

Local Networking Strategies If You Can't Get Out

While attending meetings of local networking groups is the fastest and most effective method for getting subscribers, there are also several techniques that work if you can't get out of the office or house.

1. Identify the networking groups in your area. Focus on ones that are cross-industry first, rather than trade groups. (You can do those, too, or later, but the results won't be as good initially.) This includes Chambers of Commerce, BNI, Le Tip, Rotaries, and the dozens of "private" groups that exist in each area. The best way to do the latter is to identify "super-networkers." These are people who live to network; and they can point you to the most active groups. Almost every networking group has some kind of Web site, listserv, or Web page where the members can find out about meetings, and communicate with one another. Visit and bookmark their sites.
2. See if you can acquire the members' names and email addresses. In some cases, you have to join the group to do that, but that is rarely the case these days. This is because the members' desire for new business outweighs their desire for privacy, and the group's desire to protect their membership lists. Either way, you want to see if you can identify the members, either by email address, phone number or company.
3. If you can join the group without paying, of course, go ahead. You can approach any member with the pitch if you're in the group. Remember to use good sales techniques. If you can't join the group, then a letter or postcard can open the door, or even a phone call.
4. If they have a forum (e.g. for discussing questions, giving advice, etc.,) participate in it. Others will have either a facebook page or a LinkedIn page. Join them. Offer advice based on your experience, and insinuate the Lead Generator into the conversation as a solution where appropriate. Caring and listening work.
5. Once you've set the channel up, the most important thing to do is to engage people in a classic SPIN conversation: Find people who are looking for more business. (Ask them if they are looking for more sales.) Get them to acknowledge that they are looking for more business. Find out what the consequences are if they can't find more business. Ask what it would mean to them if they could find more business - quickly and inexpensively. And if they are interested in increasing their sales, then tell them about the Lead Generator as a solution. You can drive them directly to the site using the link with your Promotion Code in it.

The thing to keep in mind is that your ideal target audience consists of people who are looking for new business. Not ironically, they are always out there in the market doing exactly that. So if someone is looking for new business, they are a good prospect. All you have to do is offer to help.