

Five Ways to Get a Boost from Cross-Channel Lead Engagement

1. **Boost the ROI on Your Presentation:** Share helpful follow-up information (your presentation slides, a free video, a free chapter of your book, etc.) that will allow audience members to prolong the transformational experience that begins with your presentation.
2. **Boost (and Simplify) Spin-Off Opportunities from Your Speaking Engagements:** Every speaker loves spin-offs, right? If you do a great job, in certain environments, you could go home with 20 or more business cards from people who say, “Call me! I might have an event for you!” The key, though, is the follow-up. With Cross-Channel Lead Engagement system, you can simplify your life and make a stronger connection with those interested parties. When someone expresses interest, you simply say, “Awesome! Could you text your name and email to XXX-XXX-XXXX so we can set up a time to talk?” Your automated (yet personalized) follow-up sequence will begin, allowing you to make contact while the lead is hot, while also helping you gather some additional information to determine which leads are valid and require immediate action. And by the way, you can still collect business cards the old-fashioned way and then use the Business Card Scanner app to automatically add the person’s contact information into the system and initiate the follow-up sequence. Now, you don’t have to worry about letting those leads get cold while the cards sit on your desk for three weeks (or months). And prospective clients love the immediate follow-up with a personal touch!
3. **Boost the Attendance of Your In-Person Events:** The next time you’re holding an event or speaking in a particular city, segment your list of contacts by that region’s area codes and/or zip codes to send out an email, SMS, direct-to-voicemail and/or postcard broadcast to just those contacts with a special “VIP” invitation.
4. **Boost the Attendance of Your Virtual Events:** When you do a virtual event like a webinar or teleseminar, you can send out invites by email, including a link to a web form to register - and don’t forget send alerts by SMS - letting contacts know to check their email for the special invitation. Next, send out both email and SMS text reminders to them. Combining both email and SMS text reminders will get you a much higher turnout, which will of course result in a much larger payday for you. It’s like magic.

5. Boost Sales of Your Next Book: You can easily stimulate book purchases by creating a “bonus pack” for people who buy within a certain timeframe. (For example, maybe you offer a free audio or video, or even a drawing for a full day of coaching with you - get creative!) *Isn’t that a lot of extra work?* Nope, not when you use the Cross-Channel Lead Engagement system’s powerful “receipt scraper” technology. Now, you simply direct your fans to buy your book on Amazon.com or another online seller, and then ask them to forward their receipts to a pre-determined email address. When they do, the “receipt scraper” will validate the receipt and automatically reply to the person with instructions on how to access the bonus items - or it will automatically manage the drawing. And by the way, now you have the person’s mailing address for any offline marketing campaigns you’d like to run in the future. (See: Boost the Attendance of Your In-Person Events!)

And the fun has just begun!