



Start, grow, adapt or run your small business

Getting leads using inbound marketing

Wednesday 24th March, 6:00pm-8:00pm

Are you sick of constantly having to go out and market to get leads? Would you like to get leads because people come to you? Do you have an email opt-in with little activity? In this session we look at why selling your big thing may not be the way to go. We'll cover how we can create compelling opt-in offers or lead magnets to get people wanting to part with their email address so you generate warm leads and control future communication.

- A quick sales refresher
- Creating a sales funnel or flywheel
- Choosing a simple but effective lead magnet
- Monitoring what is working and what is not
- Maximising the lifetime value of the customer

Presenter: Jane Tweedy is a small business advisor, consultant and trainer. Jane is passionate about helping small businesses succeed and has an interactive style, ensuring all participants receive great value from their investment. Jane works for Western Sydney Business Centre as a small business advisor, and provides training as part of her new business, FAQ Business Training.

Jane has a broad background in corporate, volunteering and small business. This provides for a unique perspective at a strategic and detail level. Jane is a lifelong learner and you will benefit from her wealth of applied knowledge and experience.

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start, run, adapt or grow your small business



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