

**46 Ways
To Generate Business**

By Paul Castain

CASTAIN TRAINING SYSTEMS

Dear Reader,

I turned 46 on June 24th and had this crazy idea . . .

I said to myself "Self, instead of getting bummed about your age, why don't you do something productive like offering 46 ideas to help people generate business"!

And there you have it . . . the birth of this free E-Book!

I hope you enjoy it enough to pass it along to your network and pay it forward!

So Happy freakin Birthday to me and continued success to you my friend!

Yours In Awesomeness,

Paul Castain

Aspiring Rock Star



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- 1) Go To Your Backyard! How about your town, your block or your building? Perhaps you've been missing something?
- 2) Go To The Letter "T" as In "T Formation". A "T Formation" can be done by visiting the business to the right, left and across the street from your prospect. Nice way to expand your leads and set up accounts in a geographic area!
- 3) Go To The Person Who Get's Their Hiney Kicked When Sales Suffer. If you can tie your product or service to revenue, why not approach the person who's most accountable for that?
- 4) Go To The Job Boards! If a company is hiring, they're hiring for a reason.
- 5) Go On A "Drive By". You do a "Drive By" when you use a digital voice recorder and "jot" down the names of the businesses you pass on your way to work, your clients and prospects. Most people are so focused on chasing money . . . that they miss mucho money!
- 6) Go To The Real Estate Section Of The Paper: Do they list companies that just leased office space? Perhaps they have a need for a new local vendor you new local vending mofo you!
- 7) Go To Where The Money Is! What industries are recovering faster in this economic climate? Cool, now go there quick and sell something. I'll wait for you here dude!



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- 8) Go To Where The Money Isn't! People avoid the industries that are hurting and quite frankly that might be a big mistake. If you can tie your product or service to generating revenue or cost saving . . . you might just have someone ready for a change. And lets face it. Who the heck changes something when life is good is business is booming?
- 9) Go To The Building Directory (one of my favorite tips) Take a picture of it with your camera phone, hum the theme from 007 presto, you have some new leads you undercover rock star you!
- 10) Go To Where The Money Will Be! Read publications such as The Wall Street Journal, BusinessWeek, FastCompany etc. Look for emerging industries and "skate to where the puck is going to be" as my friend Wayne Gretzky once said!
- 11) Go to <http://twellow.com> and search for people to follow on Twitter by title, industry and geographically.
- 12) Go To The Prospects Who Once Told You "No" Things change dude so what the heck are you waiting for?
- 13) Go to <http://socialmention.com> and do a search on your clients and prospects to see where they've been spending their time online. Example, what if your prospect likes to blog . . . show up and comment. Nice way to get on their radar screen!
- 14) Go To Your Network's Status Updates. Everyone has a story and wants to be heard so make sure you get in there and acknowledge and validate and a third word I would put here if I wasn't at a loss for words right now!



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- 15) Go To Your Network And Host “Social Networking Mixers” to gain some incredible visibility. [Click here](#) and I’ll show you how for free!
- 16) Go To Your Linkedin Network And Transition Them To Real Time. Psst . . . I’ve put together a really easy way for you to do this and all you have to do is [click here](#)
- 17) Go To Your Clients And Ask For A Referral. Yep, I know its lame to tell you something you already know but its even lamer for you to tell me you know something that you aren’t doing! So there, we both suck!
- 18) Go To Your Competitor’s Website! Check and see if they provide a list of clients and then get to work dude!
- 19) Go To Your Auto Signature In Your Email and Add a PS with a “Did you know” telling your prospects and clients about another product or service you offer. Change it out every 2 weeks with a different message so their eye continually goes to your PS. You’re welcome!
- 20) Go To Linkedin Groups In The Industries You Want To Infiltrate. **Note:** I originally used the word “penetrate” but couldn’t keep a straight face so I took the high road and went with “infiltrate”. Any who, start a meaningful discussion in those groups to demonstrate your expertise by downloading this [free E-Book](#). I know, I’m spoiling you but that’s what I do!



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- 21) Go To People In Different Industries That Sell To Your Target Industries. Example I sell [sales training and sales coaching services](#) and network with some high level recruiters. We sell to the same decision makers so why not exchange contact information on our prospects?
- 22) Go To 5 People In Your Social Network Each Week . . . and bring them from virtual to “real time”. Get on the phone, meet them for coffee. This simple act will help you create over 200 active contacts a year. **Note:** I know how to multiply dude, I’m just trying to account for holidays, vacations and the fact that you might be a closet slacker.
- 23) Go To Your Prospects With An Idea. Its an awesome way to demonstrate your value.
- 24) Go To Your Prospect’s Tummy! How about a giant cookie inscribed with “We want to take a bite out of your business” or some chocolate feet with a note stating how you’d like to get a “foot in the door”. How can you use food creatively to access your prospect via their stomach?
- 25) Go To The Wrong Extension When You Call A Prospect: Internally transferred calls look different on the Caller ID. Pretty freakin sneaky huh?
- 26) Go To Your Prospect’s Voice Mail After Hours Prior To Your First Call. This way you can learn how to properly pronounce their name and if Barbara is in fact “Barb” and Robert is Rob and Richard is, well you get the point!



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- 27) Go To <http://twitter.search.com> and search industry keywords and phrases to find people talking about things you can help with.
- 28) Go To That Stack Of Business Cards From All Those Networking Events You Go To . . . and actually call someone!
- 29) Go To That Prospect Who Went “MIA” You know the one who was interested and then disappeared never to return your call. Hint: Try a different way of contacting them to throw them off balance!
- 30) Go On Patrol! Get out there and regularly patrol your territory. Watch for the empty buildings or the new companies who moved in. They might just need a new, local dude to help them!
- 31) Go Into Your [Sales Listening Station](#) And Use That Data To Have A Meaningful Conversation With Your Prospect!
- 32) Go To Your Phone And Use These [70 Phone Tips!](#) To Generate Some Opportunities!
- 33) Go To Every Sales Professional You Meet . . . and ask them for one resource (a book, a website, blog etc) and their best tip to generate business.
- 34) Go To The People Who You Just Did A Miracle For. When they tell you how much you rock, ask them to put it in an email so you can use that to attract other way cool clients like them.
- 35) Go To The People Who Tell You “No” and find out why so you don’t repeat history with another prospect.
- 36) Go To Your Vendors And Ask Them For Leads If Applicable.
- 37) Go To Your Local Business Journal . . . and contact those who have won contracts, those who are expanding or even those experiencing some hard times that you might be able to help!



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- 38) Go To Your Local Business Journal . . . send a congratulatory card to those who just received a promotion.
- 39) Go To Where The Money Has Been Planted! Go to Venture Capital firm's websites and look at their list of companies they work with. How cool would it be to contact a company that has a fresh supply of cash. Can you say "Cha Ching"?
- 40) Go To Your Client's Website. Do they have a client list? Can your client help with an intro?
- 41) Go To Your Client's Competitors. Note: We're obviously not going to them to give away proprietary data but we can certainly do a little vertical marketing!
- 42) Go To Your Prospect More Creatively by downloading this [Free E-Book!](#)
- 43) Go Take A Look In The Mirror At Brand YOU by listening to my way cool [Personal Branding Checkup podcast!](#)
- 44) Go To All Your Clients And Do A "Check Up" When was the last time you did a really thorough needs analysis with your client? If you're like most people, it was way back when during the courtship. Meanwhile business moves at the speed of light and something has most probably changed!
- 45) Go To Your Social Network . . . and be "Social" by looking for and leveraging "Social Clues" Social Clues are things that can help you initiate conversations such as Amazon Reading lists, their status updates, perhaps they've listed their blog, Tripit. There's no shortage of Social Clues out there if you're willing to look for them!
- 46) Go Have A Few Minutes With Yourself And Give Yourself A Pep Talk!



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Some Cool Next Steps

To Connect with Paul on Facebook, Twitter or LinkedIn, click on the appropriate icon!



To Join Paul's way cool LinkedIn group, click on the Rock Star!



And if by some crazy chance you'd like to hire Paul as your own personal coach or to make your team really freakin deadly . . . [please click here!](#)

Thank You!



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