

JAMES SCHRAMKO

5 Powerful Ways to Generate Quality Leads

1. Strategic use of events - This is not merely showing up at events, or even sponsoring or exhibiting at them. Growth Labz's Will Wang recommends the following strategy:

- A. Identify events attended by your "dream clients".
- B. Create a list of potential contacts.
- C. Reach out to these contacts via cold email pre-event to arrange meetups before, during and after the event.

Encounters at events can turn into long-lasting business relationships. It's a matter of identifying potential clients' challenges, offering valuable resources, and initiating follow-ups after the event.

2. Taking on speaking roles - going on stage at events, or speaking on podcasts, is a powerful way to share knowledge and establish authority. Given, the opportunities may not be immediate. You might pay to get a spot on stage, or start with smaller stages to hone your presentation skills. Over time, with a track record of successful speaking engagements, it becomes easier to secure larger platforms.

At no-pitch events, you can invite people to chat with you post-talk, letting you offer value while building rapport.

And real leverage can come from building relationships with co-speakers, who might invite you to collaborate or to speak to their audiences.

3. Forming strategic partnerships - This actually builds on number two - every speaking engagement presents an opportunity to meet someone who operates in a similar space or serves a similar clientele. Such connections often lead to valuable partnerships.

And if you don't speak at events, you might seek partnerships by reaching out to businesses serving similar customers. This approach not only opens up new business opportunities but also allows you to borrow the authority of the partner you're working with, thereby adding credibility to your brand or service.

4. Innovating and changing strategy - This fourth tactic entails a flexibility of perspective and keeping on top of things as markets and industries evolve. Complacency is dangerous, and change is a given. You need the ability to pivot and adapt with the situation at hand, and this applies to your lead generation strategy as well.

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It may not involve a complete overhaul of your business, but rather applying existing skills and expertise in a new direction or to a different target audience.

5. Leveraging content - A great way to acquire leads is to interact with people who resonate with your content. This method may seem simple and obvious, but it's often overlooked. Many content creators are so absorbed in producing new material that they fail to engage with those who respond to their existing content. Seek to strike a balance between creating and promoting material.

It's important, too, to choose a platform you're comfortable with, and where your target audience is present, whether that be LinkedIn, Twitter, Instagram, etc.

More leads, more deals, more profit - look up Will Wang at [GrowthLabz.com](https://www.growthlabz.com)