

**Daniel Hall Presents**



**Episode 102**

## **How to Generate an Unlimited Number of Leads in Your Business**

**with Daven Michaels**

Welcome to this episode of the Real Fast Results podcast! Today's special guest is Daven Michaels, who is really a marketing phenomenon in his own right. He just has a way of grasping marketing opportunities, evaluating them, and ultimately turning them into awesome money-making ventures. He's definitely going to lay down some incredible wisdom throughout this show.

Daven is the owner of [123 Employee](#), and he has basically made a career out of living the American dream. In fact, his entrepreneurial career began when he was about 15 years old, and he never looked back. He's actually turned multiple passions into prosperous businesses and careers. For example, he has been a bestselling music and television producer, and he has produced some of the biggest acts that have come through the music business. As well as being a successful entrepreneur, he's also a bestselling author and a professional speaker.

In addition to everything else, Daven has helped thousands of small business owners become more successful throughout his career. He teaches people how to transform their businesses by showing them how to play ball with big corporations, and yet beat them at their own game. Also, if you are an author, Daven is the author of a book titled [Outsource Smart](#). This became a *New York Times* bestseller, a *Los Angeles Times* bestseller, and an Amazon #1 bestseller. In that book, he advocates for small business owners just like you. Please welcome Daven to the show...

# Promise: How to Generate an Unlimited Amount of Leads

Thanks for having me! I guess the big takeaway for today is going to be lead generation. I believe that this is the biggest challenge that entrepreneurs face. Well, there's actually two. I have the privilege of speaking on stages all over the globe, and so I ask entrepreneurs, "What's the biggest challenge you face in your business today?" Although I always receive a myriad of different responses, it always comes down to two. The first is time. Time is the #1 precious commodity that none of us can buy. Once it's gone, it's gone. It's fleeting. The other is leads, or business coming through the door.

I believe that if you can solve that challenge in your business. If you can dial in your marketing, and if you have a massive amount of leads and traffic coming through the door, and your bank accounts are overflowing with money, then you can probably buy yourself out of any challenge that you face in your business today. **So, today I'm going to show you how to generate an unlimited amount of leads in your business.**

I figured what we would do is take a look at a few strategies, especially for anyone in the business, but even if you are a bootstrapper, meaning that if you don't have any money to really throw at this. So, if money is tight, I'm just going to give you some down and dirty ways to generate a massive amount of leads and traffic. We'll do three.

## Strategy 1 - Making LinkedIn a Magical Marketing Lead Machine

Let's go ahead and tackle LinkedIn. My guess is that if you are watching or listening to this podcast, you are probably on LinkedIn. I always ask entrepreneurs if they are on LinkedIn, and when I ask this in front of a room, everyone raises their hands. Then, I usually ask, "How many of you feel like you are underutilizing LinkedIn," and everyone raises their hands when I ask this as well.

So, let's turn LinkedIn into a magical marketing lead machine that will generate leads for you all day long. How do we do that? Well, there's a website out there called [1LinkedIn.co.uk](http://1LinkedIn.co.uk). Go to this website, and on it you will find the biggest group of open networkers on LinkedIn. What are open networkers? They are people who have agreed to become your friend in advance because they want to grow their LinkedIn base, just like you want to grow your LinkedIn base. So you'll go to the site and you'll join.

Now, I have to tell you, it's going to cost you some money. This is going to cost you \$50 a year, but I think that you can probably swing that. This is the price of having a Starbucks coffee once a month. **So, you're going to join this list, and within about 24 hours, you'll begin receiving friend requests.** It will never end. They will keep coming at you forever.

My guess is that you've probably received a friend request before, and I'm hoping that you accepted it because you always want to grow your network, but what you may or may not realize is that every time you accept a friend request, it's a chance for a magical marketing message. **That's because there's a little box to the right of that "Accept" button, and in that box, you can drop in a short message.** As a matter of fact, mine goes something like this, "Hey there, I'm Daven Michaels, Founder and CEO of 123 Employee, the premier outsourcing centers in the Philippines. We have hundreds of employees that work with entrepreneurs all over the globe, doing their internet marketing, social media, telemarketing, and back office tasks. Click here now to get a copy of my book."

The book that I give away is an older one that we give away, and it's a freemium. So, my call to action is, "Click here to get yours now." **Why am I using that call to action?** Well, for me it's a lead gen, it's a list grab, it's a list builder. That's what I'm doing. That's what I'm doing when I do those types of promotions, but you can put any call to action in the box that you want to. You can say, "Click here to get your copy now," or, "Here's my mailing address. Send me your information." You could also say, "Give me your mailing address, and I'll send you a package," or, "Here's my phone number for a free 15-minute phone consultation," or even, "Give me your mailing address, and I'll show up on your doorstep." Whatever that call to action is, you put it in the box.

**As I continue to give you other lead gen strategies here, what we are also going to talk about is how to get leverage.** I'm not advocating that you sit on your computer all day long doing a "copy, paste, send" action over and over again. Obviously, that's not the best use of your time.

**There are two things that you can do that will be the best use of your time.**

1. scaling your business and being the chief strategist in your business,
2. having fun. I mean, you aren't in business so that you can work 16 hours a day and not have fun. You've got to have fun and have some time freedom to do the things that you love and the things that excite you.

I don't advocate that you do all of this yourself. I definitely advocate that you get some leverage on it. I'm in the outsourcing business. I own [123 Employee](#), the premier outsourcing centers in the Philippines. We have hundreds and hundreds of employees, working with entrepreneurs all over the globe, and doing all of their busy work. Obviously, I'm going to keep tacking back to that because all of this is not the hottest best use of your time. You need the leads, but [have someone else](#) do it. So, I'm hoping that you aren't going to do the "copy, paste, send," and you'll have someone else do that.

Let's say that you were really tight on cash, but you were creating something new, so what could you do there? Well, let's say that you really craft a great message and have a really compelling offer. You would probably have to do some "copy, paste, send," on your own. You might do 30-50 a day. I'll tell you this. You will start getting a few leads a day, at least a few good ones. So, you close a deal, and now you have enough money to get yourself a personal assistant, and then you can have them do it.

## Strategy 2 - Investing in Your Education

My hope is that you are investing in your education, and if you are reviewing this material right now, you definitely are right now. So, you are probably someone that does invest in their education. **There was a time when you could just run a business and not invest in your education, but does that exist today? It really doesn't.** I continue to strive to learn, and some of my best joint ventures were actually made at learning events.

There might be someone that you are working with on a business level, maybe on Skype or on the phone. **But, I guarantee that if you can meet someone in person, it allows you to go deeper, and you make better relationships, and you make way more money.** You know, business is all about relationships. So, I'm a big believer in this, and you will see me at events, in the front row, taking copious notes. **As a matter of fact, I think that all of my success has come from three things, mentorships, masterminding, and coaching.**

I'll always be there taking my notes. Always bring a whole bunch of business cards. By the way, when someone doesn't bring business cards to an event, I think they are an idiot. Although, there are people who advocate against business cards now. I don't understand it, and I definitely recommend bringing business cards. Anyway, I always pass out a bunch of business cards, and then I have a routine.

**The two reasons why we go to events are knowledge and networking.** My guess is that if you've gone to an event before, you come back with a stack of business cards. You get home, you put them on your desk, you get busy, and six months later you clean your desk, and then you throw them out because you took too long to take action. So, you need a better strategy. Let me tell you what I do.

I have a routine. As soon as I get home, before I even unpack my bag, the first thing that I do is go over to my scanner. I have a regular flatbed scanner, and I scan eight business cards at a time. This creates a PDF. I then email the PDF to my virtual assistant, or actually, my executive assistant. Then, she'll either type them into a spreadsheet, or she'll have one of our people type it into a spreadsheet.

We upload this to our CRM. You can use whatever CRM you like. We use Infusionsoft. This kicks out a value-based email series, and it actually runs them into a custom audience as well, so they begin seeing us floating all over Facebook. Then it triggers a message to our people, and our people reach out and schedule appointments for phone consultations on our sales people's Google calendars. Then our sales people reach out and close deals.

Now, you probably think that's a better way to go, but I'll tell you a funny story. Quite often, I'm asked to speak at conferences, which are annual events. So I'll come back the second year, and I'll walk in at the back of the room. Every single time, without exception, someone will come up to me and say, "Hey Daven, it's nice to see you again. How are you? I met you here last year. Daven, I have a funny story to tell you. Last year, when we were here, I must have passed out 100 business cards, and not a single person called me, but your company emailed me,

texted me, and called me the next day. I've been a client of yours for the last year, and I love you guys!"

**What's the difference between successful and unsuccessful people? It's just follow up, or some sort of action that you take, and since no one else is doing it, you'll end up at the front of the line.** If you'll just do that one thing, you'll clobber your competition. There's another strategy for you, and it's actually an offline strategy too.

## Strategy 3 - Craigslist

**Let's do a Craigslist strategy. This is what I call "reverse marketing."** You can do a lot of reverse marketing on a lot of different mediums, and when I explain this concept to you, you'll get it and see how you can do it on other platforms. I know this audience is worldwide, but most of you probably know of Craigslist, or are on Craigslist. Some of you may be in Australia, and if that's the case, think of Gumtree. Every country either has Craigslist or something like it. It's a bulletin board, where people list their gigs and things they have for sale, just like classified ads.

I'm sure that if you know Craigslist, you'd agree that there are 1,000 lifetimes worth of leads there. **So, how can you harness the power of Craigslist with a reverse marketing strategy?** First, you're going to need a tool for that. You are going to go to a website called [SearchTempest.com](http://SearchTempest.com). My guess is that you probably never heard of this site before. I once spoke in London, with Bill Clinton, and there were 6,000 people in the room. I asked the room if anyone had heard of SearchTempest. Only one person raised their hand, and that person had seen me speak somewhere else in the world. So I believe that [SearchTempest](http://SearchTempest.com) is the best-kept secret on the Internet.

You're going to go to [SearchTempest.com](http://SearchTempest.com), and this is a very cool website. It's very elegantly designed. It only has two fields, which are "where" and "what." Where could be New Orleans, Las Vegas, Los Angeles, United States, Rome, or anywhere else in the world. So you pick your area, and then you enter in "what." I'll just use "dentist" as an example. Let's say that you want to target dentists, and you have created a package for dentists to increase their revenue by 30%.

You'd want to have a templated message that went something like this, "Hey, I noticed that you are a dentist in Seattle. I work with dentists to increase their revenue by 30%. Click here to get more information." You might also end with, "Let's get on a call and talk about it," or, "Here's a free copy of my book." That's it. "Copy, paste, send, copy, paste, send, etc." That's pretty easy, isn't it? That's a reverse marketing strategy. This is a redundant task that is certainly below your pay grade. Initially, you may have to do it on your own, but again, I would highly suggest that you get some help and leverage on it, meaning you should outsource it and delegate it to someone else.

## Two Main Challenges for Entrepreneurs

What I've learned over the years is that there are two inherent challenges entrepreneurs have when it comes to outsourcing or delegating. **#1, they run out of things for their virtual assistant to do, and #2, they get too busy to manage.** So, let's talk about those for a minute. How do we tap out those two challenges?

**First of all, let's say that you are running out of things for your virtual assistant to do.** What you want to do is have two sets of tasks. You want to have your daily or weekly milestones, which are projects that need to be done right away. Then you want to have your evergreen tasks, which are things like posting to your social media, doing data mining and research, and whatever those other tasks are. Those are your evergreen tasks, and that way, whenever your virtual assistant completes what they need to on a project-based level, they can just move on to their evergreen tasks.

It's interesting that we're always asking our clients, "What do you like best," or "Where are you having challenges," but we also ask our employees, "What do you love about what you do, and what do you hate about what you do?" When we ask our employees what they hate doing, our employees hate not being busy, which is kind of a paradigm shift when you think about the US or other countries. The reason why they hate it is because 65% of our employees come in at midnight and work until 9:00 in the morning. That's because 65% of our client base is in the US and 35% is the rest of the world.

What happens is that when our employees are working through the night and they have nothing to do, they end up falling asleep at their desks. Sleeping at your desk is miserable. Do you remember the last time that you fell asleep at your desk? You woke up and went to bed. Well, employees don't have that luxury. So, really, they just want to stay busy and then go about their day. The key to staying busy is having milestones and important projects, and then having evergreen tasks. So, that's Number 1.

**Number 2 is that entrepreneurs get too busy to manage their helpers.** This is a huge challenge because we find that, more often than not, if we are having a problem with a client and their employee, it comes down to the client not having enough time to manage their employees. There are a couple of different ways that you can combat this. First of all, there are two ways that you can outsource. One is that you can use freelancers, and the other is using a managed facility like [123 Employee](#).

If you use a freelancer, sometimes you'll get someone a little more specialized, and maybe you'll pay a little less money, but there are a lot of downsides. The power may go out, for instance, and brownouts are a regular occurrence in the Philippines. That's where most people outsource to, by the way, the Philippines or India. In addition to that, there are infrastructure problems, like their phone will go out or the Internet will go out. Those are both big challenges. Of course, there are also acts of God, storms; you name it. This stuff happens all of the time, especially if you outsource to the Philippines, which most people listening to this would probably outsource there.

With a managed facility, you don't have to worry about that. You have total redundancy. The infrastructure is redundant, and so is the electricity. Even the building itself can survive a

Category 8 earthquake or storm. So, a lot of these challenges just kind of disappear. You also have a project manager, and there's accountability, and someone is managing everything for you. Further, if you lose someone, it's easy for them to get someone else up to speed.

Quite often, people will come to us after they have had a freelancer, and things are going great, but one day the freelancer just disappears. Then they have to start over again, and it's a huge, huge challenge. I've learned over the years that you are much, much better off using a managed facility, but of course, that's up to you. If you are working with a managed facility, you don't have to worry so much about them being too busy to manage because your project manager will help you out. In addition to that, if you follow through and have the two sets of tasks, an employee being too much to manage probably won't be a big issue.

**Probably the most important thing that I can tell you is the best way to train a virtual assistant is to utilize video.** Record screen capture videos for them. Ninety percent of everything you are going to do is on a computer anyway, so you can easily sit down, and record those screen capture videos. If you're a Windows user, you can use Camtasia for this, or there is a myriad of free options. If you are a Mac user, you can use Screenflow, or I like QuickTime. It's super-easy to record these. Then, I recommend that you keep these videos on file. That way, if you get too busy to manage, then your virtual assistant can just return to those videos. It's like McDonald's, meaning that everything is the same way all of the time because you have a system and process in place.

## Connecting with Daven

[123Employee.com](http://123Employee.com), and actually, if you go to this site, you'll find a whole bunch of goodies on the right-hand side. There's a bunch of free stuff for you, like our 5-part list building series and our VA service guide. So, jump in there, and we'll send you a bunch of great content on a weekly basis, including all kinds of different ways to grow your business and strategies to leverage what you're doing.

## Resources

[\*Outsource Smart\*](#)

[1LinkedIn.co.uk](http://1LinkedIn.co.uk)

[123Employee.com](http://123Employee.com)

[SearchTempest.com](http://SearchTempest.com)

[Earn More, Get More Done Plus Get More Free Time By Hiring a Virtual Assistant with Luanna Rodham](#)

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