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Fishing For Leads – The 5 Steps

By Peter Lawless

If you have a new experience everyday, you will lead a fulfilling life.

I had one during my summer holidays, when I went out fishing for mackerel. After the trip, I had an epiphany - I felt I was now able to explain easily, in 5 steps, how small companies can effectively increase their business.

We start with an anecdote, which captures the essence of the 5 steps, and hopefully will help you land next year's profitable catch.

The first thing that I noticed when I got onto the small boat at the harbour in Enniscrone, Co. Sligo, was the cleanliness and order of the boat. The skipper in charge had all of the rods, upright, with their lines neatly tucked away, in holders. The holders were made out of piping, about 30cm long, which had been welded to the side of the boat.

A simple, inexpensive aid had made me sit up and pay attention. This skipper thought about his customers, and this device left a strong impression. We then got a very short lecture on safety, checked we had our life jackets on, and off we went. About 12 of us!

Finding your target market About 12 minutes later, the skipper stopped the boat, and told us we should find some mackerel here. He explained that the lures on the hooks looked just like what mackerel wanted to eat. It certainly was not something I would have fancied!

He explained that through his experience and the help of a little sonar gadget on his boat, that he knew there was a shoal of fish below. We all slung our rods over the side and dropped our lines.

Reeling in the sale Now I don't know about you, but this was totally new to me. I wound up the line frantically, as soon as I felt a tug, and hey presto, there were three fish dangling off the hooks. I started flailing about, one jumped off before I even got it in over the side, and when I was trying to reel it in the final bit I lost an other one. The one that I got in, I lost down the gutter when I finally got it off the hook.

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The skipper explained to me, that once a fish took the bait, I should give a quick tug on the rod, to make sure it was firmly hooked. I should then take my time, to reel it in. Secure the rod in the holder, with the fish hanging over the bucket and deal with them one by one - I did, and I ended up with 20 fish, which delighted me, as I had set a target of 10, since my friend had caught 9 on his first time

1. So what are the lessons for marketing - if you are still with me, and have not already got most of them, here they are in business speak;
2. Set goals and targets that are realistic, and based on some valid foundation or research.
3. Have simple procedures set up, to make it easy to operate and for your customers to conduct business with you.
4. Speak in your prospects language, about what they want - it's a bit like the fish bait, unlikely that strawberries and cream will catch many mackerel!
5. Once you know what your prospects like, find out where they are, do some research and target them accordingly - as in our example, not much point in putting down shark bait in a shoal of mackerel.

Once you get your customers attention, or have a lead, qualify it, and ensure you follow up at all time to close the sale.

Again the use of a good sales process is essential here. The bottom line, if you know what problems or desires your customers have, and you can solve or fulfill these, while providing value for money, you will always be a winner.

And if you don't know the answer to that question, go ask the people who have already bought from you - they do!

Business Owners who need more sales and better marketing advice, turn to Peter Lawless, of 3R Sales & Marketing -

<http://www.3r.ie>

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The Perfect Catch: Planning A Fishing Vacation

By Robert Coram

When planning for a fishing vacation the first thing you have to know is what type of fishing would you

Fishing For Leads – The 5 Steps

like to do. There are so many different types from fly fishing to deep sea fishing to lake fishing that it is hard choose from, especially from the avid angler. If you care more for the location than the type of fish than pick a place you would like to go and see if those places have fishing nearby, which they probably do.

Many fishing trips are also planned depending on what time of year it is. In some bodies of water the fish bite more than at others for various reasons. When planning a fishing trip look into the fishing conditions at the place that you want to go and try to go when there is a better chance of the fish biting.

The type of trip also is based on the type of fish you want to catch because obviously you aren't going to go fly fishing if you want to catch a marlin. If you want a certain type of fish scout out where they are and go from there. When planning a fishing vacation there are so many things that factor in tow what trip you want to take by knowing what you want out of the trip it makes it that much easier to plan for it.

Lodging is also important when planning a fishing trips because many times the fish bite better early in the morning so you want to stay as close to the fishing area as possible. Look at lodges, hotels, and campsites beforehand and if you picked the trip make sure to make reservations well ahead of time as you don't want to get to a place that is full only to have to go further from the fishing spot.

The most important thing to know when planning a fishing trip is what type of trip you want to take, whether it be by fish, area, or fishing style, knowing this will make the planning much easier.

Robert Coram writes about fishing vacations for

<http://www.fishing-universe.com>



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