



# LEAD GENERATION

Tips on how to create leads

## 7 PROVEN LEAD GENERATION IDEAS YOU NEED TO TRY

*Eugene Campbell, MBC, CDRC, CPC*

Lead generation is tough, whether in person or online. Sending cold emails or scraping together lists can be very difficult because--let's face it--often, people don't want to take the time out of their schedules to talk.

A recent study from Citizen Relations in Canada found that 68% of Canadian millennials, bought products because of a "fear of missing out" (FOMO) marketing approach. And 45% couldn't go longer than 12 hours without checking their favorite social media platforms.

### 1. Subject line will keep you out of "spam"

Avoid email subjects that get you in trouble. Use subjects that relate to business.

- *You can still take advantage of this offer*
- *I am following up on your inquiry*



### CONTACT US

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**#2 The opening script, will open the door**

- *Hello [Name],*
- *I came across your LinkedIn profile today and found it quite interesting and impressive. I am currently recruiting Executive Directors and Small Business owners for a "private" Executive Leadership Business Advisory Group. This "private" Advisory Group is comprised of diverse members, who are non-completing business leaders, in major growth industries.*
- *(add contact information)*

**#3 Book, qualify and survey before onboarding call**

- *What is your biggest business challenge?*
- *Do you have a Business Growth Plan?*
- *Please describe your business service or Industry.*
- *Do you make staffing and budget decisions?*

**#4 Showcase testimonials in your ads**

**NEED TO MODIFY YOUR BUSINESS PLAN?**

**eccr group**

**If your Business, Church, or Non-Profit has been impacted by the COVID-19 Virus, CONTACT US we can help!**

ECCR Group is a Peer to Peer vehicle for strategic outcome planning and execution, whose objective is to empower members to create a balance in life, work, and community service.

The ECCRGroup has worked with local nonprofit organizations, raise revenue, develop procedures that meet funding and government contractual compliance requirements.  
**Gilbert Steadley** Former Senior Director New York Stock Exchange

Empowering people, getting them to work together, to address a community service gap is a goal, that the ECCRGroup brings to the table!  
**Carol Heller** Partner Business Manager, Jewish Community Council of Greater Coney Island

"Working with churches, hospitals, and nonprofits! Executive Director, the ECCRGroup turns ideas on paper into reality."  
**Eric Dentone** Executive Director COGC, Inc.

"The ECCRGroup, worked with us to develop a Bio-medical Engineering curriculum that responds to the need for more vocational training."  
**Michael Collins**, Founder/CEO The Cotton Principal Group

Join the ECCRGroup Executive Coach Advisory Group [www.eccrgroup.com](http://www.eccrgroup.com)  
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**#5 Presentations**

Create opportunities to share your presentation to other organizations.

- *Volunteer-chamber & community groups*
- *Offer free webinars*
- *Become a subject matter expert*
- *Service on advisory committee*
- *Join Facebook and LinkedIn groups*

**#6 Create an irresistible lead generation package**

- *Offer month to month service contracts*
- *Offer money back grantees*
- *Offer introductory trails*
- *Offer discount packages*

**#7 Value proposition**

A value proposition is a statement that answers the 'why' someone should do business with you. It should convince a potential customer why your service or product will be of more value to them than similar offerings from your competition.

We hope these tips were helpful. If you want more information, set up a free consultation on lead generation and we'll get you started right.



