

GENERATING FREQUENT PASSIVE LEADS



The SpeakerCareer.com Business Blueprint

Module 8 Lesson 2 Action Guide

**How to get leads
coming to you on
a consistent,
frequent basis!**

Overview:

Complete this action guide as you follow along with the tutorial video located at

<https://speakercareer.com/members/blueprint/m8/passive-leads/>

The Most Valuable Passive Lead Sources:

1. Post your speaking videos on YouTube

Post videos of you speaking to YouTube!

2. Content Creation

Develop your YouTube Channel, Podcast, Blog, etc.

3. Bureaus

Get exclusive listing or multiple bureaus promoting you.

4. Speaker Referral Network

Create a team of 3-4 other speakers who refer one another for past events

5. PPC Advertising -

Adwords, Bing, YouTube Ads, LinkedIn, etc.

6. SEO (Search-Engine-Optimization)

Takes some ninja-techie skills. Start by focusing on your local cities, then go broad.

7. Social Media

Be careful to remain productive if you pursue a large social media presence!

The Most Valuable Passive Lead Sources, Continued:

8. Press Releases

Great for creating a long-term presence

9. Showcase Speaking

Depends on your marketplace. Ensure that the showcases are legitimate before paying to speak.

10. Your Books, Products, and Courses

Being the author of a book or creator of an online course gives major credibility for being invited to speak at events because the impression is that you can draw a crowd.

11. Speaking

Speaking begets speaking! It's not a guarantee, but getting on stages gives you a strong chance of being invited to speak on other stages.
