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5 Ways to Generate Leads with Your Web Site

By Charlie Cook

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by: **Charlie Cook**

If you sell services one of the biggest challenges is identifying qualified prospects who want what you have to offer and are ready to buy. It is possible to waste time on cold calls and other marketing activities that turn up little in the way of sales. Wouldn't you rather have a steady stream of hot leads, leads that not only include contact information but give you an idea of what the prospect needs, the problem they want solved?

You have a web site, and hundreds if not thousands of people visit your site each week. If your site is working well it should be providing you with a list of hundreds of people who want to be on your marketing list each week and dozens of qualified leads, people who want you to call them right away about your services.

Use the following five tactics to generate a list of qualified prospects.

1. Collect Contact Information

Strive to collect the email address of every person who visits your web site and is interested in the problems you solve. Offer a free article, tutorial or guide as bait to motivate people to give you their email address so you can market to them again and again.

Offer prospects something they want, and place your sign-up form prominently at the top of your home page and in a side navigation bar on the other pages of your site. This should help you capture the email addresses of 10-20% of the people who visit your site each week.

2. Use Auto Responders to Collect Detailed Information

If you use a free giveaway and the briefest of sign up forms to get people to give you their email information you can market to prospects but wouldn't it be helpful to have more information?

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Use an autoresponder to send people a confirmation when they request your free article or sign up for your newsletter. In the email ask them for detailed contact information and ask them a couple of questions about what they're interested in.

3. Get People to Tell You How You Can Help Them

Many people use the web as tool to find solutions and to hire people who can help them solve their problems. If you are a financial advisor, giving away an article on financial tips is a great way to get contact information but what you really want to do is to identify those people who have an immediate interest in your services.

Prompt people to contact you by including an inquiry form on your web site, but don't make the mistakes made on most web sites. Too often inquiry forms are buried on the site, multiple clicks away

from the pages most frequently viewed by your visitors. Include your form on high visibility pages, at the bottom of your homepage and other key pages about your services and products.

Use your inquiry form to both collect contact information and to identify the services your prospects are interested in and how you can help them. When you make your follow up calls you'll know where to start the conversation.

When you receive completed inquiry forms you can sort through them to identify which ones are worth following up on based on the answers provided. Then pick up the phone and use these qualified leads to find new clients and grow your business.

4. Collect Feedback and Learn More About Your Prospect's Needs

When people visit your sell pages, the web pages that describe your products and services, they've expressed an interest. Some will move directly to purchase, others will discover they don't have any further interest and a large number will fall into the middle. These are people who are interested but not ready to commit.

Before visitors leave your web site sell pages, you can use exit pop up windows to collect feedback and to find out what they are looking for.

Offer a free article to motivate visitors to fill in the form. When you get these feedback forms, follow up with a call. Use this conversation to find out why they didn't buy the service or product or to get further information about the problems they want solved. Once you have these prospects on the phone you'll be surprised how many you can turn into clients.

5. Send out Surveys to Identify What Sells

If you have a newsletter you can leverage the trust of your readers to collect ideas of what they want to buy. If you've been sending out ideas and information to your target market periodically they will be more than likely to respond when you ask for their input.

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Two to four times per year, send an informal survey to your subscriber base, asking for their ideas. Ask them which of your product or service ideas they like best and what they need and want. Tabulate their responses and develop the products and services they asked for.

Use these five lead collection strategies to identify prospects with a problem, one you can solve. Once you know who needs your help, its easy to follow up, close the sale and grow your business.

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The author, Marketing Coach, Charlie Cook, helps independent professionals and small business owners attract more clients and be more successful. Sign up to receive the Free Marketing Guide and

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Web Site Promotion

By Vita V.

What do you do when you have a brand new shiny web site, and no way of promoting it? Well for starters you could hold an online press conference. This is actually a very simple process. You will either hire a professional to write out a web press release and have it reviewed by an editor, or you can be bold and take you chances by writing it yourself. When you decide to do it yourself you take a great risk of being either humiliated, or shut down entirely.

There are other ways of promoting your new web site however; you could always go the route of affiliation. This is a good method of not only promoting your new site, but an easy fashion of making some quick money as well. How this works is you sign up for an affiliation to a site, generally you will want to find a site that has some relevance to the site you are trying to promote. When ever someone goes to the site you are affiliated with, and they link on to your site by pay per click method it takes them to your site and right into the thick of your content. This is the unfortunate part, whenever someone clicks onto your site from your affiliate; you end up paying the affiliate for the transfer of sites. Although this could easily be a very small fee to the affiliate, the point to remember is if they come and you pay the affiliate, there is no guarantee that they will buy from you.

This could easily become a very costly endeavor if you are getting many tire kickers, and no buyers. This is where you will be paying for people to view but not pay. As you know this is no way to conduct business. Sometime people go to the extent of hiring a service such as web1000traffic. This service states that they can increase traffic to your site, or generate hits if you will. The problem with this theory however, is that you cannot guarantee anything, you can never be sure that you will ever generate traffic, let alone sales. This is in no way to impede the program that they offer, it is just that absolutely no organization or single person alike can truly guarantee that they can generate traffic for you to the point that you will see successful results on your site.

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Which leads back to the first mentioned thought, is it not worth the time, money, and effort, to ensure that you are getting the best exposure for your site? Don't waste your money, time, and sanity wondering whether or not you will receive this exposure to your site. Go get it yourself.

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Vita Vee.

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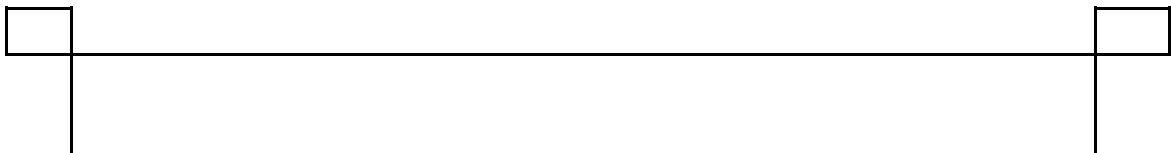
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