

POSITION YOURSELF AS AN INDUSTRY EXPERT



BONUS VIDEO TRANSCRIPT ONE



COACHING ACADEMY SPECIALIST
Where Small Businesses Grow

Video Transcript One

Lead Generation Made Simple

The P.E.R.F.E.C.T Method - P - Position

We're now heading into a really important and critical phase of the business, which is Lead Generation. Lead generation is another word for "prospecting," or "finding customers."

But before we find the customer, we have to find the prospect. And we need to understand that before we find the prospect, we need to get a lead, which very often starts off with something cold that we have to warm up as we go along.

But we need to understand very clearly that we need to be generating these leads all the time, because customers are hard to come by, and to get to them there is a process that you need to understand.

And the reason you need to understand that is that from time to time, you will need customers in a hurry. And very often, I see companies who refer back to the only method they know, which is buy some advertising space, which is incredibly expensive and it doesn't always work. And you wonder: What did I do wrong there?

So what you need to have is a method, you need to have a system, a procedure that you can rely on. And we have that in lead generation. We have what we call the **P.E.R.F.E.C.T. Method**. And if you stick to this, you'll find you will have an abundance of leads where you can turn the tap on or off at will.

Within the **P.E.R.F.E.C.T Method**, we start off with the letter "P" standing for positioning, and it is how you position yourself in the marketplace. This becomes hugely important.

You can have two plumbers both equally qualified and accomplished at their work, but one would be better positioned than the other. And what does that do for that plumber? It means he gets more business. It also means he can command a higher fee, he's more respected in the community, He's well thought of. Positioning has got to do with being the go-to person. The idea is to be in the minds of the public that when they need your product or service, they're going to turn to you.

So you're going to do that by being an authority on the subject. Now, obviously, it applies and only applies if you have a passion for the business you're in. One simple step to take in positioning yourself is to start giving something away to the other side. And I don't mean freebees in terms of material things. I'm talking always of giving away information.

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So you can start, first of all, with your website. You've got to have a website, and in that website, you've got to think in terms of when the customer needs information about the product or service you've got, instead of them Googling and finding themselves being presented with 20 or 30 different companies, that they actually go straight to your website because you will have all the information they need, not just about your product or the service you provide, but all related matters.

So that when they want information on it, they can go straight to your website, and in there you will have a whole series of articles, a whole series of papers on that subject and where they'll find loads of information that they'll find very helpful in enabling them to become more educated on the subject. So it's important that you have a good website that people will go to learn more about your product or service.

How do you position yourself? You position yourself by having a reputation in the marketplace. You do that by, yes, by having whitepapers on your website. You also do it by perhaps doing something as simple as writing a book. And you know what? There's a book in everybody who runs a business, a book on how to do what you do.

You can show how the customer can save money, how they can do it themselves, how they might need less of your service. And you might say, "Why would you do that?" Because customers are crying out for knowledge and information, and if they can turn to you for that information, you're going to be their friend and you're doing to be the go-to person.

The other thing what you might do is give information to the local papers and magazines; again, not specifically about the product or service that you sell, but related. So it's not an advertisement. It's information that the public will be interested in.

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If you're a plumber, for example, you might give people tips in the wintertime as to how to avoid leaks. And you might say, "Why would I do that? Wouldn't that damage your business?" It won't. It'll actually help and enhance your business if you're seen to be the decent person that gives people tips on how they would spend less money needing a plumber.

You might talk at seminars, in workshops, where again, you'll talk not about trying to sell your product or service, but try to give information away for free where you'll come across as the authority on the subject.

So the key thing: In lead generation, first of all, you've got to Position yourself properly, to be seen as the go-to person in your community.

DON'T FORGET TO WATCH THE "LEAD GENERATION MADE SIMPLE POSITION" VIDEO.