. I'm like, why are you here on the boat? He goes, I'm here to be on the boat and hang out with you, and get to know you, and talk to you about my software, and get some ideas on what I should do with it, and see where we can take it.

But I feel like he had a very strong idea that I would be a good partner for him. And well, that's turned out to be the case, hopefully he would say that. But my partnerships, and I do, a lot of my business is based on long-term partnerships. So you need to be exposed to opportunities to find those partnerships. Whether you're creating the opportunity with your cold emails, whether you're getting yourself speaking on events, get those partnerships, get the good ones, and weed out the bad ones. You're going to have to kiss a few frogs to find your prince, right, on that evolution.

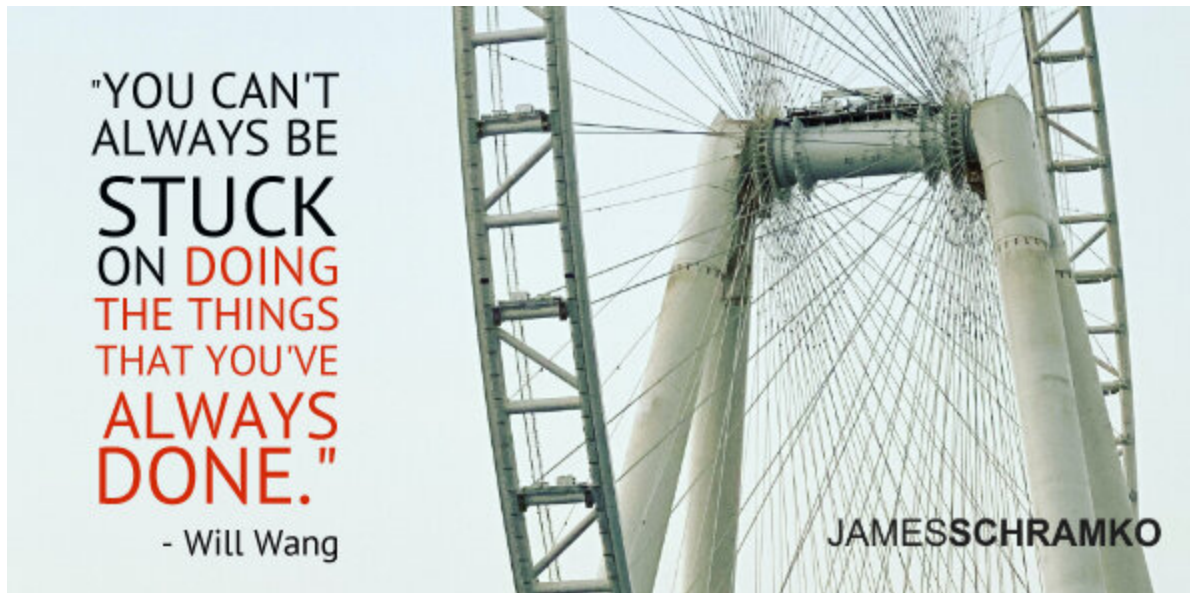
But there's certainly speaking opportunities, especially podcasts, that I've been at, where I generate clients every single time I attend on a podcast. And you know, I'm hoping to create that platform for my guests as well, that they come with great information, the payoff is people who have a challenge or a problem that they need solving will identify with that guest and say, I'll follow them up and ask them for help. So let's talk about lead generation tactic number four.

4 - Innovating and changing strategy

Will: So number four, something that I've had to kind of grapple with recently, for my own business as well, and that's innovation and changes in strategy. So this is a little bit different to the other ones, where it's not a tactic, it's not going to A, and if you do A in the right way, you'll possibly get solution B. This one's a little bit more nuanced, because you've got to think through a lot of things. But the reason why I wanted to bring this up as a tactic is because things change the world.

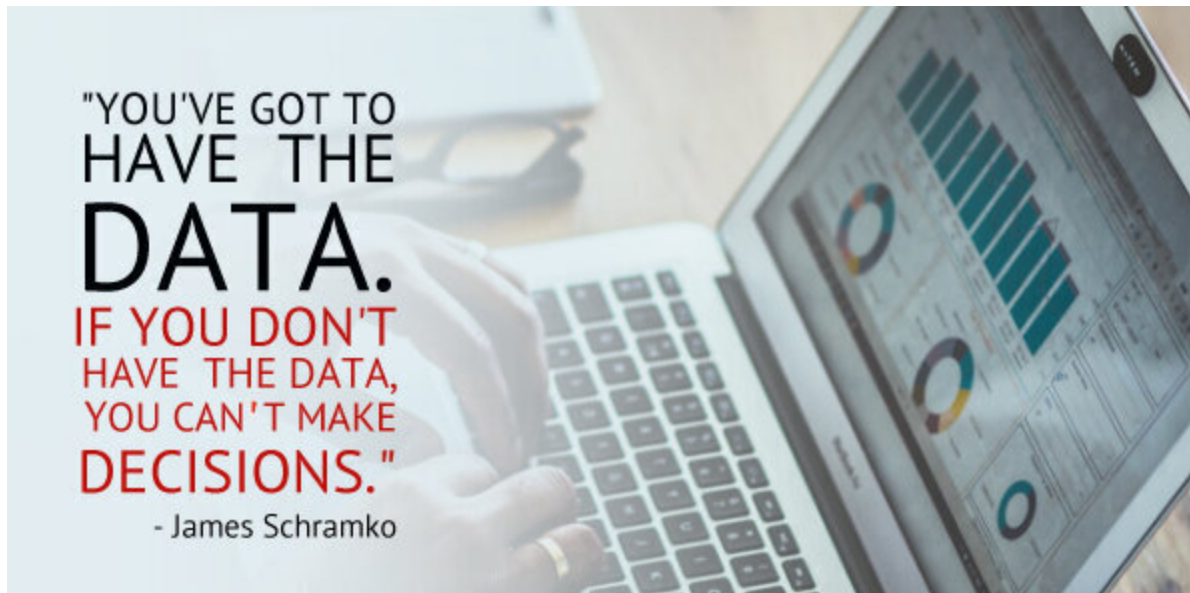
So just to give you some context, previously, when I look at my mix of clients, and my portfolio of clients and rev share partners that I've got now, 75% of them were actually in technology. They were in tech, in software, or you know, funded startups and things like that. And recently, this is obviously going to be in an evergreen strategy you've always got to look at, but recently, the tech industry has taken a massive hit.

So mass layoffs everywhere, funding has just dropped off a cliff. And so we were kind of going through a period where I was like, well, we're not getting new clients on board. So we're having a lot of good conversations, a lot of good sales conversations coming through, but there just wasn't a budget there.



And so one of the tactics we had to adopt was, okay, tech's kind of struggling at the moment, where else can we go to actually grow the business or to sustain? And so we settled on a very niche area within professional services. But it just goes to show that you can't always be stuck on doing the things that you've always done.

You do have to have some room in there to learn and grow and pivot and also innovate. And that is probably one of the most hardest to do, I think tactics or strategies, but if you do it well, it can help you get to the next level in terms of business.



James: There's a lot of reasons why it's hard to do, because you get comfortable, and comfort can be the enemy of growth. People also may not be aware or have a finger on the pulse of what's changing. That's why I'm often talking about dashboards and reporting and data. You've got to have the data. If you don't have the data, you can't make decisions. And then you can't do things, like [DDD](#).

So this is a huge part of what I do. I do this for a living. I often say on this podcast, when [I quit my job](#), I made a commitment to myself that I will always adapt, that I will innovate. And you saw my whole business get completely rearranged last year. I'm back to my personal domain, I've got one primary product that I'm really, obsessively focused on, of mine. And then I help my partners with their products. That's basically it. They're the two streams that I focus on. And it's been transformative.

Now, I just had a call this morning with a partner. And in this case, the target audience, there was an issue with churn. So one of the filters we said is, what type of client never churns? And we mapped out the portfolio of clients, we found the perfect type of client, and then we made a plan to go after that type of client. So that is now the prime filter, before we do anything. Is this speaking to the type of client that doesn't churn? And that's a client who has an ongoing need, by the way, obviously, but there are certain clients that churn quickly and certain clients that don't churn.

You can build a portfolio of people who don't churn, which is why I like really long-term partnerships. Then you can focus on having great product. So it actually shifts your day-to-day operations from lead gen and conversions. By the way, if you don't want to do lead gen and conversions, you just hire someone like Will, growthlabz.com, because he can do that part while you focus on the product.

And I think focusing on great product is very important right now with the shifting sands of AI, with the rise of the robot. Having a great product is critical. You either need to build a moat around AI, or you need to incorporate it to survive. So we have to be aware of these sorts of changes. But I feel like the innovation strategy part is a huge part of what I do.

And I want to share a lesson that I learned about this. It was back when I was a salesperson. It was about 1997, 1998. So it's a long time ago. I worked for Mercedes-Benz head office branch, in Mercedes-Benz of Sydney, was owned by the factory. And one of the things that I would do occasionally is we'd have to drop off a car to someone important.

And so head office sent me this E-Class Mercedes-Benz, an E320. And I had to go and drop it off to some guy out near Emory Park. And I'm driving it out there. And I had to pick up his car. And it's basically a brand new company car. And I went to this little office. And it was MTU. I still remember this. And he had a German name. And I gave him his new car key, and he gave me his old car. And I said by the way, What is MTU? What do you actually do? He gets, Oh, well, we're owned by Detroit Diesel, which is owned by Mercedes-Benz or Daimler Chrysler. So it's basically one of the divisions of our company.

And he said, We make diesel engines, big diesel engines. He said, You won't believe this, but the same diesel engine could be in one of those earthmoving trucks, you know, those big tipper trucks? He said, But they also put them in trains, so those diesel locomotives. And we also put them in navy vessels, navy boats. Like, same engine. And it just blew my mind, and this is something that - that this lesson just keeps coming back.

So I would say to someone who's sitting there thinking, oh my gosh, you know, my market's tanked and no one's buying anymore. I'd say, Hang on. You're an engine. You just need to change your vessel, your vehicle. So go from a boat to a truck, or from a truck to a train. Right? And I'm often having this conversation with Facebook agencies, What if Facebook dies?

I'm like, Well, you've got an engine, you have a lead-getting, copywriting-converting, data analysis, traffic machine, like put that engine in a different - go and be a Pinterest expert or a TikTok expert or whatever, same engine, different vehicle. This lesson comes over and over. So I took my engine last year and put a new vehicle around it.

But I'm still the same me. I still have the same knowledge and experience or even more than last year. I've got new tools to enhance and augment, but I've got a new vehicle. So this is the critical thing. I really like this lead generation tactic, because what we're saying here is simply this, take your engine, and make a new vehicle, which could be a new client source, a new way of promoting your product.

So for the person I was helping this morning, our old message was, we don't grow your business or whatever, the new message is, we help you have the very best product. Let other people help you grow it and do that, let Will help you grow the business. What we do is make you have the very best product in the market. And we changed the wrapper around the outside of this engine. So this is a critical point. And I thought that story was worth sharing on this topic, because it stuck with me for more than two decades. Right? And it's been a life lesson for me.

Will: And I think, just from personal experience, James, I think you're so good at this as well, because it's definitely something I've seen firsthand with your help on this as well, because one of the things that we've recently done is looked at this idea of, you know, taking everything that we did, and breaking it into components.

So, for example, the past couple of years, I haven't done one-to-one coaching, but I've still done it for the clients that use us for lead generation. So one of the things you've helped me with is saying, Hey, it's still the same engine. But why don't we offer one-to-one coaching again, because it's something that I actually enjoy and something that our clients get a lot of results from? So that's firsthand experience I've got from doing that.

James: And who are you coaching one to one now, just in case someone's listening who might be interested in that?

Will: Yup, so we're coaching the smaller B2B business owners, smaller meaning they're doing \$150,000 to \$300,000 a year, who want the strategic help to get to the next level. So those are the ones that we're coaching, I've seen some amazing results with.

James: And can you define that more? It sounds like what I do, but what's different about what you do than what I do?

Will: Yeah. We coach specifically on lead generation. Now, I don't pretend like I know how to do, reconstruct their business like you would, it's basically the consultants who are so good at doing what they do, but they just need more leads, they just need more sales or clients coming through. So we help to give them the strategy on the selling and then also lead generation side. And that gets them to the point where they can come through and potentially partner with you in terms of looking at the operations.

James: So basically, it's a done-with-you lead generation coaching, one-to-one, high level. Basically, you're going to tune them up to teach them what you know.

Will: Exactly.

5 - Getting the most out of content

James: Well, let's go over to the top lead generation tactic number five.

Will: Yup, so five is all about leveraging content. And so this is something we've stumbled across recently. And I'll stick my hand up and say, you know, we've been so direct response focused, so focused on sending cold emails, getting the reply right, getting the sale.

We've actually been off the LinkedIn platform for a while. So we used to offer LinkedIn as a service with the outreach and things like that. But when they started restricting things, and when things started to get crowded, we kind of jumped off the platform and said, hey, it's just not worth it. There's too much spam going on. There's not enough opportunities to connect.

But from one of the partnerships we've developed recently, I've seen how well we can leverage the content. So what we do now, a new tactic we've come up with, and it's done really well on testing over the past couple of months, is using really good content, and then leveraging the content to reach out and connect with people and cold email people who have connected with your content to start the conversations.

So that's something that we've recently tested, but it's just working so well, because the content itself is, it's almost like a piece where you put yourself up on stage, and you share some thought leadership, and everyone who likes it generally has some kind of interest, or resonates with it somewhat.

So even if not a direct lead, we've had situations where we've asked people who connect with the content, Hey, who do you think this would be great for? Or why did you like the content? And they'll come up and say something like, Oh, I heard a friend of mine talking about this the other week, I liked it so I could pass it through to them. And hence get referred through to the person who's actually interested.

So this is something that we're starting to develop a system around. But you can easily do it for yourself, where you post something up, look at who's connecting, reach out to people, and then go again, and you know, up the amount of content and up the amount of outreach.

James: Are you doing this in the platform or out of the platform?

Will: We're doing a little bit of both.

James: Because I do get emails from people on LinkedIn, and I'm not sure how they're doing that. But they're definitely coming from LinkedIn, no question. They say it. Hey, we've connected recently on LinkedIn, etc., etc. So there must be something that's doing that.

Will: Yeah. So we actually build email lists off LinkedIn. So that's a service that we do for our clients. And one of the best ways to do that is obviously to have some kind of call to action or some kind of personalization. So that's probably how they're doing it as well. It's definitely something that we do for clients.

So outreach on LinkedIn is still not quite there. You still get throttled quite a bit. So we do like taking off LinkedIn and putting it into emails, especially if it's someone who's got a pretty good presence, they're getting thousands of likes, there's just no way you can get through all of that by connecting on LinkedIn. So we take them off LinkedIn, onto emails, but LinkedIn is kind of top of the funnel. And the emails is mid and also bottom of the funnel.

James: I mean, the two things that come to mind for that. One is, it sounds just so simple, some people might easily dismiss it. And two is, it's just so obvious, if people are liking your content, to actually interact with them. You're so busy running AI tools to come up with your next piece of content, that you haven't even responded to the people who are already responding to the content you've posted.

And this is a very important thing. I know a lot of successful people have at least a 50:50 split - half their time on creating stuff and half their time on leveraging, following up, promoting the content they've already created. I was definitely doing like a 98:2. I create a lot of stuff, and we weren't really maximizing it, we'd just leave a trail of content.

Occasionally now, I'm having conversations with people who like - this also in my market - and turns out in a lot of really successful businesses, Instagram is a really strong channel. But I'm actually having conversation with people on Instagram a fair bit. I don't like LinkedIn. I will say that they seem to have cleaned up the spam a lot.

I'm not really the B2B, the enterprise or people with jobs type person, I'm more with the individual smaller businesses seems to be my sweet spot. But whatever platform you're on, I think this leveraging the content and turning it into conversations is the tactic. And it's a solid tactic, Will. I really appreciate that.

Will: Yeah, thanks, James. And it's a good point as well, you do have to pick your platform. I mean, most of my clients are actually, you know, people with jobs. And same with my clients. That's why we're in LinkedIn. But I know you did an amazing job in Instagram. So if that's what works, I mean, use the platform that you can.

James: And for me, I'm using the platform I can tolerate. You know, like, I don't have TikTok on my phone, and I'm not participating in it. I hate it. I don't love [LinkedIn](#). I can deal with [Twitter](#), it's okay. But Instagram is my favorite. It's where all the surfers are. I have a [surf account](#) and a [personal account](#). I split them up a year or so ago to make it easier. That's the one I could live with. Right? And it's also where all of my clients are on Instagram, pretty much. I would say that's a true statement.

Summing it up

So just a quick recap, I'm talking with Will Wang from [growthlabz.com](#), we've been talking about the five top lead generation tactics he sees. He's an expert at generating leads from thin air, from out in the cold. He's one of the few talents I know who can go out and absolutely stone cold generate leads for the right type of businesses. If you're not sure if you're the right type of business, ask him.

We've talked about events, getting in touch with people before, during and after events. We've talked about speaking on stage or on podcasts, to really build that authority and cause conversions and to put your messaging into the right audience. We've talked about partnerships, how critical they are, and can boost your business dramatically, because you're basically utilizing other people's assets in a way that doesn't conflict with them.

Partnerships are great, but if you had to go it alone, at the minimum, innovate and strategize. You probably have all the assets and resources you need in the right engine, but maybe you need to change your vehicle. So we talked about that. And number five is leveraging your content. If you're going to create stuff, if you're like me, more of an organic content marketer, then harness the energy that you're creating from that, and actually get in conversations, and fine tune your information, and strategically follow the people who have your clients, and start interacting with them.

I'm sure if you go on to Facebook, and you're in a sort of similar world to me, you'll keep seeing me comment here and there on people in the industry. And you build up those connections, and you're helping the platform know who they should show your content to.

[Will Wang](#), always a pleasure. What a great episode, five top lead generation tactics. This is episode 1010 at [JamesSchramko.com](#). We'll put a full transcript and some show notes to make it easier to digest.

Will: Thanks again, James. Love being on.

JAMES SCHRAMKO

A close-up photograph of a person's hands typing on a silver laptop keyboard. The person is wearing a gold ring on their left ring finger and a silver ring on their right ring finger. The laptop screen displays a data dashboard with various charts, including a bar chart, a donut chart, and a line graph. The background is a wooden desk with a pair of glasses and another laptop partially visible.

**Let James help
optimize your
business strategy**