



## Business IDEAS!

Just a random list of 40 LEAD GENERATING ideas for your business.

If you are struggling for inspiration or ideas this month, then maybe something here might be worth a go.



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# 40 LEAD GENERATING IDEAS FOR YOU!



1. Networking events and trade shows.
2. Content marketing. (blogging, infographics, etc.)
3. Social media marketing.
4. Email marketing.
5. Referral marketing.
6. Influencer marketing.
7. Pay-per-click advertising.
8. Search engine optimization (SEO).
9. Local listings and directories.
10. Webinars and online events.

11. Trade publications and industry blogs.
12. Public speaking engagements.
13. Direct mail campaigns.
14. Affiliate marketing.
15. Landing pages and lead magnets.
16. Product demos and trials.
17. Trade association memberships.
18. Customer referrals.
19. Referral incentives.
20. Community involvement and sponsorships.
21. Freelancer and consultant referrals.
22. Joint venture partnerships.
23. User-generated content (reviews, testimonials, etc.).
24. Webinars and online courses.
25. Google My Business listing.
26. Press releases.
27. Facebook and LinkedIn advertising.

28. Telemarketing.
29. Sales promotions and discounts.
30. Customer satisfaction surveys and feedback program.
31. Reach out to former customers.
32. Offer trials, samples or demos.
33. Attendance at local chamber of commerce events.
34. Cold calling.
35. Targeted LinkedIn campaigns.
36. Collaborating with complementary businesses.
37. Engaging in community service and charity work.
38. Running online contests or giveaways.
39. Guerrilla marketing tactics.
40. YouTube and video content.



Business Support  
**PAYG**  
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## FAST - ACCESSIBLE - RESULTS DRIVEN Business Support for 2023.

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ON DEMAND AND PAY AS YOU GO..

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AND MOST EXPERIENCED BUSINESS ADVISERS.

IAN DICKSON  
MULTI AWARD WINNING BUSINESS MENTOR, COACH,  
INTERNATIONAL SPEAKER AND LEADERSHIP TRAINER.



## We have plenty more to discuss too..



### MINDSET

Attitude - Belief -  
Approach

It all starts with you and  
getting you out of your own  
way. The perfect start to a  
fabulous recovery in 2023



### KNOWLEDGE

Ideas - Strategies -  
Concepts

Now it is time to share some  
methodology, strategies and  
specific ways to take control  
of your business in 2023



### ACTION

Commitment -  
Accountability -  
Ownership.

The all important final session  
on how to ensure you take  
appropriate action in 2023

## So, maybe it's now time to get in touch.

### GET IN TOUCH TODAY

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