

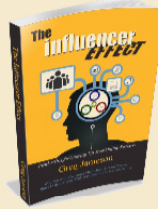
# Collect Leads When Speaking

Your Goal: Get Their Name, Phone & Email DURING Your Presentation!

## Give Them a Reason!

Give something Away of Value

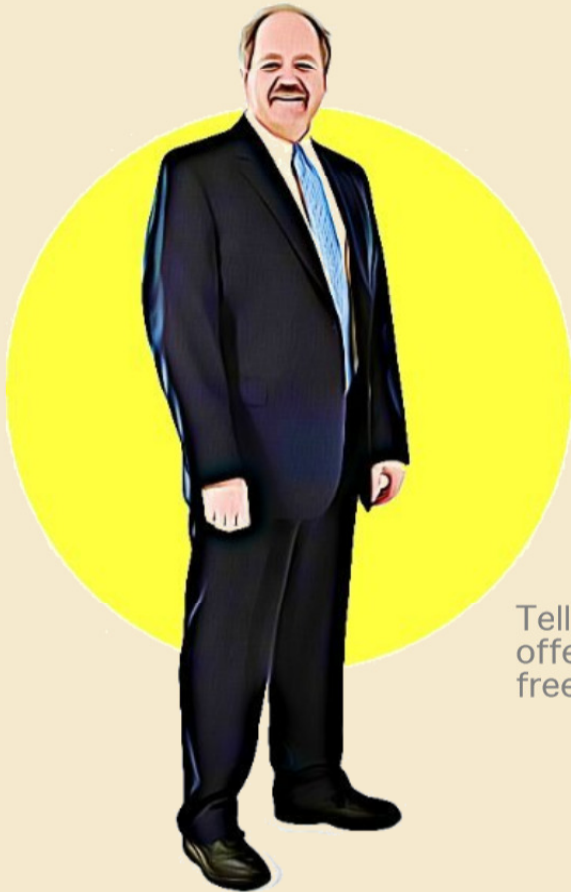
eBook



Presentation Handouts



Free Consult



## Get them to raise their hands

When they do so, continue with "Ok, now everybody that raised your hand, please take your phone and leave your email address on this link."

## Scarcity

Tell your audience that this is a one time offer and that they can download your free content only today.



**TODAY ONLY!**



## Send Them to Your Website

- Use a URL Shortner Like Bit.ly
- <http://bit.ly/gethandouts>
- Fill out a Web Form



Use PollEverywhere to ask questions and display results; paid version allows you to capture phone numbers.

## Engage Your Audience With Real-Time Feedback

## Or Have them Text a Keyword to Your Phone



- SMS Texting to a Shortcode Organizer Like TEXTEDLY
- Auto Responder Like SMS Auto Reply Text Message app



## Use Re-Targeting Ads to Drive Them Back to Your Website

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