



How to 'Get a bucket full of leads from the internet'.

A short E-Book - letting you know the 'not-so-secret' three 'Must' do's to get that 'bucket full' of internet leads.

Congratulations on taking this step, enjoy the short read, and maybe grab a coffee/tea, take a seat, and read it a few times.

Richard Buttenshaw

Author of 'Ready Set Sell' How to Succeed in Sales and Marketing. (1st edition published in 2009, 2nd edition published online in 2022, available at Amazon).

It's not rocket science, but it usually takes us a while to get around to the basics of any working truth.

It did me anyway. I've been in the sales and sales training game for some 30-plus years. From every role you can imagine, door knocking to sales management, recruiting to training, and being the sales boy to leading sales large successful teams in three different countries.

I've done those roles, generally with success. I add that because there are a lot of idiots out there, who are all theory and no do.

When the world turned Digital, I was quick to use the new technology, and to sell it, but slow on the uptake when learning how to use it! ie as a lead-creating force.

A few years ago I came back from overseas and started to dabble, research, and retrain myself. Realising not everyone wanted to do that, that some of my fellow business owners just wanted the results (ie leads coming in for minimal cost and effort on their part). I could relate, most of us in business are happy to do our own specialist skill set. Like a trade or a profession or even the hard-earned 'owning and or running of a business', no longer hands-on, but still responsible for feeding the employees!

So I did a bunch of research, and retrained myself in the new magical art of 'Digital Marketing.' (DM)

In the 3 years or so of research and development, I discovered (mostly from those who had succeeded and/or trained and sometimes failed at creating a successful digital funnel) what the tricks of the trade were.

It really comes down to three basics, that is - it's only three for those who don't want to become a 'Digital Marketing Specialist', a path I chose, and which has its own set of never-ending twisting pathways.

So here we go.

The three are as follows;

1/ *Find one of those new-fangled experts/specialists/online gurus (as mentioned above), and check them out for the following;*

- do they have proof of their ability to create leads online? Preferably in your industry.
- do they use a proven DM/SM 'System', and not use the 'fly-by-the-seat-of-their-pants' method?
- If they passed the above test, ask them to explain, in brief, what their system is and how it works, and what basic sales and marketing principals does it operate on? If they don't have ready sensible answers, they're not your man/woman. They are probably using a plug-and-play, fill-in-the-boxes method, not really knowing how/why it works, and therefore won't be reliable for consistent returns.
- ask what ROI (return on investment) they can get, and the budget required (no real right answer, except that the ROI is positive and it's not stupidly expensive.)
- and then see if you can get a referral or two, to confirm they - or who they are working with - have got the creds.

Finally, if you feel comfortable with the answers, hire them. Pay what they ask. Trust them for the results.

2/ Unless the Specialist has a damn good reason *not to*, I recommend you **'FOCUS'** on one medium.

It's ok to have a presence on all online mediums (that you want to) ie LinkedIn, FaceBook, X, Youtube, etc. But when it comes to paying money for ads and campaigns, it's best to stick to one (at a time), that's well-researched by your new specialist - with a well-planned and focused offer.

Then stay on the plan, and don't go jumping around, unless advised by the expert with a good reason!

Nowadays, for most Small to Medium Businesses - in the Australian and New Zealand market at least - it appears Facebook (FB) is still the best for reach (especially for B2C).

That may change as the average age of FB users goes up, but the stats look all in favour of FB right now (as of 2023). LinkedIn is quite obviously the best for B2B and for network-based growth.

Note that this may change, quite quickly, with new media and methods popping up overnight. Your new adviser should be doing a thorough assessment of your perfect customer, best target audience, etc. This (and some other factors) will have a big effect on what medium you chose and when.

But whatever is decided, Stay focused.

3/ *When the leads come in, act on them. Don't mess around*, those leads are as good as GOLD.

If you can't sell to a hot inbound lead - and I get it, some of us don't feel confident to do the sell - or you don't have the time - then hire someone who can and does.

When you've taken the time to find a Digital Marketing specialist, paid them, invested in the marketing, and stuck to your plan (without chickening out) don't blow it by 'not' treating those leads like *GOLD*. Make sure someone follows them up, in whatever way is most effective. Create a system to do it. Then, make sure you keep a database of everyone who has responded in any and some way, even if not a sale.

Your DM expert can advise you on that, but there are plenty of good CRMs out there nowadays. Free and paid for.

It's really that simple, yet sometimes not easy.

I get it, I've been there, on both sides.

When you're shelling out good money it's tempting to try second-guessing the person who's helping you, to try cutting corners, to go for the shotgun approach.

All those things will self-sabotage your success. You know it, deep inside your GUT you know it. It's just damn hard to fight those urges to 'take control', 'cut corners', and 'save' some money !!

That never works. "My Way", generally only sounds good in a Frank Sinatra song.

I've seen it dozens and dozens of times. Not just since I've got involved in Digital Marketing, but in my many many years of consulting with, training, and leading all sorts of organizations in three countries.

Let me illustrate.

Robert Kiyosaki (Author of Rich Dad Poor Dad) tells a story about when he was a chopper pilot in Vietnam. Flying slicks off a naval ship in the bay, he had a turbine failure on take off. His ship was loaded to the gunnels with a full crew, fuel, and ammo. A lot of "damn weight" was the way he put it from memory. So, on turbine failure, the standard drill is to push the stick forward and attempt to 'glide' the helicopter like a sycamore leaf. It's called Auto rotation, and it seems pretty simple from down in the briefing room! Ah, but when you're screaming toward the South China Sea in a thin metal box weighing 4 tons, at literally breakneck speed, the temptation is to pull back on the stick, way too early. If he had done that, the helicopter and crew would have dropped like a stone, well - a very large brick perhaps. So Robert overcame the screaming voices and panic and pulled back only at the very last minute. He and his crew lived to tell the tale of how staying focused and not flinching when the pressure is on, is so darn important.

My job is done, Go for it. Or not - it's totally up to you. (ps. Feel free to connect with me)

