

THE DEFINITIVE OFFLINE LEAD CAPTURE GUIDE

5 powerful strategies to increase the quantity and quality of the leads you gather.



#1 "ENTER TO WIN" DRAWING

Everyone wants to win something. Leverage this motivation to gather the information you need. Be sure to pick a prize that resonates with your target audience.

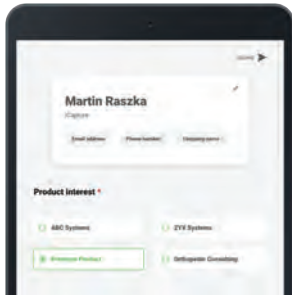
Examples: Gift Card, iPad, 10" Tablet, Beats Headphones, etc.



#2 EVERYBODY WINS!

When everyone wins - so do you. Connect with a new prospect by offering them something in exchange for their contact information. Avoid "salesy" stuff. If you can deliver it electronically, that works even better.

Examples: E-Book, Coupon, Free Download, Event Tickets, etc.



#3 USE A TABLET

Have we stopped teaching handwriting in school? Unless you ❤️ paper forms and manual data entry, going digital allows for faster follow up and better engagement.

Examples: iPad, Android Tablet, Kindle Fire, Windows 8 Tablet



#4 CONDUCT A MINI SURVEY

Are a mind-reader? If not, this is the next best way to find out what your prospects want. Some prospects are hot, some cold, most are somewhere in the middle and have questions. If you ASK, they will tell you. 1 to 3 questions maximum.

Example: "Which of the following most interest you?", etc.



#5 CREATE FRIENDLY COMPETITION

A little competition goes a long way, especially for staff who might be hesitant to request a customer's information. Tapping into the competitive spirit can yield amazing results, and your team will have more fun in the process!

Examples: \$1.00 per lead, Winner gets a plaque. Boss buys dinner for team, etc.