

5 UNEXPECTED WAYS TO **FIND NEW LEADS**





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DigitalMarketer combines the largest community of digital marketing pros on planet Earth with the best dang digital marketing training you'll find anywhere.

We're on a mission to double the size of 10,000 businesses and want to help you:

Drive more traffic, produce stellar content, write emails that generate clicks, ...and become the smartest marketer in the room.

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You're running some ads online, but they're turning up dry...

You've got a sweet Lead Magnet, but you're having trouble finding an audience who's interested in your services...

Maybe you've tried a *ton* of conventional methods, and they even worked for a while, but you just aren't getting the results you need anymore...

DOES THIS SOUND FAMILIAR?

In the digital age, finding new clients online can feel like a drag... Staring at your list of emails collected from an opt-in offer, hoping that 1 or 2 (out of hundreds) will be interested in your core offer—and *praying* that they will be people you *actually* want to work with.

Sometimes you just need to break out of your normal routine.

So, we pooled our community of Certified Partners and asked where they found their most unexpected leads. Without a doubt it came down to 1 thing... **Taking things offline!**

HERE'S 5 WAYS OUR OWN CERTIFIED PARTNERS BROKE OUT OF THEIR ROUTINES AND CONNECTION WITH LEADS IN AN UNEXPECTED WAY...



1

CHECK OUT YOUR LOCAL CHAMBER OF COMMERCE

Your local chamber of commerce is there to help advocate and support businesses in your area, so why not take advantage of the organization? That's what some of our Certified Partners did! They presented some value-packed content for their local chamber and scored a ton of new leads as a result.

Swipe Their Success:

All you need is a presentation with a *quick win*. Think about the services you offer and find some small part of those services you could splinter off and teach for free. The goal is to create a presentation that **gives your audience valuable and actionable information they can use to better their business** (ideally with some kind of checklist, audit, or other tool).

By giving them a quick win, they'll see that you know your stuff, and you're committed to helping them grow.

Once the presentation is ready, just connect with your local chamber, and ask if you can present! End your presentation with an offer to stay back and answer any questions, or give people the option to drop a business card off if they had any follow-up questions or want to learn more about your services. Voilà—new leads!

2

HEAD ON OVER TO A TRADE SHOW, AND MAYBE WEAR A THEMED SHIRT?!

One of our Certified Partners has a themed shirt with all his credentials on it, and anytime he goes to trade shows, seminars, or events he wears the shirt! To no surprise, he's connected with a ton of small business owners and landed some great clients over the years.

Swipe Their Success:

This method is not for the faint of heart, but it sure is a way to make a statement. When you're crafting your own statement shirt, **add a call to action that lets people know how and why they should approach you...** "Are you looking to grow your small business online? Come chat!"

No doubt, you will need to have an elevator pitch ready, but **your first priority should be to listen and learn**. No one wants a blind pitch, so take some time to listen to the needs of the leads approaching you and offer some helpful advice. If all is well received, then go for the contact information. Keep things friendly and helpful, rather than hard hitting and salesy.

3 NEVER UNDERESTIMATE YOUR CONTACT LIST!

As digital marketers, we tend to start with things like Facebook ads and LinkedIn as a way to source new leads. But never forget the power of your own contact list! **Getting your foot in the door is the hardest part of lead generation**, but you've already passed that hurdle with your own connections.

Swipe Their Success:

Here's how our own Certified Partners do it... They start first with their family and friends, as that's usually where you have the strongest connection. Then move onto past clients, missed projects, and other opportunities where you could win back services with a new offer. Finally, move onto your online connections via LinkedIn or Facebook Groups.

Remember: **Value-in-advanced content is the best way to win over a lead**. What can you offer them that would result in a quick win?

4 WHEN IN DOUBT, LOOK TO ONLINE SERVICE MARKETPLACES

Now, we know... this technically isn't connecting offline. But online service marketplaces are often overlooked by established companies. So, if your leads are drying up, there's no harm in looking into some sites. Our Certified Partners have used Bark.com and Upwork (as an agency, not a freelance individual).

Swipe Their Success:

This one's easy. Just set up an account and list your services. Then wait for the leads to come to you.

5 STRIKE UP A CONVERSATION WITH A STRANGER... ANYWHERE

Hot tubs, hotel bars, elevators, and even the soda fountain at McDonalds... our Certified Partners have landed some of their best clients through good ole fashioned relationship building.

Swipe Their Success:

This one's for all you extroverts. The key is to keep things casual and helpful. If you walk up to a stranger and give them your pitch cold, you're bound to run into trouble. But on the off chance you connect with someone and you think your services might help, **be honest and don't be afraid to offer a free consultation**.

WHAT'S NEXT?

Now that you're following up and nurturing your sales-qualified leads, you're ready to [take your business to the next level!](#)

If you're ready to get more clients, improve client retention, and generate more passive income from the clients you already have, DigitalMarketer is here to help with our [Certified Partner Program](#). We want to double the size of your business so you can do the same for your clients.

So, if you're serving small businesses, then we want to serve you. Let's start a conversation today about becoming a [DigitalMarketer Certified Partner](#) and get the tools and training you need to double your client's business and your own.



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