

SHIFT Book Club Session 10

TACTIC #6: Catch People in Your Web — Internet Lead Generation (p. 109-133)



Questions to Ask:

- 1.** What are my core internet lead generation activities? How do I know my internet lead generation activities are working? What is my ROI? What is working?
- 2.** Does my online presence offer enough of what people want (property information) to get what I want (contact information) in return?
- 3.** What value do I provide to my social media followers?
- 4.** Are the people I want to reach using the same platforms or sites that I am?