SMARTer Entrepreneurs

We don’t get enough leads

Five places to look, and how to choose where to start

Not enough leads is the problem everyone agrees on, which may be why it so often gets the first fix to hand: more posts, more networking, more of whatever worked for someone else.

Score each option

Score each option twice, from 1 to 5. Help: 1 hardly at all, 5 a great deal. Easy to start: 1 very hard, 5 we could start this week. The highest total is where to start; if two tie, pick the one you will really do this month. In most PDF readers, the totals add up for you.

Option, and the sign it may fit you	Help (1 to 5)	Easy to start (1 to 5)	Total
1. Ask your clients for introductions. Most of your best work came by recommendation, but you rarely ask.			
2. Go back to people who already know you. Past clients and old contacts have not heard from you in a year.			
3. Build a few partners who refer. No accountant, lawyer or similar business regularly sends you work.			
4. Pick one group and be known there. Your marketing speaks to everyone, so it lands with no one.			
5. Do one thing every week. Marketing happens in bursts, when the work runs out.			

An example

The owner of an IT services business listed past clients and contacts nobody had spoken to for over a year. He called two a week, simply to ask how things were going. Within a couple of months, several of those calls had turned into conversations about new work.

This month I will

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You do not need the perfect choice, only a better place to start than the one you would have picked without this page.

Want to talk it through? Book a Discovery Call at smarterentrepreneurs.co.uk

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