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Perhaps the #1 problem that most businesses face in their marketing their business is where to go to find "qualified" leads. For years I have researched every top marketer and inspirational speaker, you know those "million dollar" people who are always out there selling their programs and seminars for us to duplicate what they do; to learn what they do, how they do it and the tools they use.

Well last week, just by chance, I responded to an email from one of those internet "gurus" Ray Hidgon*. Little did I know that the one hour I spent with him on an audio seminar would turn my business on its ear. Not only will I share the content from that seminar with you, but I will show you how you can twist his methods and really make an impact on your own business online and offline.

So what did I learn from this eye opening seminar? I am sure curiosity has captured you and you are saying, ok Kathy cut to the chase and tell us, I will do that. However, keep in mind that although some of these methods are ones we hear every day, what I will tell you is how Ray taught me to think outside the box and use these same methods in quite the opposite way we are used to using them to achieve amazing results. (This blog will be long but I promise it is worth the time to read, and you will refer to it every day.)

Ok, so let's get started. What are the "25 Plus" ways you can find qualified free leads online and offline to boost the sales and success of your company? Here they are:

1. Networking Events. That's right, get dressed up and start attending Chamber of Commerce meet and greets, and community social events where you can meet a lot of the top professional people and business owners in your own area. While you are socializing collect and exchange all the business cards you can. The next day call all the people you have cards for and ask them if they are open to other money making possibilities. You will be surprised how many will listen.

2. Craigslist. While most of us that are in direct sales and marketing use this option every day to place ads; I am going to tell you another proven way to use CL. Instead of placing ads go to the city and category you are interested in and search through all the ads and contact those you find intriguing and ask them if they are open to hearing about your opportunity. Take the active approach and contact them from their ad.

3 and 4. Facebook Friends and Facebook Groups. Everyone knows the impact social media has made on networking and direct sales. It is no secret that everyone that is a member has a wealth of family, friends and business associates at our disposal every day. Have you reached out to your friends list? Have you joined all the groups on Facebook where the networking "gurus" hang? Did you know that people such as Tony Robbins, Jim Rohn, etc., all started out in MLM and direct sales companies? Join their groups, like their pages, reach out to your friends I promise you will find a wealth of customers. I personally have enrolled many people from Facebook in my business.

5. Business Cards on Cork Boards. Everyone in sales and marketing is taught to post our business cards or flyers on every bulletin board or news board we find. However, the one method no one mentions is that instead of just leaving your card on these boards, you grab all the cards, and tear off tabs you can off that board that others have posted and turn them into your own leads. Call them about your opportunity !!!

6 and 7. Warm Market and Warm Market Referrals. I am not going to tell you to barrage your family and friends over and over again with business opportunities; but what I will tell you is if you have valuable products or programs that you feel would be of benefit to them, call them. If they are not interested ask them if they know someone that could use your product or service. Sometimes these word of mouth warm market referrals are the best you can reap.

8, 9 and 10. Google Search. Google search Your City Name Professionals, Your City Name Realtors, and Your City Name Financial Planners. Using this method you will find names and phone numbers of the movers and shakers in your community to call who are usually working on a commission basis so they are open to adding on new opportunities or changing careers.

11. MeetUp.com. I have just started using this service and it is fantastic. It is a social group forum where you can search for groups within 2 miles to anywhere around your home town. It is based on the premise of neighbors meeting neighbors with like interests. It shows all the groups and activities in your area; you simply join, and use them as fantastic lead sources as you attend the networking events. Exchange information about yourself and your business while making lasting friendships. I usually search within 25 miles of my town but if you like to travel distance is no problem.

12. LinkedIn. Of all the social networking groups I have found this one to be the most successful. I have met and re-kindled friendships with some of the most successful business people locally, nationwide and around the world. Simply make a profile and start inviting connections. While there is some cost to advertising on this forum the connections you make with people in your own business and others is invaluable. Make sure you follow the major companies that compliment your own business as well, and join all the groups that you have an interest in or that match your business. I am surprised at the growth and awareness of my business and myself simply by making the connections I have made since I first started.

13. Twitter. We all know that Twitter is the home of the "stars" but what you don't realize is its power in business to business networking as well as attracting business prospects. If I hadn't been a member of Twitter and checking tweets every day I would have never found the company I am now associated with; one little "tweet" drastically changed my life!!! I now link my Twitter posts with my Facebook posts and other social media and use it as a huge funnel for prospects or just sharing my interests.

14. YouTube. While you might not be ready to make your own video presentation about your business opportunity (which should be a future goal); YouTube is the place for information about business, training, health, family, music, and total personal enrichment. I check YouTube daily for seminars and videos that will enrich my life, as well as videos made by people that are in business similar to me. I have learned a lot about my own business and reference videos every day to my team. Also, every night before bed I fire up YouTube on my laptop and watch a

motivational video, or listen by headset; you will be surprised how on fire you will be when you wake up the next morning.

15. Church Events, Parenting, and School Events. Start attending Church, Parenting, and School Events in your community. One important aspect of business is exposure but more so it is learning to give before you can receive. You don't have to have children to participate in community events. Take a little time to attend or even volunteer with community events, share yourself with your neighbors, this interaction will boost your business twentyfold without even asking!!

16. Toll Booth Marketing and Restaurant Drive-Ups. Since some of us like myself live in areas that do not have Toll Booths so I have included Restaurant Drive-Ups in this category. One of the best ways to use the "give and receive" method is to pay the person's toll or order behind you. How many times have you seen on social media links where someone says thank you to that wonderful caring man or woman in front of me today that paid for my order or my coffee today? They will stop you or ask the cashier who you were and trust me they will call or contact you to just say Thank You. This is the start of a great connection and can be easily turned into a lead as they will ask in the conversation "what do you do".

17 and 18. Drops Cards and Play Money. Most of you are familiar with those little drop cards which are business cards that when folded look like a 50 or 100 dollar bill laying on the ground. However, I use them differently and so do many others. I make them in two sizes and I don't fold them. I buy play money at the "dollar" store preferably the larger size (about the size of a #10 envelope). Scan the bill into my printer, prepare a message for the back, and print out my

"bills" cut to size depending on their intended use; and insert them in books at the library, magazines, tip jars, on cars, bulletin boards, treat bags, etc. They do attract attention and they do call you! Make your information short, sweet and catchy. Caution if you are putting on cars parked in public lots do not put your personal information on them just your website, this cuts down the complaints and fines!!

19, 20, and 21. Realtor Signs, Realtor Books, and Brand-a-Signs. Everywhere you go you see Realtor Signs and those corrugated Brand Info signs along the road. Write down all the phone numbers you can and call them - ask them if they are open to you telling them about an opportunity to make money. Also, every grocery store has a rack of Real Estate Books, or Auto Books, etc. Grab those books and start cold calling, excellent way to network and gain leads.

22. Clothes Advertising. This method is old, tried, and true but worth repeating. Clothes advertising could be a button, a hat, a shirt, a jacket, socks, anything that you can wear that has your business information on it. The items will get looks and they will get people asking you what you do. But the best kicker way to use this method is to ask a question back when asked what you do. Simply say, I am so and so and this is what I do would you be open to hearing about it? Answer their question with a question !!

23. Outbound Mailings. Even though most of us conduct our personal and business transactions online today, we still mail out several bills or informational items each day or week. Put your business card or drop card in each piece of mail that goes out. Why? Because who opens those envelopes? People! People who might be interested in getting out of the j.o.b. they have! Also, you know all those promotional items we get in the mail for insurance, etc? They all have return

self addressed envelopes. Put your business card or drop card in those envelopes even if you don't want their product and mail them back. You might be surprised at the response!

24. Trade Show Booth Renters. No, I am not suggesting you go rent booths at Trade Shows although they are very profit making. What I am suggesting is that while you are visiting these shows such as Car Shows, Lawn and Garden Shows, 4-H Fairs, etc., you visit each booth and collect their information and follow up with them by phone the next day. A very simple way to increase your data base for leads and potential long term customers !!!

25. Doctor, Dentist, Optometrist, Lawyers, CPAs, Insurance, Offices Etc. While I am not saying to put your business cards in these offices as some restrict this method; I am telling you this is a great way to cold call. Go to the Secretary or Receptionist and ask to speak with the Doctor or Dentist or professional not as a client but as a business contact. Make an appointment if you have too. These professionals are always open to hearing about new opportunities and always seem to be great lead referrals. Don't be shy!

26. Car Lots. While I would have never thought about this method as the car lots are on private property. All salesmen and women who work this business are on commission or draw plus commission basis. Take a flip chart or a brochure with you and do a mini presentation with the sales person while walking the lot looking at cars. Never leave without exchanging business cards. These people work long brutal hours and are eager to change careers. They are some of the most receptive leads we can find for our business.

Last but not least **27. Restaurant and Hotel Owners.** Stop in and visit these owners tell them about your business and offer to use their facilities for your business meetings if they will sign

up with you. Many of the local, regional and national meetings and events of most of the small and large companies you see advertised each day are held at a particular place because the owner or manager is a member of that organization and offers tremendous savings on rental. Think of the boost to your business having these professionals in your pipeline!!

As you can see there a wealth of people, places, and organizations that we can use as lead sources and this list just highlights a few. While not everyone of you will be comfortable with every method, with a little imagination you will never run out of leads. Take a few and try them and while doing so remember the main key is to "salt your prospect's thirst," give them an opportunity that will make them want more and you are on your way to phenomenal success!

~ Kathy

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