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# Powerful Leadgen Strategies Any Adviser Can Do

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# Today, we answer these questions

- What is the purpose and focus of lead generation?
- How has the environment evolved?
- Who do I want to attract to my practice?
- What one-to-one strategies can I use?
- What one-to-many strategies are effective?
- What advocacy strategies can benefit my practice?
- How can I boost my visibility and credibility?
- What are the keys to lead generation success?

**What is the purpose and focus of lead generation?**



# True purpose of leadgen

Attract

Convert

Build and maintain pipeline

Establish trust and credibility

Relationships



**How has the environment  
evolved?**

# Today's environment

Technological advancements

Changes in consumer behavior

Regulatory shifts

Increasing importance of digital presence

Value-based services



**Who do I want to attract to  
my practice?**



# Who do I want to attract?

What they do  
Who they are  
Cut the fluff



**What one-to-one strategies  
can I use?**

# Cold calling

- **Targeted Approach:**
  - Understand the needs, challenges, and preferences of your potential leads. Use this information to tailor your message, making it relevant and compelling.
- **Scripting vs. Flexibility:**
  - Prepare a script as a guideline, but be ready to adapt your conversation based on the response you receive. Personalisation is key; your goal is to engage, not to recite.
- **Follow-Up:**
  - Persistence pays off. Plan for a follow-up strategy that respects the prospect's time and preferences. A thoughtful follow-up can turn a hesitant no into an enthusiastic yes.



# Networking

- **Value of Genuine Connections:**
  - Not just about collecting contacts; about building relationships. Focus on how you can help others before considering what you can gain.
- **Online and Offline Opportunities:**
  - Use both online platforms (like LinkedIn, industry forums) and offline events (conferences, meetups) to build your network.
- **Strategic Engagement:**
  - Engage in conversations with a purpose. Share insights, ask questions, and listen actively. The aim is to create a memorable impact, positioning yourself as a go-to resource in your field.





# Referrals

- **Create a Referral System:**
  - Develop a structured approach to encourage clients or partners to refer new leads.
- **Acknowledge and Reward Referrals:**
  - Show appreciation for referrals, regardless of the outcome. A simple thank you, a personalised note, or a small token of appreciation can reinforce and reward the referral behavior.
- **Track and Measure:**
  - Keep tabs on where referrals are coming from and the quality of leads generated. This data will help you refine your approach, ensuring you focus on the most fruitful referral sources.



**What one-to-many  
strategies are effective?**

# Online live webinars and events

- **Planning and Promotion:**
  - Identify topics that resonate with your target audience. Use social media, email marketing, and partnerships to promote your event well in advance.
- **Engaging Content:**
  - Design your webinar to be interactive with Q&A sessions, polls, and live demonstrations. This keeps the audience engaged and facilitates learning.
- **Follow-Up for Conversion:**
  - After the event, send out a thank-you email, provide access to the recording, and include a call-to-action. This can be an invitation to schedule a call, download a resource, or subscribe to your newsletter.



# Podcasts

- **Identify Your Niche:**
  - Focus on topics where you can offer unique insights or solutions. This will help attract an audience interested in your area of expertise.
- **Starting or Guesting:**
  - Consider starting your own podcast to share regular content or be a guest on established podcasts to tap into their audience. Both strategies can significantly boost your reach.
- **Leverage Content:**
  - Use the podcast episodes to create additional content such as blog posts, social media snippets, and email newsletter highlights. This multiplies the impact of each episode.





# Client Events and Education

- **Client Appreciation Events:**
  - Organise exclusive events for your current clients to show your gratitude for their business. This strengthens relationships and encourages loyalty.
- **Educational Workshops:**
  - Host workshops or seminars on topics relevant to your clients and prospects. Providing valuable information positions you as an authority and can attract potential clients.



**What advocacy strategies  
can benefit my practice?**

# Turning Existing Clients into Advocates

- **Identify Happy Clients:**
  - Start by identifying clients who have had positive experiences and are satisfied with your service.
- **Encourage Storytelling:**
  - Encourage these clients to share their experiences with your brand through testimonials, case studies, or social media posts. Make the process easy and straightforward for them.
- **Recognition and Rewards:**
  - Show appreciation for their advocacy. Whether it's through public acknowledgment, exclusive offers, or direct rewards, recognising their effort makes them feel valued and more likely to continue advocating.



# Write an e-book

- **Demonstrate Expertise:**
  - An eBook allows you to delve deep into a subject matter, showcasing your knowledge and expertise. Choose a topic that addresses a common problem or question in your industry.
- **Build Credibility:**
  - Publishing a well-researched and informative eBook builds credibility with your audience. It positions you as a thought leader in your field.
- **Lead Generation Tool:**
  - Use your eBook as a lead magnet. Offer it as a free download in exchange for contact information, effectively growing your lead database with interested prospects.





# Create digital assets

- **Provide Value:**
  - Create digital assets such as guides, checklists, and templates that provide real value to your target audience. These should help them solve specific problems or accomplish tasks more efficiently.
- **Easy Access:**
  - Make these assets easily accessible. You can require an email sign-up to download, which helps in building your email list for future marketing efforts.
- **Share Widely:**
  - Promote these assets across your marketing channels, including social media, email newsletters, and your website. The goal is to reach as many potential leads as possible, driving traffic and generating interest in your services.



**How can I boost my visibility  
and credibility?**

# Speaking at events

- **Establish Authority:**
  - Speaking at industry events, conferences, and workshops positions you as an expert in your field. It's an effective way to showcase your knowledge and insights on relevant topics.
- **Networking Opportunities:**
  - These events provide a platform for networking with peers, industry leaders, and potential clients. Engaging with the audience before and after your talk can lead to valuable connections.
- **Brand Exposure:**
  - Your participation, especially in high-profile events, increases brand visibility. Use this opportunity to share your brand's message, vision, and values with a wider audience.



# Being on radio

- **Reach a Wider Audience:**
  - Radio shows and podcasts have dedicated listenerships that can significantly extend your reach. Appearing as a guest allows you to tap into these audiences.
- **Enhance Credibility:**
  - Discussing your expertise on these platforms enhances your credibility and establishes trust with potential clients. It's an opportunity to share stories, insights, and advice in a more personal way.
- **Marketing Content:**
  - Your appearances can be repurposed into marketing content. Share clips on social media, embed them in your website, and include them in your newsletters to maximize the impact of your message.



**What are the keys to lead  
generation success?**

# Keys for success

Personalisation and Relevance

Consistency and Follow-Up

Providing Value First





# QUESTIONS?

