

PLSTips.com Week #2: Networking & Email Marketing “8 Tips to Success”

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1. Get your NICE business cards

Don't go cheap. Your business card is going to be gathered with everyone else they met that day. You need to make sure yours stands out. When I get business cards, I usually get rounded corners with spot UV (gives it the shiny look on the lettering or images)

2. Find your local events

www.InTheCalendar.com

www.MeetUp.com

3. If no local events nearby, START YOUR OWN!

Make some flyers & business cards. Then, start handing them out at business functions around town, town hall meetings, meet people at the grocery store, pumping gas, waiting in line, etc. You never know who you'll connect with that will be your next big hitter for your team!

4. Develop your 12 word introduction

When talking with someone, more than likely you'll be asked this question sometime in the conversation... "So what do you do?" Have this prepared just like you would anything else. When replying, people don't want to hear you drag on forever about what you do. You should be able to describe what you do in 12 words.

Need help? Use this one:

"I help business professionals automate their marketing with my FREE lead system"

5. Develop your 30 second pitch

In most networking events, you'll get a chance to speak in front of the crowd to introduce yourself and your business to the attendees. You'll more than likely get 30 seconds to describe your business. Script it out and practice it until you have it memorized like your significant other's birthday!

Need help? Use this one:

"Hey folks, I got a question for you... by show of hands, how many people here market their business using online sources like a website or social media?"

Look around folks, as you can see ladies & gentlemen, pretty much EVERYONE in here raised their hands! Online marketing is here to stay, and with plenty of competition. I have a system that combines over a dozen online marketing tools that will help YOU generate an endless amount of targeted leads... WHILE YOU SLEEP! My name is _____ and I want to give you this incredible system absolutely FREE! Let's talk!"

6. GET PERMISSION TO ADD THEM TO YOUR EMAIL LIST

Last thing you want to do is become the SPAMMER of the networking group. Always ask to add them to your email list before blowing up their inbox!

7. Email Marketing

I email either 2-4 times per month to my subscribers. If I do 2 emails that month, 1st email will be free content, training, something that brings value to my subscribers and not me asking for anything other for them to take advantage of the free giveaway. The 2nd email will be my marketing email with a promotion or special offer.

If I am doing 3 or more emails, the 1st 2 will be free giveaways, then 3rd and 4th promotional or special offer.

Also, always get the 1st initial email out them within 48 hours of meeting the prospect. They forget 50% of what you told them within 24 hours. Another 50% within the next 24 hours. 75% of your conversation completely forgotten within 48 hours. Get them while they have you fresh in their mind! The quicker the better.

8. Expo Tips

- Arrive early to events
- Go in to events with clear set goals for prospecting
- Offer a prize giveaway for business cards
- Be friendly (bring a partner if possible to walk the floor)
- Wear flashy or LED nametag
- Dress to impress
- Invest in your branding (retractable banners, flyers, handouts, giveaways, etc.)