A PROVEN Method For Creating BREAKTHROUGH Lead Generation Campaigns

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Friday, 8 a.m.
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This is a summary of the simple process I've used to help clients create breakthrough lead-gen letters and packages. It works with both B2C and B2B audiences.

Step One: Target

The tighter we target the more impact our lead-gen will have. So, step one is identifying the different potential segments we can be going after.

Owners, Managers, VP's, Moms, etc.

The tighter your focus - the better your results.

Remember {E2E = O} Trying to be "everything to everyone means you are nothing to no one.

And the cleaner the data - the better your results. A great lead-gen campaign can be crippled by bad data. Get the list right. If you're doing

a more expensive package, it pays to pay someone to verify the data and information on the leads is right.

You probably already know who to go after first based on your priorities, but a few of the possible consideration are...

- Easiest to reach?
- Highest credibility with?
- Fastest sales process?
- Highest revenue potential?

My bias for you is to do whatever is easiest and fastest at this stage just to build momentum and experience. Then tackle the harder targets when you have a few small wins.

Step Two: Interviews

Interview happy clients who match the target criteria using the following 9-step question flow (practically makes your sales copy and presentations write themselves).

Side-note: You get bonus points if in the future you can capture these interviews on camera. Capture interviews at user's conferences, seminars and such. Or have folks record on their iPhones, with Jing, whatever and have them send to you. You can also do these over Skype and capture the video as well. The videos are an incredibly valuable tool in your marketing and sales arsenal going forward.

Don't let getting the videos hold up the whole process. But do plan to capture them in the future.

Here is the interview questions flow...

1. Before (Our Solution/Product/Service), what were two or three of your biggest frustrations with your business?
2. Of those, which was the most frustrating?
3. What other problems and issues was that creating for you?
4. How did you try and solve those problems?
5. Why didn't those solutions work for you?
6. So, ultimately, why did you choose (our product/service)?
7. What have been your results? How long did it take to get them?
8. What would you tell someone (others just like you) who is considering (our product/service)?

Step Three: Find The Metaphor

After the interviews, you should have a pretty clear idea of the target segments biggest pains and frustrations — especially with current solutions.

Then you need to look at the feature & benefits of your solution and find the biggest promise you can make to address those pains specifically.

It's critical you are VERY clear on what pains/problems/frustrations — or what problems/payoffs/benefits you are solving/providing to your customers or clients.

Forgive Me If You Know This: The biggest problem I see here is companies focusing on their products and features and solutions, not the customers pains and desires. The two are not the same. And they product dramatically different results. Simply put, its the difference between failure and success.

A drill is a product — a hole is the promise.

Aspirin or Acetaminophen or Ibuprofen are all features/products — Headache is the problems and "Pain relief in 15 minutes" is a promise.

I know you know this. But time after time I see lead gen emails and letters fail because folks didn't get this critical point.

The intersection of the market's pain and your promises are where you look to find the lead-gen package metaphors.

metaphor

Their Pain & FRUSTRATION   Your Promises
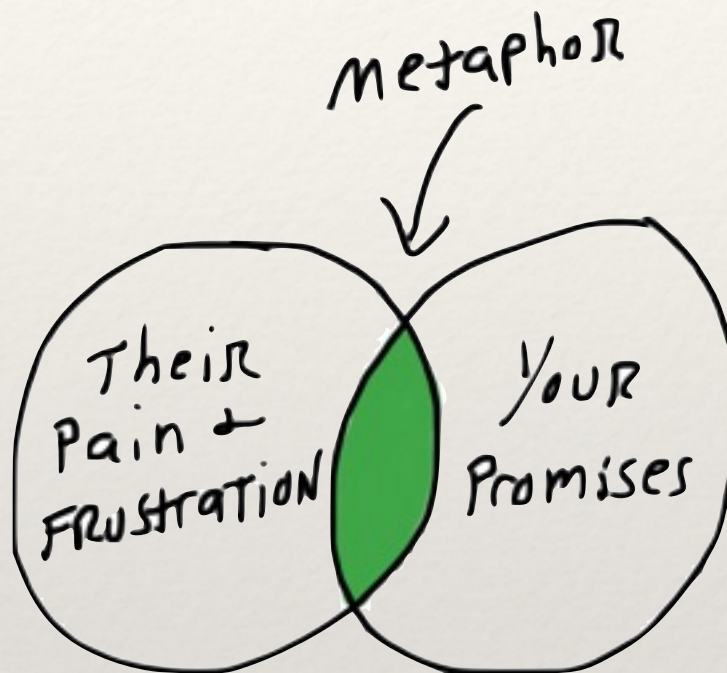
The more specific you can make the metaphor and promise, the more impact you make.

Instead of "grow your business" you can use "Catapult your conversion rates by 50% in the next 30 days". You get the idea.

And then for a little fun...

You stick a desk-top catapult in the package :)

For any given segment, you'll want to brainstorm a couple of these ideas and then test them out against each other. That's one of the advantages of going with small volume, high-impact packages. You can rapidly test and respond to what's working without a major upfront investment.

For "grabbers" in the packages you can use anything from aspirin, dollar bills, a shoe, tea bags, coins, pirate treasure, magnifying glasses, etc. Your metaphor for the pain or promise will guide you here.

Step Four: Choose Your "Action Objective"

For each segment, you have to decide how far or close they are to a purchase decision. Then you have to choose a reasonable first action that you will try to achieve with your package.

In some cases, you can get them to come to dinner, or a workshop, or a webinar or opt-in for a free report. And in other cases the goal should

just get them to take the salesperson's call with receptive mindset.

If you are focused on a B2B project - For speed, I'd initially start with packages designed to prepare the ground for the salesperson's follow-up calls. Or have them request a free report/tool kit/video/etc.. As you gain success and experience, begin reaching for higher action objectives on behalf of the target.

I've created packages that have gotten top executives at Fortune 100 companies to get on a plane and fly out to Southern California. But I started by getting them to request white papers/reports and webinars. As I learned what they really wanted, I could increase the size of my "ask".

Step Five: Create The Package

Now that you have your metaphor and the action you are going for, its time to write and create the package.

The two biggest mistakes in this step are:

1. Trying to do too much selling of the solution instead of the objective.
2. Packing the copy with features and details that are important to the company and team, but the prospect isn't ready for yet.
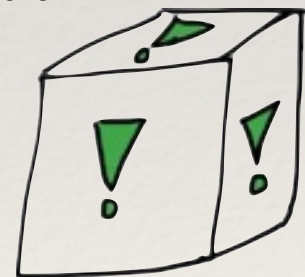
Sell the action - not the product. So often I see companies that want people to opt-in to a webinar or a white paper start selling the advantages of their product.

Don't do this!

Sell them on what they will learn/discover in the report! Sell them on opting in!

With lead-gen copy, often shorter is better. I once got 700 Retail VP's of marketing on a webinar by sending a 3-day, USPS 9X12 package. Inside was a tiny invitation envelope. Then the opened there was a single half sheet of nice stationary selling them on joining the webinar. Get their pain and your promises right and it doesn't take long letters to accomplish your goals.

Step Six: Launch The Package

For the initial testing of a B2B package to business owners or high level executives, I have a bias towards FedEx as the delivery device.

1. You can time the day it reaches the prospect, which means the sales team can precisely time the follow-up.
2. If someone gets a FedEx package and still won't take your phone call - odds are the package would have failed by any other delivery method. So, this lets us get the pulse of the market — fast. In a day or two you know if you have a win or need to go back and create another package/letter.

After you find a package that is successful, then begin testing less expensive ways to deliver it.

If you are going B2B I would also target at least three high-level executives in the company on the same day. It gets them talking and

creates more impact and receptivity for sales follow-up. And if you're data is wrong on one executive, you still made an impact on two others.

Step Seven: Sales Follow-up

If you are targeting B2b leads then, ideally, the sales team will be calling the prospects the day after they get the package. It's critical to contact the prospects when the package is still top of mind.

I've seen companies do an incredible amount of work to create packages like these, then the sales team doesn't actually follow up.

If possible, the sales team can use email or voicemail (or both) the day before the package arrives to create more awareness for it.

A quick, "I've just sent you something via FedEx - just wanted to make sure you see it when it comes tomorrow" is all it takes. Don't give away what its about at this point or this tactic will hurt results. Email or voicemail is ideal so you don't get into a sales conversation before it arrives.

Step Eight: Review

This step is pretty obvious. Did it work? Three options coming out of this step are:

1. Reject
2. Refine
3. Roll it out
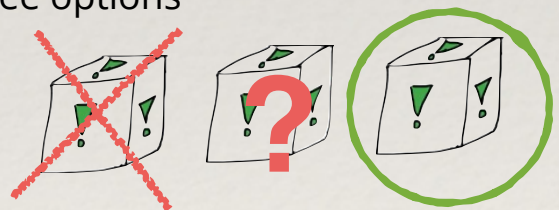
If you send a high impact lead-gen package, with great sales follow-up, and get bad results, DON'T double down on the mistake and do more faster (I only say that because, yes, lots of people do this).

If you get mixed results, consider refining the idea, the appeal, the approach. Take the feedback you get from the market and use that to strengthen the idea.
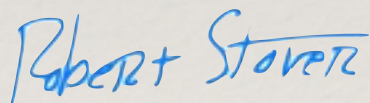
Then finally, of course, if you get great results - Roll that baby out! Run with it!

Believe it or not, I've seen companies do lead-gen packages that have pulled a 20% response from the Presidents of major companies... And they never did the campaign again. That had some quick success and were happy.

Again, I know you are smarter than this - but if I hadn't seen this happen numerous times, I wouldn't be warning about it here.

And finally, I'm looking forward to hearing what different package metaphors and approaches you come up with. I'd love to hear your successes!

Sincerely,

Robert Stover

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