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**Free (well, almost) Advertising and Lead Generation**

**By Dawn Roberts**

Free (well, almost) Advertising and Lead Generation by Dawn Roberts

It occurred to me today, while driving along a road that I travel quite regularly that a lot of home business people are missing out on great low cost and almost free advertising. Why did I come to this realization while driving down that road that I've driven down time and time again? Because I read the same sign that I read each and every time I drive that road – "Ron Bus Equipment Rentals Open Mon-Sat".

There is a multitude of inexpensive ways to advertise and generate leads for your business! If you're not taking advantage of this stuff – your competitor probably is! Don't spend ALL your money on purchasing leads and taking ads out in papers. These are definitely viable and productive means to generate business. However, they are not the only way to do so.

**Post inexpensive signs along the roadside.** Attach these to lamp posts or staple them to a stake and stick them in the ground. The best places to do so are at intersections – anywhere where traffic has to stop or at the very least, slow down. If you'd like to get fancy, you can purchase some treated foam poster board from your local office supply store and some vinyl lettering. These are weather resistant, inexpensive and will last for some time.**Put a raffle box at your local convenience store.** Cover a tissue box with wrapping paper. Print out a short blurb about your business along with a description of what you're raffling. Cut it out and tape it to the front of the tissue box. Print out numerous entries for people to complete (name, telephone, email address). Finally, tie a piece of string to a pencil and tape the string to the bottom of the tissue box. Pop in daily to extract your leads and draw one of the names at the end of the month!**If you're hosting a garage/lawn sale,** include your brochures at the table where people will pay you for their purchases.**For Halloween,** make up goodie bags and insert a business card into each goodie bag. The parents will get the card when they check the kids' treats!**Flyers** – For the most effective and least expensive flyers, get yourself a Sharpie marker and on a white piece of paper, tell people in two sentences or less why they should contact you. Note your name, telephone number and website address at the bottom. Go to your local office supply store and purchase some eye catching neon paper (you can usually find this on the clearance rack) and make photocopies of your flyers. Hand deliver them throughout your neighborhood.**Offer a discount or special gift** to your current customers/clients for referring others to you.**If recruiting is part of your**

**business**, the next time you're at your local mall (or any store you frequent, for that matter), ask to speak with the manager. Let he or she know that you're looking for some people that would like to make X amount of dollars, working part time and you would like the names of five of his or her best sales people that stop in. You may get a bonus and have the manager ask about your opportunity, as well!**If you work outside the home as well, take samples to your workplace for your co-workers** to try. Tell them what you're doing and how much money you're making. Ask them if they know someone who'd be interested in doing the same and if they'd know someone who would enjoy your products. Don't ask them to sign up – ask for a referral. That way, they don't feel like they're being put on the spot. And you may get two for the price of one!**Send samples to your childrens' teachers, day car workers, babysitters, etc** as a thank you gift. Make sure to enclose your business card!**Email signatures**. These can be easily set up! Attach your signature to the end of each email, including your name, website address, and a tag line.**Stamps**. You can purchase customizable stamps at your local

office supply store. Use it on all of your outgoing mail: Name, address, website address, tag line.

**Include a business card with all of your bill payments** (if you're not doing them all online). You never know if that person who's opening the mail, is sick and tired of that job and is looking for something else!

Well, that should get you started and keep you busy for a little while. I'll be sure to post more of these tips as time goes on. So, keep your eyes peeled!

The author, Dawn Roberts, is the creator of [www.Ideas-For-Home-Businesses.com](http://www.Ideas-For-Home-Businesses.com) – your complete home business resource. IFHB will help you from the planning stage, straight through to marketing your ideas for home businesses! Learn how you can start, maintain and propel a phenomenally successful home based business!

## **Achieve Independence Through Web Lead Generation**

**By Trevor Marshall**

Before setting up anything, it is important that you understand the high relevance of lead generation to your business' success. It is highly important for you to be able to find ways for lead generation because without lead generation, your business will really suffer. Leads potentially lead to shoppers, and shoppers potentially lead to sales and profits. Thus, with no leads, you can have no shoppers, and so forth.

### **1. Business Breeds Business**

A poor quality of lead generation will end up costing you a lot of wasted time and money. The initial impression people have about your business is very important. And if people hear that many of their friends are shopping somewhere, they are likely to try shopping there also. Take command of your company's lead generation – never leave the sales of your business as well as its growth, efficiency, and image, to fate.

## 2. Growth Is More Important Than Profits

You always need to supervise your company's lead generation so that you won't be left in the dark when it comes to your company's growth (or lack of it). If you are now interested in taking command of your company's lead generation, here are some simple tricks of the trade.

## 3. Use The Internet

Since hundreds of millions of people are logged on to the internet every single day, whether they are looking for something specific or just browsing around, it is highly important that you are able to bypass all the lead brokers as well as the other competition on the internet and just directly connect to your desired customers straight to a company's web site. You **MUST** have a website. In this day and age, your customers not only expect it, they demand it.

## 4. Lead Generation

Choose a lead generation that you can efficiently control and which is highly dependable. Make sure that your lead generation system is cost effective and specifically targeted to internet lead generation. Start getting off the lead generation habit of merely doing internet sales leads. It is advisable for your company to be able to develop a type of lead generation program where you will be able to cut out the middleman. You will not only be able to increase your company's lead generation but it can also improve the quality of your company's internet lead generation wherein you will be able to cut your costs per lead.

It is important to note that being able to create an effective internet sales lead generation system or program comprises of being highly sensitive of what your prospective clients want such as the right keywords or phrases that prospective clients usually use in the internet search engines. It is to the client's advantage that he or she will be able to choose the right keyword or key phrase (the ones that are most likely to be used by their prospective clients) because the whole point of lead generation is to basically be able to gain as much exposure over the net as possible as well as being able to provide all

relevant information to their prospective clients.

For more great lead generation related articles and resources check out

Achieve Independence Through Web Lead Generation  
Generate Sales with Lead Generation Marketing Tools  
The 3 Elements You Need For Successful Home Business  
Lead Generation Using Traffic Exchanges  
Triple Your Business In Three Ways

How to Gain and Retain More Customers  
Recipes from the Heartland  
Build Your Own Mail Order Empire

Pay Per Text Marketing  
The Gurubuster Doubler



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