

31 Ways to Get a (Nearly) Immediate Surge of Prospects to Your New (or Improved) Website

Day #	Daily Action Step		Get it Done Idea
1	Attend a local networking event & hand out biz cards.	Tip:	Tip: Order biz cards w/website URL & strong call-to-action on them. Ie: Pick up a free lead-generation toolkit at GetProspectsOnDemand.com ! What's your teaser statement? _____
2	Write a "teaser" article that leads people to your website.	Resource:	For article topic ideas, templates, and more, visit ProfitableNewsletters.com .
3	Publish an article on 4 traffic-generating article directories.	Resource:	Top 4 article directories: EzineArticles.com , ArticlesBase.com , GoArticles.com , SelfGrowth.com
4	Submit an article to 1-2 print publications for possible coverage.	Tip:	Contact newspapers/magazines that cater to your target market and ask how you would go about submitting content for possible inclusion.
5	Write a press release about your lead-generating freebie (or about something else new and exciting in your biz).	Resource:	View a press release template at http://www.writeassociate.com/downloads/Press_release_template.pdf .
6	Submit a press release to 4 online press release directories.	Resource:	5 press release distribution sites: PRWeb.com , PR.com , PRLog.Org , PressMethod.com , MediaSyndicate.com
7	Submit a press release to 1-2 local publications for possible coverage.	Tip:	Contact local newspapers and ask for the contact info for editors in your area (ie. if you write about business topics, you'll want to ask for business editors, if you write about health topics, you want to connect with someone in health/living section of newspaper). Get the person's name, title, phone number and email address.
8	Post a flyer in your local grocery store/library/etc.	Tip:	Include an attention-grabbing headline and a strong call-to-action (ie. invite them to visit your website to download the free offer).
9	Send a personal invite email to re-engage your existing newsletter/prospect database.	Resource:	Contact support@writeassociate.com for information on our writing services if you need help crafting an invite email.
10	Call/email 3 past clients.	Tip:	Say you're just touching base, want to offer them your new freebie that you think could help them, and ask if there's anything else you can do for them.
11	Give free talks to local businesses/networking forums/other groups and offer your freebie at the end of the talk.	Tip:	Present the freebie as a free gift and ask anyone who's interested to give you their biz card (or pass around a bowl to collect them).
12	Print simple "referral cards" promoting your freebie and ask non-competing businesses if they'd be willing to hand them out to interested prospects (in return for you offering to do the same for them).	Resource:	Email support@writeassociate.com for a free quote; we can help you get referral cards designed and printed.
13	Design a brochure just to promote your freebie and drive traffic to your website.	Resource:	Email support@writeassociate.com for a free quote; we can help you write & design effective brochures.
14	Send your website-promoting brochure/business card along with a letter of introduction to local prospects.	Resource:	Email support@writeassociate.com for a free quote on writing effective intro letters to prospects.
15	Call/email 3 prospective customers to introduce yourself and offer to send them a copy of your freebie.	Tip:	One way to find prospective customers is with internet searches (ie. if your target market is dentists in Houston, Google "Dentists + Houston" and get contact information from their websites). Or email support@writeassociate.com if you need more help finding your prospects.
16	Host a "Share the Love" day where any current/past/prospective customer who refers at least 3 new prospects to your freebie will get a discount or other thank-you gift.	Tip:	You can have them email the names of prospects directly to you or insert a "Tell a Friend" software on your website (just Google "Tell a friend script") and refer them there.

17	Connect with at least 3 Twitter "friends" that you don't already know.	Tip:	Send a personalized Direct Message introducing yourself and inviting them to either download your free report or set up a get-to-know-each-other phone call.
18	Post "teasers" about your freebie on your Twitter & Facebook profiles.	Tip:	Give a quick tip or technique straight from the report and then tell them where to go to download your report and learn more.
19	Publish 1-2 blog posts offering "tastes" of your freebie & telling people how to sign up.	Tip:	Give a quick tip or technique straight from the report and then tell them where to go to download your report and learn more.
20	Post your website URL in your signature line on any online networking forums you frequent.	Tip:	Add a call-to-action, like: "Visit GetProspectsOnDemand.com to download your FREE lead-generation toolkit today!"
21	Post 2-3 helpful threads in online networking forums (but make sure you change the URL in your signature line to your new POD URL first!).	Tip:	You can have fun with this! Don't focus on selling, just chat with prospects and let your signature line do the selling for you.
22	Post an insightful comment on a popular (and highly-trafficked) blog in your industry.	Resource:	Find popular blogs on technorati.com .
23	Record a 1-2 minute video revealing one tidbit from freebie & telling viewers how to download your freebie with more tips.	Tip:	If you're camera shy, create a simple PowerPoint presentation that outlines your thoughts and use a screen-recording software to record your screen as you walk viewers through the presentation.
24	Post a marketing video on 2-3 video sharing sites.	Resource:	Post your video on sites such as YouTube.com , MetaCafe.com , Break.com
25	Record a 1-2 minute podcast (audio recording) revealing one tidbit from freebie & telling viewers how to download your freebie with more tips.	Tip:	If you've already recorded a video, you can use the same tidbit as you revealed in the video! No need to re-invent the wheel. Bonus resource: Audacity audio recording software is free and can be used to record your podcast right into your computer.
26	Post 1 podcast on iTunes for easy downloading and sharability.	Tip:	Posting your podcast on iTunes is free and lends your podcast an air of credibility. Just Google "how to post a podcast on iTunes" for specific instructions.
27	Invite one non-competing peer (a.k.a. Joint Venture partner) to do a referral swap by sharing your website URL with their client/prospect database.	Tip:	You may want to start by offering to promote something for them; most will reciprocate by asking what they can do for you. Or, if you're in a time crunch, you can state your intention for building a mutually-beneficial referral partnership, present your offer, and then ask what you can do in return.
28	Send a letter/email to EVERYONE on your contact list, explaining your free offer and asking them to spread the word to anyone they know who might be interested.	Tip:	Don't neglect anyone. Your uncle or hair stylist may not seem like your ideal client, but maybe they know someone else who is!
29	Dig out any business cards you've collected over the months/years and send a "checking in" email with a reminder of who you are and an invitation to download your free gift.	Tip:	If the card is a bit dusty (read: it's been sitting on your shelf for 3 years), remind the person how you met, own up to your delayed response and be upfront with your intention to catch up. No need to let that card - and potential client - go to waste just because you haven't spoken in years!
30	Submit your website to 2 online directories to begin driving traffic.	Resource:	Top website directories: Dmegs.com , Dir.Yahoo.com , Dmoz.org , Google.com/addurl
31	Insert your freebie URL into your elevator speech - and then make plans to practice it at a networking event in your area.	Resource:	Elevator speech template: My name is _____ and I help <u>(your target market)</u> to <u>(main benefits/solutions, ie. relieve back pain, save for the future)</u> . If you're interested in learning more or know anyone else who might be, you can download an informative report online at <u>(your website URL, ie. GetProspectsOnDemand.com)</u> .
Bonus:	Announce your freebie to at least 2 online networking groups (on LinkedIn, Facebook, etc.)		