

# 4 WAYS TO FIND LEADS

Boost your pipeline with these proven strategies.

01

# Ask for Referrals

Leverage relationships by asking satisfied customers for referrals. Offer incentives and follow up to ensure success.

02

# Utilize Social Media

Engage with followers and create shareable content. Use targeted ads and lead forms to capture potential clients.

03

# **Attend Networking Events**

Meet potential leads directly by attending events. Prepare and follow up to turn contacts into opportunities.

**04**

# **Content Marketing**

Produce valuable content like blogs and webinars to draw interest. Use SEO and cross-channel promotion for greater reach.

**05**