

Start My Consulting Business

Stop whining. Take action. *Change your life.*

Client Pipeline Mastery

Identify Prospects

Homework

This week's homework covers a couple main areas: identifying & starting to reach out to prospects, and systematizing your marketing. There's a lot to cover, and you may not be able to cover everything this week, but realize that your marketing is a process that you'll need to devote time to regularly to avoid the feast-or-famine cycle that can be typical of self-employment.

1. Build a list of 20-50 leads.

As you research and explore potential marketing channels, start collecting leads. Don't get fancy about tracking them for now--a simple spreadsheet is sufficient. At this point, you're just collecting basic info on your leads: where you found them and a basic profile, including some preliminary qualifying info.

2. Filter your list of prospects to only include those you think are willing AND able to pay for your services.

After you build your list of leads, review your list, and flag any that look promising. For those leads that look like they might fit your ideal client profile, do some additional research to try and get additional details--especially on qualifying info (whether they'd be willing AND able to pay for your services).

Sources of info might include:

- their business website
- LinkedIn profile
- Facebook page
- their ads and ad copy/tone
- Google search
- news articles
- press releases
- columns or articles they write

Things to look for:

- How do they generate revenue?
- Who are their competitors?
- What's the size of their organization (# of employees, locations, annual revenue, etc.)?
- Are they local, regional, national, or global?
- What are their distribution channels?
- What are their marketing channels?

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3. Create lead magnets and start using them.

In this step, you'll identify lead magnet channels and lead magnet deliverables. For example, a channel might be email or YouTube or direct mail, while a deliverable might be a case study or critique.

The lead magnet deliverable will be something you'll give to your filtered list of prospects, so it needs to be something they'll find valuable and compelling. From your research in your marketing channels, you'll probably have some ideas of common problems your prospects face, so your lead magnet deliverable should be something that addresses those problems.

After you've created your deliverable, get it in the hands of your filtered list of prospects, and create your follow-up plan. Your follow-up might include an email series, a phone call, etc.

As you begin to reach out to prospects, make sure you track your efforts. Again, a simple spreadsheet will suffice for now. You just want to make sure you know what you did with each prospect, and the response you received. That way, you can see what actions got you results so you can magnify those activities and your results.