

# 41 Easy Powerful Lead Generation Ideas To Help You Attract More Clients + Customers



## HELLO GORGEOUS!

I am SO excited that you have unlocked the 40 powerful ideas to attract more leads and customers into your business. It's important to remember NOTHING stays in the too hard basket and to choose the ideas that light you up and feel good to you - That's where the magic lies - Ang xx



Before we get started here is my hot tip!!

Go get yourself a coffee, wine...water...green juice. Have a read of the ideas and mark the ideas that sound fun and easy to you. I truly believe that the energy we bring to all we do in our business IS what makes the strategy successful. If you feel flat using the idea/strategy your results will match.

So take your time. Choose ideas that sound fun and implement one at a time - Ang xx

***Ohhh, and PS. Be sure you join my Facebook group The Firefly Tribe [HERE](#) and promote your business inside.***

***Let us support you***

*That's it let's dive in - A x*

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1. Give away 30-min planning sessions to your email list and groups.
- 2 Give away a free 1-1 session to every person who signs up for your workshop/event/freebie.
3. When people sign up to your mailing list or join your FB group, give them a free goodie you know will be extremely helpful to them.
4. BONUS EXTRA (for example, planner/template/etc) when people download your free PDF download – follow up with a personal message and a "bonus extra", for example, to book into a free discovery session with you.
5. Create a video and talk about a piece of content you have created and then offer another piece of content FREE when they sign up for it.
6. Email your list with a blog outlining your product, service, course, Give value, and talk about a special offer you have in that blog. Need inpsso head over to Pinterest [here](#)
7. Affiliate and referral program for current clients. Personal message/email each person with an affiliate link and rate per person who signs up from their recommendation.
8. Hot leads list – call/email 20 people a day. Write down all the names of the people who have been interested in your products and get back in touch with them.
9. Give away 5x “breakthrough” 30-min sessions to your VIP list.

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10. Add links everywhere - Facebook profile, Instagram, Your email signature, pop-up on website, Facebook banner + profile bio
11. Create a new product or revamp an old product and promote it.
12. Go back to people who have said “no” and see if they need help now.
13. Run a referral competition/refer-a-friend and give a free gift for those who help you by referring.
14. Create your own Facebook group and offer a free juicy lead magnet they will love to join - and promote within your group
15. Network once a week in groups or in-person- make sure to follow up. You can do this online.
- 16 Do regular Facebook lives on your business page, personal page...always have a call to action.
17. Finder’s Fee – Create a post and amount of money/reward you will give to people who tell their business besties about you and it results in a sale for you. Example: If you refer one of your friends to your program, they get \$100 per person as a finder’s fee!
- 18 Give away a piece of content/audit/review (your Free Gift). Do a video, promote it to the masses and ask people to sign up via a form on your website.

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19. Run webinars every month - use this as an “update” for what people need to know within your industry. Upsell to your next step. (you can put this on autopilot after the first one)
20. Run a challenge a quarter
21. Be active and post in Facebook groups daily (yours and other people’s groups).
22. Write a "10 People Promo Post". Example: "I'm looking for 10 people who want... <explain your target audience, their problems and what they need help with>."
23. Partnerships – message current or potential partners for help in getting your content out there, ask them to put out an email post (or two) and 1-3 social media posts on your behalf and you will do the same in return for one of their pieces of content or events.
24. Cross-promote in your Facebook and LinkedIn groups, email lists, blog  
Sell in your stories on Instagram, Facebook and LinkedIn
35. Giveaway free workshop, book, list of tools, etc - comment “MORE INFO” or “YES” and you’ll send it to them. Use this for email lists and social platforms.
26. Start a blog and pin it to Pinterest
27. Add your “ads” to your newsletter and at the bottom of your blogs with your content upgrades. Note: A “content upgrade” is the next step for people to take once they have read your free content. It calls for people to leave an email address/contact details.

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28. Ask a question on social media outlets... Example:  
"Business owner friends, would a simple promotion plan with a list of effective lead-generation tactics be useful to you? Leave me a love heart emoji in the comments and I'll send it to you ."
29. Create your own podcast and be sure to add links to your social media platforms and website [here is an example of mine](#)
30. Find a guest speaker to do a webinar with you. You will both be promoting it so you will get new people to sign on to your email list.
31. Get an Insta, Facebook or LinkedIn pod together and all comment on each other's posts – this works wonders for engagement but also for reach and for coming up in other people's feeds.
32. Ask people to talk about you and share your content – word of mouth.
33. Follow up with everyone who has expressed interest in working with you in the last 30 days.
34. Use paid marketing like Facebook Ads, Instagram Ads, Pinterest Ads
35. Create an accountability group with other like-minded people and use it for referrals.
36. Do a story take over with a biz bestie
37. Ask if you can be interviewed on someone podcast

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38. Share other peoples content that resonates with your audience to your stories and tag them, this will help you get in front of new audiences
39. Start a YouTube channel and put links in the show notes to all your magic
40. Start a clubhouse channel and put links to all your magic
41. Write a blog post for an online journal (every 1:1 client I work with we do this to increase your credibility)

**Don't be afraid to promote everything you do! You must remember every day someone is waking up wanting EXACTLY what you offer - You must make it easy for them to find you**

**Also, don't forget to optimise all your profiles to make it easy for your potential new clients and customers to reach out. Find out how to do that [here](#)**

As a DreamBuilder coach and Business Success mentor helping women get more of what they want from life.

**More Money. More Ease.**

**More Freedom** without the struggle, stress or burnt-out!



**Business can be fun, make money *and* easy, you know that right?**

Most importantly what I want to you remember, this is a guideline. Only choose what sounds fun and easy. We all like to do business differently. You never want to squish yourself into someone else's box. It simply dims your light and magic.

You're rare and different in all the best ways, and that difference is what will make your business STAND OUT.

Don't be afraid to shout out loud and proud. The only way to draw people to you that doesn't depend on the algorithm, the economy, or the latest Instagram trend is to tap into your own energy, your own voice message and share your offers with the world from a place of love not fear

*If you are interested in how we can continue our journey together there are two options.*

**\*\* You can join me inside [The Wealthy Woman Unlocked details here](#) or**

**\*\* Send me a [DM here](#) to explore working together 1:1 inside The Empowered Feminine Leader (this is applications only)**



# What's Next?

**My mission is to help you unlock your dream life and create a wildly successful business without sacrificing body, mind and freedom**

To support you in creating a soul-aligned business that unlocks the life of your dreams, on your terms!

So that you have ...

- A booming business that creates both income and freedom
- Dreamy soulmate clients and customers reaching out to you
- More ease and flow in your day along with unwavering self-trust and unshakeable confidence in being seen and heard

If you're ready to grow your business and get all the ongoing support, proven strategies and energetic/manifestation practices you know you need to realise all your business and life dreams consider joining me inside

**The Wealthy Woman Unlocked**

[Details Here](#)