

Sacred Lead Generation

THE EASEFUL WAY OF FINDING CLIENTS



**21 WAYS TO PUT YOURSELF “OUT THERE” AND
WELCOME IN NEW CLIENTS WITH
SOULFUL, TIMELESS STRATEGIES THAT GET RESULTS**

Melina Abbott 



Woo hoo.

More clients here we come!

I'm so delighted you're here. I created this guide as a result of speaking to hundreds of spiritual entrepreneurs who would say to me "I'm not very good at sales". When we dived into the numbers, it turned out that they were great at the sales conversation piece of selling, they just weren't speaking to enough people.

So, the issue wasn't sales, it was actually finding enough people to speak to consistently - aka lead generation.

For me, lead generation is the most fun thing to do in business, as there are so many strategies to choose between and so many different ways of implementing each one. You get to be creative and choose strategies that align to you. And, it doesn't matter what strategy you choose, you make each one your own – putting in those little extras that make it uniquely yours.

Through your lead generation you give people a real flavour of what it would be like to work with you.

Adapting the strategies and adding those special touches that make a campaign pop is one of my superpowers.

I once I helped a double-glazing company run an open day. This is not a unique strategy - many businesses have open days.

However the additional extras I recommended meant they generated over £250,000 in sales from that one day alone.

When it comes to lead generation it's not what you do – it's how you do it that's important.

As you read through each of the strategies there will be some that leap out as ones you want to try, and ones you don't resonate with at all, ones that don't feel quite right for your business. Choose the ones you love the sound of.

Lead Generation the Sacred Selling way means infusing your personality and the way you love to work into every aspect of sales.

Ready to dive in? Let's get started!

Much love,

Melina

Sacred lead generation is all about infusing your personality and the way you love to work into every aspect of it.



TABLE OF CONTENTS

- PAGE 6** About Melina
- PAGE 7** The Strategies at a Glance
- PAGE 10** Track Your Activity & Results
- PAGE 12** Connect with Past Clients
- PAGE 13** Lead Magnets
- PAGE 15** Be a Guest on a Podcast
- PAGE 16** Gift Vouchers
- PAGE 18** Networking - with a Twist
- PAGE 19** An Active Referral Strategy
- PAGE 22** Joint Ventures
- PAGE 24** Speaking
- PAGE 25** Simply Notice



TABLE OF CONTENTS

PAGE 27 → Connect with Past Prospects

PAGE 28 → A Leaflet Drop

PAGE 30 → Lunch n Learn

PAGE 31 → Lumpy Mail

PAGE 34 → A Competition

PAGE 36 → Webinars & Workshops

PAGE 37 → An Online Summit

PAGE 39 → A Juicy Newsletter

PAGE 40 → A Celebration Gift

PAGE 42 → A Grand Giveaway

PAGE 43 → An Exciting Challenge

PAGE 47 → Next Steps



About Melina



I embarked on my business journey in 2004 as a Marketing Coach – back in the day when coaching was in its infancy. Within 8 weeks, whilst working full time and bringing up a 2-year-old, I'd enrolled my first client. I quit my job.

I ticked over for several years but the big success I dreamed of was elusive. 5 years in I recognised I was playing small, so I invested in several high-level mentoring programmes. My business took off – within 2 years I went from £13,512 to £111,533.

I'd made it!

Yet I still felt unfulfilled. My “not enough” story still played out, I felt like a fraud, I kept slamming on the brakes and half the time I wanted to curl up on the sofa and have the world stop.

I'd worked so hard, achieved my dreams yet it didn't give me what I craved. How could I continue to teach people how to sell and make more money when it hadn't given me what I longed for? I stopped teaching sales, I retired all my online programmes and stopped marketing. I went on a journey of discovery. It was a time of frustration, beauty, messiness, adventure, bliss, angst, excitement, hopelessness, joy and every other emotion all rolled into one! But in that time of exploring, allowing and accepting I came home to me. I guess you could say I had a spiritual awakening – one that took 3 years!

From there I went on to create a unique blend of sales and marketing that integrated practical, numbers based, masculine sales systems and processes, with the more intuitive, intangible, feminine realm of spiritual transformation.

Sacred Selling was born.

The Strategies

AT A GLANCE



**TRACK
YOUR
RESULTS
PAGE 10**

**CONNECT
WITH PAST
CLIENTS
PAGE 12**

**LEAD
MAGNETS
PAGE 13**

**BE A
PODCAST
GUEST
PAGE 15**

**GIFT
VOUCHERS
PAGE 16**

**NETWORKING
(WITH A
TWIST)
PAGE 18**

**ACTIVE
REFERRALS
PAGE 19**



The Strategies

AT A GLANCE

**JOINT
VENTURES**
PAGE 22

SPEAKING
PAGE 24



**SIMPLY
NOTICE**
PAGE 25

**PAST
PROSPECTS**
PAGE 27

**LEAFLET
DROPS**
PAGE 28



**LUNCH N
LEARN**
PAGE 30

**LUMPY
MAIL**
PAGE 31

The Strategies

AT A GLANCE



A
COMPETITION
PAGE 34

WEBINARS,
& WORK-
SHOPS
PAGE 36

ONLINE
SUMMITS
PAGE 37

JUICY
NEWS-
LETTERS
PAGE 39

CELEBRATION
GIFTS
PAGE 40

GRAND
GIVE-
AWAYS
PAGE 42

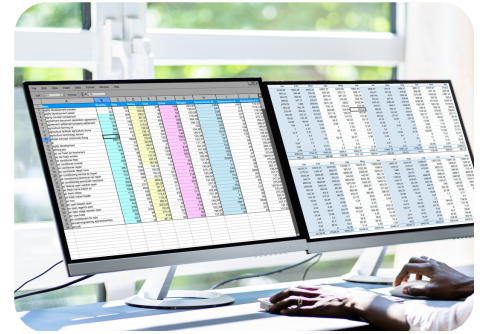
A JUICY
CHALLENGE
PAGE 43



Strategy 1

TRACK YOUR ACTIVITY AND RESULTS

We're kicking off with a strategy that doesn't directly generate new leads and bring in clients, but it is essential and keeps your focus on sales and lead generation. And as you know that what you focus on expands.



If you don't have enough clients, you'll instantly see where you need to invest your energy. Do you need to improve your conversion process? Or do you need to be more proactive with your outbound lead generation? Through tracking you won't be guessing, you'll know with certainty.

As you implement all these juicy strategies, have a system to track your activity and results. Note down everything you do and the results they generate.

You can note it down in a book. You can use a spreadsheet. You might have a CRM system or a project management system that you like to use.



The key is to track everything, so you know what your conversions are.

Strategy 1

TRACK YOUR ACTIVITY AND RESULTS

Metrics to track:



The activity



The number of people who sign up.



The number of people you reach out to



The value of sales generated.

Update your system every week. That way you're consistently focusing on lead generation and sales. By tracking you can monitor the success of all the strategies.

Some might fly. Others might bomb. You'll quickly learn what works – and what doesn't – so you can put more energy into the things that do well.

If numbers are something you struggle with – enlist some help. Maybe from a mentor to set up the system **(in our Sacred Selling Club we have templates for you to download)**. Then get a virtual assistant to update it regularly. This way you get to work your intuitive magic and your virtual assistant does what they're great at.



Strategy 2

CONNECT WITH PAST CLIENTS ...

Past clients are a pot of gold.

They know your work and they've had benefit from working with you.

So, pick up the phone and give them a call. Simply ask "how's things?"

If they're very busy send them a text or WhatsApp.

Or even send them a handwritten card by post. Make it personal and let them know you're thinking of them and would love to hear from them.

See if they're free for a virtual coffee, or in person if you live close enough.

It's a great way of learning more about the long-term impact of the work you did together. It could result in more business. It might result in a referral.

Even if you don't get to speak to people (we're all busy and "how's things" calls can get pushed to the side), the very act of reaching out creates ripples.

If your offering is of lower value, or you don't have phone numbers, send a personal email.

Connecting with past clients is something to be doing on a regular basis – you never know what magic might unfold.

Strategy 3

LEAD MAGNET



If you've been in business for any length of time, you'll know all about lead magnets.

And if you've never heard of it, don't worry a lead magnet is something you offer in exchange for an email address.

It could be a free report, a white paper, a video series, a check-list, an e-book, a pdf, a course, an audio....

Anything that people perceive as valuable that you send via email (or a link in an email) - like this report you're now reading. You then have their email address and can invite them onto the next phase of their buying journey with you.

However, it's easy to get tied up in knots thinking it has to be this big thing that you have to spend weeks creating and perfecting. And because it's this huge, big deal it keeps getting pushed to the back burner. Or you may have one but you're getting really bored of promoting the same thing over and over.

What you really want is LOTS of lead magnets and freebies that people can download as everyone will be drawn to different offerings. And I am pretty certain you are sitting on something in your business that in less than an hour you could package up into a lead magnet.

Strategy 3

LEAD MAGNET

Here are 8 ideas for a simple lead magnet you could create in less than an hour:



A free chapter of your book – whether you've written one or are in the process of writing it.



Distance healing – do you have a healing process that people can do on their own.



A powerful process that you use with clients.



A spreadsheet - that you've created that's really helpful



A tracker – one you use yourself or with clients? It could be a simple PDF that people print out.



A mindfulness practice - something topical; for focus; for relaxation.



A checklist – a holiday checklist; marketing checklist; financial checklist...



A meditation - one that you've either already created or one you could put together easily.

Bonus Tip: See if people want it before you create it. If you have several ideas you can ask which they'd like first.



Strategy 4

BE A GUEST SPEAKER ON A PODCAST

There are a gazillion podcasts out there – and there are dozens if not hundreds in your field. Maybe there's some you listen to regularly.

Maybe there are some key influencers in your industry that you'd secretly love to appear on but think they're way too big to interview someone like you.

Maybe podcasts have been on your mind but you've not taken any action yet. This is the nudge you've been waiting for.

Podcasts are a great way to be seen and get people talking about you.

They're also good for building trust as you can share them with your audience, so they get to know you better.

Many regularly look for guests to appear and are open to people reaching out to them. If they think you're a fit for their audience, then they will almost certainly want to interview you.

Your mission ,if you choose to accept it, is to identify half a dozen podcasts you'd like to appear on them all.

Tell them why you love their show, and why you think you'd be a good fit. Even if public speaking makes you want to run for the hills, I find interview style podcasts to be very informal – they feel like you're simply having a conversation so they're fun and don't feel like work at all.

Strategy 5

BEAUTIFUL, COMPELLING GIFT VOUCHERS

Gift vouchers are a great lead generation strategy especially if you're struggling to come up with a lead magnet, or you get a lot of repeat business from delighted clients.



The important thing with vouchers is to have an amount attached to it.

It could be £10, £50, £100, £500, depending on what you sell and the value of your products or services.

It could be for a specific product or service – for example if you run a monthly membership, it could be a gift voucher to attend a month for free.

It could be for a consultation.

If you offer a service that people return to every month or two months, for example hair dressing, nails, massage, reiki, the **gift voucher could be for a treatment** – or it could be a £10 / £15 gift voucher that they can put towards it.

People love gift vouchers and there's something special about a gift voucher with a monetary value rather than something like 10% off.

Strategy 5

BEAUTIFUL, COMPELLING GIFT VOUCHERS

Plus, people buy gift vouchers so this immediately makes them feel more valuable.

Here are some ideas on where you could use them:



Get them printed and give them out at networking meetings.



Give them to clients to give to their friends and family



Create a digital gift voucher that people get when they sign up to your newsletter



Give them to joint venture partners (see Strategy 7).

Golden Nugget:

Have an expiry date – you want people to take advantage of these sooner rather than later.

Have your terms and conditions clearly stated – you might make it available for new customers only, or state that it can only be used once.



Strategy 6

NETWORKING - WITH A TWIST



Networking is a great lead generation strategy especially when you do it strategically.

Find a networking group – either in person local to you – or online – and book to go. Preferably one where you get to give a one-minute elevator pitch.

If networking is something you do regularly, pick somewhere new or completely different. There are loads that are online.

Pick one that most resonates. If you normally run a mile from networking events for whatever reason – do some googling – maybe there's one that sounds like fun.

When you attend "sell" your lead magnet or gift voucher.

In your 60 seconds say:

"Hello I'm <your name> and I help <description of dream client> <how you help them>. And today I have a gift for you. It's <description of lead magnet>. If you're interested in <problem you solve/transformation you offer> it will help you <result of lead magnet>. Simply let me know over the course of the meeting and I will send it to you by email."

Anyone in the room who is interested in the transformation you offer will either sign up or seek you out.

Strategy 7

AN ACTIVE REFFERAL STRATEGY

One of the most valuable assets you have in your business is your existing client base and it's vital to nurture the relationship you have with them.

Write to them regularly with information that will benefit them

Call them to see how things are going

Send thank you letters and gifts after they have purchased something



One way of incorporating many of the above is through a VIP Programme or Preferred Customer Club – or whatever title is in alignment with your business.

There are 4 reasons why:

- 1 Human beings love to get things for free.
- 2 Human beings love to feel important and significant.
- 3 Human beings have a giving streak. We love to think we are helping out or contributing in some way.
- 4 Human beings are generally connected to other human beings. We all have networks of friends, family and business contacts.

Strategy 7

AN ACTIVE REFFERAL STRATEGY

By implementing an effective “Client Referral Programme”, you will be giving your clients the opportunity to fulfil these four desires.

Here's how it works...

Make your customer feel important in the ways I've suggested: write to them, send thank you letters, give them information which will benefit them.

Then create a special level of importance for those clients who want to take the next step and become an advocate for your business. These are your clients who love you and regularly refer business to you. However instead of just taking this business for granted you reward your customers with special privileges and free gifts.

For example, when somebody refers two new customers to you, you could reward them with a bottle of champagne. Or if they refer four – you could give them a beautiful spa treatment for them and a friend.



Now before you think – “oh yeah and who's going to pay for all of that?” Let's look at an example.

Strategy 7

AN ACTIVE REFFERAL STRATEGY

Let's say your average profit on an order is £50 and a spa day costs £150. If you have 4 new clients – the total profit is £200. So not only do you have 4 new customers who cost you nothing to acquire – but you have £50 profit as a result. Compare that with advertising. You could spend £200 on an advert – and get no new customers whatsoever.

Tailor your programme to suit your clients

Your average order value may be small in which case the rewards will be lower.

Whatever you do...make it exciting – you want everyone to talk about it. And the beauty of this form of promotion is that you can use your products and services – so the actual cost is much lower.

Quite simply, you are enrolling your customers as walking advertisements for you. In return, you reward them with FREE gifts or services.



Strategy 8

JOINT VENTURES & COLLABORATIVE PARTNERSHIPS

Often when we're looking to buy something new – especially if it's a service, we tend to ask our friends and colleagues who they'd recommend. We trust people who've been recommend a lot more than simply searching online.



And this is why I love this strategy so much as it uses the power of recommendation.

There are businesses out there who are already serving the people you want to serve.

And you can take advantage of that.

Here's how it works:

Find a business that's already serving your dream clients.

Approach them and ask if they're interested in giving your gift to their clients. You let them know there's no catch, no strings attached, the reason you're doing it is because many of the people love the service so much that they continue using you over and over, so you gain valuable clients.

They win because they have a gift that adds value to their clients.

Strategy 8

Joint Ventures & Collaborative Partnerships

You can also reward them for any clients that come your way, you might pay them – either a percentage of the sale, or a fixed amount. Or you could reward them with one or more of your services, or another type of gift.

Who to collaborate with?

Businesses who share the same dream client as you but don't compete in any way.

Businesses who "get it". Don't bother trying to persuade a business – if they're saying things like "I'm not sure, I'll need to think about it" or "I'm not sure our clients will like it" then move on. You want them to be saying "yes, I'd love to" or "sounds interesting tell me more".

Businesses who recommend you or vice versa.



Businesses you have a great personal connection with.

Tailor everything to the business you're collaborating with – that way it feels special and unique to them.

The wonderful thing about joint ventures is that there's no limit to the amount of collaborations you can set up.

Why not focus on finding one new partnership every month?



Strategy 9

SPEAKING

Speaking is a GREAT way to showcase your expertise and generate leads and there are lots of opportunities to get out there and speak.

The quickest and simplest way is to contact local or online groups that meet regularly and have guest speakers.

Put yourself forward as a speaker, tell them what your talk is about, what the audience will walk away and why you'd be a great fit for them.

During your talk be very strategic.

Offer something for free. It could be your lead magnet, your gift voucher, a free consultation or something you create specifically for talks.

This is different to a 60 or 90 minute talk designed to sell a product or service. This is a shorter talk - usually 10 - 30 minutes where your aim is to invite people to take the next step with you.

You generally won't get paid for it but it's a great way to generate leads - especially when the audience is filled with your dream clients. If the audience isn't, find a different one!

Strategy 10

SIMPLY NOTICE

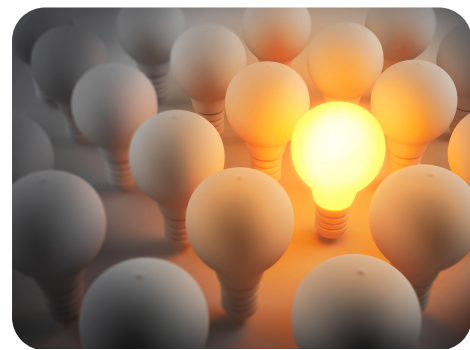
Today's strategy comes somewhat out of left field and is more of an indirect way to generate leads. It's a strategy that brilliant marketers do naturally.

What I love about it is that it's a mellow, chilled, fun activity that's super easy.

So easy it doesn't feel like work.

And that, my lovely, is.....

Simply Notice



- ☀ Notice marketing you love and why.
- ☀ Notice freebies you sign up for – and what drew you in.
- ☀ Notice the Facebook ads that stop you scrolling and have you clicking to read more.
- ☀ Notice marketing campaigns that get you excited and you want to be part of.
- ☀ Notice the subject lines of the emails you open.
- ☀ Notice promotions, paying attention to those you'd like to model and integrate into your own business.

Rather than get irritated with people who are constantly trying to sell their wares – unpick what they're doing: What do you dislike about it? How would you do it differently? What are they doing well?

Strategy 10

SIMPLY NOTICE

Be a detective and seek out promotions you love, promotions that make you smile, promotions that are quirky and fun.

Explore how you could integrate them into your own business.

When you're participating in anything, notice how the facilitator / teacher leads it. What do you love about it – what do you want to integrate into your own business?

Infuse it with your own flavour and your particular way of being to create something magical and unique.

Don't worry if it's been done before – or it feels like “everyone's doing that”. They're not doing it your way. Some people need to hear it in your voice, with your unique spin on it to fully receive the wisdom or the delight.

Some people will hate what you're doing – and that's ok. They're not your people.

For this strategy get yourself a cup of your favourite drink, sit in a place that inspires you or feels cosy and give yourself half an hour to look through a newspaper, magazine or social media and notice any promotions that catch your eye.

Enjoy it – have fun with it.

If there is one thing that I had to highlight to say “this is the key to my success with lead generation” it would be this.

You're welcome!

Strategy 11

CONNECT WITH PAST PROSPECTS

Do you have a group of people you've offered your products or services to but they've not bought?

Sent them a proposal or a quote?

Invited them to work with you and they said "*it's not the right time*"?



Well, it's time to reach out to them and ask how they are.

You may get no response – and that's ok. Everyone's busy – it's no reflection of you.

However, if they're still struggling, they may just think "you know what, it's time we did something about this" and hire you.

Golden Nugget

If you have added a new benefit to your offering let them know. Maybe it's a joint venture offering that would benefit them. That way you have a reason for reaching out and you're being of service.

Alternatively, if you've been working with a client work who's had fantastic results, tell them about it. Ask if they'd like to get similar results.

Strategy 12

A GOOD OLD FASIONED LEAFLET DROP

This strategy is old school. Maybe as old as it gets but it's still a valuable strategy – especially if you're selling to consumers or local businesses.

It's not very targeted as so the response rate might right be low but might be **worth doing if you're strategic with it (essential for all lead generation).**



The key is to target areas which are more likely to have your ideal clients.

And of course, your leaflet is not one of those boring ones that will end up in recycling.

Your leaflet is your free gift – something that's valuable and an easy yes.



At this stage all you are doing is getting people to say “yes I am interested” so you can follow up with them. You are NOT trying to sell to them in the leaflet.

Strategy 12

A GOOD OLD FASIONED LEAFLET DROP

Here are some ways to share your leaflet:



There are organisations you can contact to deliver the leaflets.



If cashflow is tight you could do it yourself, with a group of friends.



You could pay a teenager or someone who delivers free newspapers to do it.



You could ask local shops to give them out with every purchase (adding value to them).



Put them in public places for example a doctors' surgery, church, dentist, village hall



Pin them on local notice boards or share in local facebook groups.

You never know what magic might unfold when you start promoting locally.



Strategy 13

LUNCH N LEARN

If you're selling to busy business owners this is a great strategy because busy people love doing 2 things at once – like eating and learning.

There are two ways you can do this:

1. **Speak yourself on a topic** and invite people to sign up and listen in
2. **Interview someone** and get people to sign up and listen in.

It's great to do this as a regular thing, whether that's once a week, once a month or once a quarter, as it gives people multiple opportunities to join in. Plus, you get known for your area of expertise.

If you interview others, they will share your talk, so you get to reach their community and have them sign up to your email list.

What I LOVE about this strategy is that it's really easy to do and put together

Whereas a summit or giveaway takes a lot of organising and there's a lot of moving parts, a lunch n learn requires a date and time and a webpage where people can register.

You could implement this strategy and host your first lunch n learn a week from now if you wanted.

Strategy 14

LUMPY MAIL

This strategy is great if you sell high value offerings.

It's especially great if you sell to businesses as postal addresses are readily available online.

It's also great to share a new high value offer to past clients.

You might even want to use this strategy to pique the interest of a collaborative partner.

Before I dive right in and share the strategy, let me paint a scenario:



The post arrives.

You flick through it.

Bill (boring)... Another bill (boring)

Junk Mail... bin

Bill (what, more!)

Appointment... important (... dull)

Ooh what's this?

It's squidgy, it's got something in it, it's handwritten.

Strategy 14

LUMPY MAIL

You open it – and there’s a gift – a small gift. You don’t know who it’s from – but there’s a letter with it. A letter inviting you to a consultation.



Ooh looks interesting, it makes you smile.

Yeah, they’re selling something – but they’re giving off good vibes. You like it.

You put it to one side, maybe you’ll give them a call.

You forget about it.

2 days later, you get a phone call.

It’s from that lady who sent you the gift.

Did you want to take advantage of the gift? It’s free.

And you know what – you like her energy – why not? What have you got to lose?

You say yes.

And that, my friend, is a strategy known as ...

Lumpy Mail

Strategy 14

LUMPY MAIL

Make sure your gift is in alignment with your offering.

Here are some ideas to whet your appetite:



Stress ball: perfect if you help people with mental health or stress.



Fridge magnet from an exotic location: perfect for anything travel related.



Candle: great if you help people slow down and relax.



Toy Car: great to demonstrate taking someone from A to B.



Toothbrush – perfect for weight loss as it reduces sugar cravings after eating!



A Book - your own or a book you particularly love that's relevant to your work.



Chocolate bar, tea bag or coffee bag: great for a virtual cuppa invitation. You could even include cake.



Facecloth with the headline:
*"Is xxxxx making you sweat?
Does it feel like a marathon?
I can help."*

The list is endless!

With everything being so on-online these days – this is one that will help you stand out from the crowd.

Most of all it's a fun one to get creative with.

So, what will you send?

Strategy 15

A COMPETITION

I **LOVE** competitions as a way of generating leads as it's a great way of finding your dream clients. And the way you set it up leads naturally into a sale – so you get people buying from you very quickly. If you need to raise cash quickly this can be a great strategy to use.

Here's how it works:

You invite people to enter a free prize draw.

The prize is something you sell. It could be a digital download, a physical product, some form of group coaching or a 1-2-1 service. Basically, anything you sell could be utilised for this strategy.

You then give away one or more for free. To enter all they have to do is give their name and email address.

Anyone interested in your product or service will sign up.



As part of the promotion you'll be talking about how brilliant your product is making people want it more – and everyone loves something for free no matter how wealthy they are.

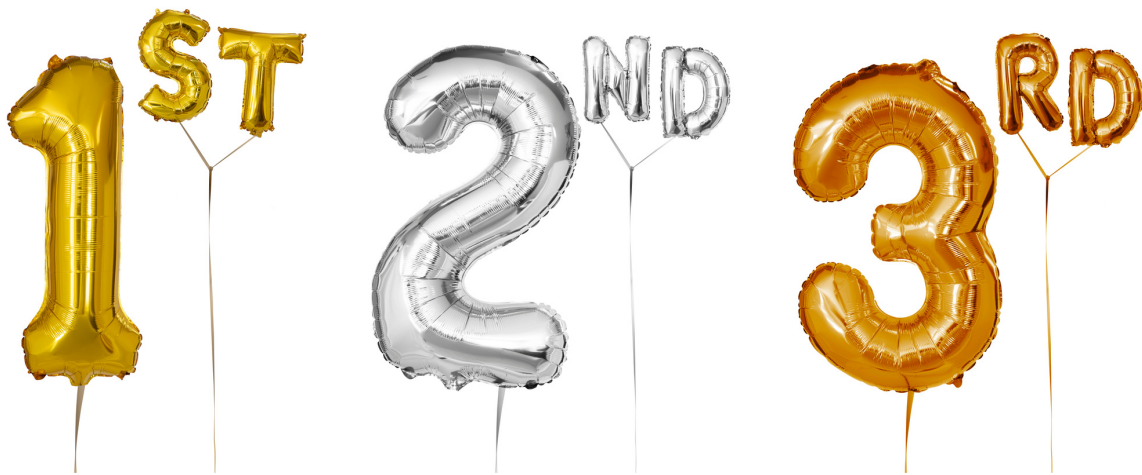
Strategy 15

A COMPETITION

You then have a whole group of people who are interested in what you're offering. It's a great way to entice your social media followers to sign up. You can ask people to share it. You can get joint venture partners to take part.

But here's where the magic of a competition really comes into its own. Once you've drawn the winner, you offer everyone else a discount off whatever they signed up for.

You can do this in the form of a second prize so it's totally aligned with the strategy.



This is such a fun strategy and it gets results. Every time I've use a competition as a strategy, I've grown my email list and made sales. From one I had a 75% conversion rate. Yup, it blew me away too at the time - but that's the magic of a well-crafted competition.

Strategy 16



WEBINARS, WORKSHOPS, MASTERCLASSES

This strategy has been around for what feels like forever. Maybe it's one you regularly do.

There was a time when webinars were the in thing and big internet marketers would have a couple of thousand people sign up for a webinar. You'd need to arrive early to ensure you got on as there were limited spaces.

Now we're all a bit zoomed out, and as there are hundreds of webinars on every topic, we're a bit more discerning of where we spend our time.

That said, online trainings are still a great way to generate leads, especially if you have a hot topic that people want to learn about.

Don't be afraid to go niche.

Take one aspect of your expertise and talk about that. Often the more specific they are, the more popular they are.

Golden Nugget

Get creative and give it a more appealing name. Tune into the energy of your work, and the energy of what people want and align to that. For example, if your work is about slowing down and taking time out of the hustle and bustle of ordinary life, you could call it a retreat.

Align your workshop to what you're selling. It needs to lead people in signing up for the next step, whether that's make a purchase or book a call.

Strategy 17

A ONLINE SUMMIT

An online summit is when you gather a group of business owners who each share their expertise in the form of an online talk or interview.

It is hosted by one person (or business) and there is an overall theme for the summit.



You can host a summit on any subject – it could be wealth, finance, business, sales, profit, lead generation, gardening, flower arranging....

There are lots of different ways to host it – it could be a day of talks and you have up to 16 speakers on one day sharing their magic for 20 minutes each.

It could be hosted over 3 days with 3 talks on each day.

It could be hosted over 5 days with a longer 60-minute interview at lunchtime.

It could be breakfast talks, teatime talks, a weekend summit, elevenses, midweek magic...

There are no set rules – other than ensuring it is in alignment with the theme or topic of the summit.

Strategy 17

A ONLINE SUMMIT

If your summit was about rest and relaxation you wouldn't want one day featuring 16 different speakers as the energy would be too frenetic.

Similarly, if your summit was all about being productive and getting things done, shorter talks that busy people could fit into their schedule would work better.

There are two ways to use this strategy in your business:

1

Be a guest on someone else's summit. You share details of the whole summit and invite your community to join in. You share your magic during the talk and invite listeners/viewers to sign up for your free gift. Each speaker will be promoting the event so it's an opportunity to reach a wide audience.

2

Host the summit yourself. Anyone wanting to listen in to any of the interviews needs to register. That way they'll get reminders and be emailed all the details. As the host you then have their email address and can share more about what you do and how you can help them. You would also be hosting one of the talks.

Generally the talks are all available for free for a limited time but you can also monetise the summit itself by charging for the recordings.

Strategy 18

A JUICY NEWSLETTER



This strategy wasn't on my radar when I decided to put together 21 different lead generation strategies.

Given how we all have email overload, I concluded this strategy had run its course and we needed something more to entice people to hand over their email address.

However, when I found myself signing up for someone else's newsletter – I realised this strategy wasn't dead and buried at all – it was HOW you implement it that's key - like everything in marketing.

It's not enough to simply have a "sign up for my newsletter" box on your website. You need to sell people on why your newsletter is brilliant.

Tell them what they'll get and when you send it out. Include testimonials.

If you have a weekly or monthly feature share what the next feature is and when it's published. Some people will sign up simply to get that feature.

*Sell people on why
your newsletter is
brilliant.*

Updating it regularly means you're breathing new life into it each time – which people feel. They feel the aliveness of it – the vibrancy.

If you're a writer, then this is also a great way to get consistent with your newsletter.

Strategy 19

A CELEBRATION GIFT....

Throughout the year there are numerous opportunities to celebrate or do something special.

It could be a personal celebration – like your birthday, your business birthday, a book birthday....



It could be an international celebration like Valentine's Day, Easter, Christmas, New Year, International Women's Day, World Book Day.

It could be a national celebration or local day of celebration.

It doesn't matter what the celebration, it's an opportunity to gift something and invite people into your network.

With a bit of planning, you could have a celebration gift every month.

If you need some inspiration here is a list of international days and weeks from the United Nations:

<https://www.un.org/en/observances/list-days-weeks>

If you're based in the UK, you can find a list of national days here:

<https://www.daysoftheyear.com/coming-up/>

Strategy 19

A CELEBRATION GIFT....

Wherever you are in the world a quick google search will give you a whole host of days you can celebrate. Choose ones that relate to you or your business. And do pick some of the quirkier ones which can show off your personality.

If your free gift ties in with the celebration it will make it more powerful – but it doesn't need to.

Here are some ideas:



A voucher



A meditation



A book



A check-sheet



A discount



A consultation



A masterclass



A bottle of champagne for anyone who books today ...



So what will it be?



Strategy 20

A GRAND GIVEAWAY

A giveaway is a fantastic way to generate lots of leads. Basically, a host invites different business owners to give away something for free.

It can be big – I recently saw one that had over 200 businesses participating.

Or small – say as little as 5 and you each feature a gift a day for a week.

You can host one yourself or participate in one someone else is doing.

It works in the following way:

The person hosting the giveaway creates a webpage listing all the different giveaways. Each giveaway includes details of the giver, the gift and how it benefits the receiver. Visitors review the gifts and sign up for the ones they want. If they sign up for your gift, they join your mailing list and you send the gift.

Every person participating in the giveaway promotes it to their community thereby extending the reach of all.

If you're hosting the giveaway it's common to ask people to register to participate. So, as a host EVERYONE who participates joins your community.

You can generate new leads for your business list very quickly this way.

Giveaways are a lot of fun but they are an advanced strategy as there are a lot of moving parts.

Strategy 21

AN EXCITING CHALLENGE

Challenges are popular. Indeed this guide actually started life as a 21-day challenge. Instead of having all the strategies as an instant download, I hosted a challenge and every day shared one strategy with a specific action to take.



The energy in the group was off the charts and people got great results (Alan generated over £11,500 simply from following up past clients & prospect).

Challenges are not only a great way to generate leads, they also move people through your buying journey as they get to know, like and trust you over a period of time.

If you're not someone who relishes a challenge just call it something else – a journey, an experience, an adventure- anything that resonates and aligns with the work you do.

Whatever you name it, in essence people join you on journey towards some common goal.

It can be whatever length of time you want. 3 days and 5 days work well. It could be 21 days. It could be 30 days.

Strategy 21

AN EXCITING CHALLENGE

There's no right or wrong way to host a challenge – so feel into what would align with you and how you like to work – and your audience.

Choose how to deliver your challenge – it could be via email, you might have a zoom session each day, or a FB Live. It could be an implementation session.

You might have a group (on Facebook or another platform), you might not.



If your business is mostly face to face (maybe you run retreats or teach people how to cook in person for example) you could teach them how to create a similar experience in their own homes. Yes, it might require more thought around logistics but anything's possible – lockdown taught us that.

It could be a big challenge with hundreds of people – or it might be small with a dozen or so.



The choice is yours which makes it so much fun as you can put your own personality and stamp on it.

One thing I personally love about challenges is that there's an end date. I can move mountains when I see a finish line – because I know it's not forever.

Strategy 21

AN EXCITING CHALLENGE

I started getting up for 6am because I was invited to do a 5-day experiment of 6am starts. At the time it sounded horrendous – but it was just 5 days. I could do it for 5 days.

The 5 days became another 5 and then another – and I became accustomed to early starts. Indeed my book [Sacred Selling](#) got written between 6 and 7:30am.

If freedom is one of your values – a short sprint like a challenge could really suit you.

Here are some challenge ideas:



3 days of healing



7-day dance journey



3-day sales challenge



21-day journaling journey



5-days of connection



5 days of travel inspiration



Let your imagination run wild.

Feel into it.

Get excited about it, dance with it, imagine it, think about the different elements you could offer.

Then do it.

Woo hoo, you made it!

ARE YOU EXCITED?



Did you get excited reading the strategies and exploring how you could implement them into your business?

Were there some that stood out head and shoulders above the others?

Were there some you thought – no way, I'm not doing that?

Were there others you were pretty indifferent to?

That's what I LOVE about lead generation – you get to do it your way.

Now.....

It's time to implement.

And that's where it's easy to get unstuck.

Right now you're in the excitement of possibility, a surge of "let's go" energy, ready to dive right in.

A beautiful bubble of excitement and anticipation.

Which - alas - tends to dissipate.

The Sacred Selling Club



Fear not.

I've got you covered!

I created the Sacred Selling Club to support you on your lead generation adventure and beyond.

We focus on:

Lead Generation - an abundance of potential dream clients flowing each week

Sales Conversion - conversations and campaigns that end with "yes, let's do it"

Letting go of limiting patterns and sabotaging stories - being visible, putting prices up, reaching out to dream clients, setting up lucrative partnerships...

SOUND GOOD?

YES, TELL ME MORE

Next Steps

LET'S CREATE MAGIC TOGETHER



BOOK A CALL

Not sure which strategy to run with? Not sure of your messaging? Reached a plateau in your business and confused about what's next? Fearful of putting yourself out there? I've got you. Book a free call and get clarity on your next steps.



BUY MY BOOK

Sacred Selling is not just another sales book. It is a practical, engaging guide with powerful examples and applicable tips on how to merge spirituality and sales. It is designed to reframe traditional processes in a way that feels good, without any of the "ickiness" spiritual entrepreneurs often feel when selling.



JOIN THE SACRED SELLING CLUB

Get consistent with lead generation in a way that's fun and flows. Have an abundance of delighted clients saying "yes, let's get started" Let go of limiting patterns and sabotaging stories. All the while having fun!

A few words

FROM HAPPY CLIENTS



Maria Saracen

Brand-Aid Academy

The truth is, running your own business takes a lot of hard work and persistence. Without Melina to guide me, hold me accountable and cheer me on, I know that I wouldn't be nearly as productive or successful.



Caroline Diana Bobant

Clairvoyant

If you've been considering working with Melina but have been unsure about whether to take the leap, my advice to you would be to not hesitate. Just do it. Just say yes and step in. I have worked with some of the top coaches in the biz, and to be honest, what Melina has been able to unlock for me far surpasses them all.



Louise Barnes

Unlock Learning

I've read the "Acceptance" part of Sacred Selling again. It was really helpful as was the hour spent journaling as per your advice.

I wanted to let you know because your book (and more importantly you) are having such a positive impact on not only my work, but on my own inner journey as well.



Emma Orlando

Business Coach

Sacred Selling has changed my entire outlook on selling! For a long time, I wasn't progressing in my business because I didn't know how to sell in a way that felt aligned. Through Melina's blend of practical and spiritual offerings I now feel confident in how to sell soulfully and my entire business has transformed as a result! It's my bible.

Thank You

It's been a delight to share this guide with you.

May you be blessed with clients galore.

And I'd love to know the strategies that resonate and the results of any you implement. So please drop me an email so I can celebrate your abundance with you:

melina@melinaabbott.com

With love and blessings,

Melina

