



# Prospect List Building

## The Complete Checklist

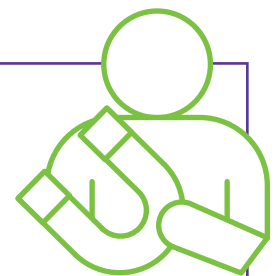
Every list suffers attrition. Without a clean list, you can't market or prospect to grow your sales funnel. An engaged list converts 22% and greater, generating replies and setting the stage for appointment setting. A bad list results in wasted time and resources. Use these strategies to consistently add new prospects to your list.

## Organic strategies that work

While purchasing a list is fast, it's widely accepted that 40% or greater of the contacts will contain bad data. Developing an organic list allows you to carefully select the contacts that fit your target market and ideal client. Here's how.

### Get Personal

- 1.** Host webinars and events and promote them to alliance partner lists and on social media..
- 2.** Attend events and network with other attendees, speakers, and exhibitors.
- 3.** Speak at events as a subject matter expert and offer a high-value offer that people want to click to receive.
- 4.** Speak or host events with a drawing where they provide their business cards
- 5.** Join a networking group where contact information is shared. Think associations, industry alliances, Chambers of Commerce, professional networks and lead groups.
- 6.** Connect with all your client contacts on LinkedIn. Follow what your top contacts are doing.
- 7.** Ask for referrals and recommendations across your network.
- 8.** Research area companies you want to do business with and locate the key decision-makers.



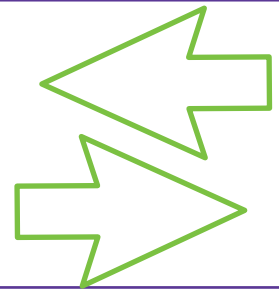
## Go Digital

- 9.** Place a high-value offer such as an ebook with a registration form on your website and promote it widely.
- 10.** Promote the same asset on social media with a link to the registration form.
- 11.** Add a blog subscription to your website.
- 12.** Run a contest that requires an email address to win.



## Collaborate with Alliance Partners

- 13.** Ask your vendors and suppliers to provide local lists.
- 14.** Invite your network to share one of your gated high-value offer assets in their newsletter or on social media.
- 15.** Exchange lists with a trusted, non-competitive business partner or colleague.

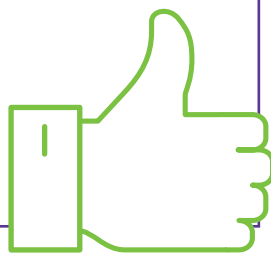


# The List of List Service Companies

Organic lists are always the preferred choice. They convert better, get more replies and lead to faster sales appointments. But they take time to compile. Sometimes you need to fast track your lead generation. In these cases, list companies are your best option.

## List Companies Affordable for Smaller Purchases

- 16.** InfoUSA
- 17.** UpWork, Fivrr and other freelance sites: hire a freelancer to search the internet and build a list.
- 18.** Exactdata.com



## Higher Quality Lists Requiring a Larger Minimum Investment

- 19.** ZoomInfo and ZoomInfo Intent
- 20.** DiscoverOrg
- 21.** Companies selling conference and trade show lists

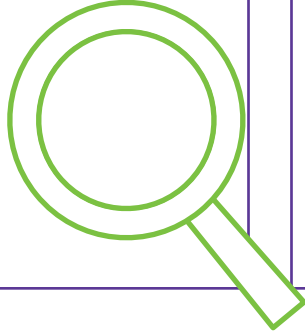


## We're Here to Guide You

We understand how challenging it can be to develop a list and create the right messaging for your target market. We believe your marketing should bring you new customers. If it's not doing that, we can help. Call us at **+1-303-741-6636** or email us at **info@klagroup.com** today and let's talk.

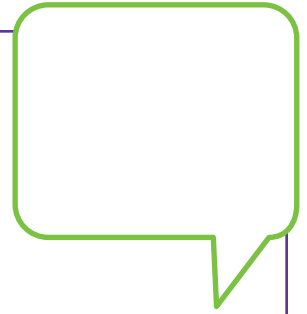
## Suggested by Our Community

- 22. Insideview.com
- 23. Manta small business directory
- 24. Hoovers.com
- 25. Acquirelists.com
- 26. Accurateappend.com
- 27. Towerdata.com
- 28. Melissadata.com



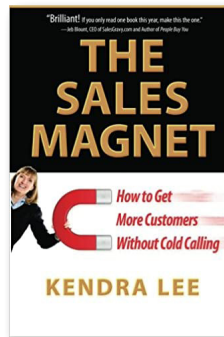
## LinkedIn

- 29. Get email addresses from your LinkedIn connections who include them in their contact info.
- 30. Subscribe to LinkedIn Navigator to search with more specifics, follow "leads" and begin to engage one-on-one directly in LinkedIn.
- 31. Engage a LinkedIn service a build a list for you.



## More Resources from "The Sales Magnet"

The Sales Magnet book and The Sales Magnet Tool Kit by Kendra Lee have more prospecting resources. Read two free sample chapters and check out the Tool Kit for a library of resources to cut hours off your lead generation planning. Get it here: **TheSalesMagnet**



## Share Your Tips

What are your favorite list building strategies? Tell us and we'll share them in our Weekly Sales Tip!  
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