



HIRING A LEAD GENERATOR

INTRODUCTION

Want someone to help you find leads for speaking gigs or anything B2B? You're in the right spot. In this guide, we're going to break down the process for hiring someone to help you generate leads. We'll talk about the pros and cons, provide a spreadsheet template you can use, and share a few resources we've found to be useful.

BEFORE YOU HIRE ANYBODY

You need to be absolutely crystal clear on who your lead generator is searching for. Without direction, you'll find your list to be subpar at best. Make sure you've checked all these boxes before you move on:

- I have an industry in mind
- I have 3-5 variations of the types of titles I'm looking for (C-Suite, V-Suite, Directors, etc)
- I have reason to believe these people can pay for my services
- I know exactly who I'm a good fit for any who I'm not a good fit for AND I've documented it somewhere
- I have a spreadsheet ready of all the information I'm looking for
- I've created a Loom video explaining what I expect from the lead generator. I walk them through my ideal clients and the spreadsheet
- I'm willing to iterate on this. I know it won't be perfect right away and I know it'll take time to refine the process of working with someone to generate leads.

SETTING THE RECORD STRAIGHT

Mind if I get on a soap box for a minute? The number of times we've heard say, "This list is garbage. This won't work" is incredible. After digging deeper

we ask how they've helped their lead generator improve, or how they've provided feedback to them.

Long story short - they often don't view contractors as people who need training.

Well, I hate to be the bearer of bad news but you **MUST** expect to train this person and work with them to improve.

Sure, they'll know how to do the actual tasking of finding people to reach out to. But do they know you personally? Can they read your mind? Do they know exactly what'll make you happy? Do they even have experience finding the exact types of leads you want? Probably not.

Expect to provide feedback and train whoever you work with to help you find the right leads. If you don't provide feedback, they won't be able to improve, and you'll eventually give up on the process.

Stay the course, embrace the challenge, and find a way to make this work if you don't want to find leads yourself (cause that's the alternative).

TYPES OF LEAD GEN SERVICES

LIST GENERATION SERVICES

This is the path of least resistance but often comes without the ability for you to work with someone 1:1.

These are often organizations where you specify exactly what you want and the number of leads and they'll generate the list for you.

This is usually an organization that does this at scale and for other people and isn't someone doing it for you.

They're project managing it and they have help (or databases) to pull from to generate a list.

Often, they're not scoping out websites, confirming that's the right person to talk to - basically, there's no context. Just contact information. On top of that, they send you a spreadsheet in the format they want. Not the format you want.

Usually, list gen services are scraping larger databases and showing the info rather than a tailored approach to prospecting.

Our partner, Sam Richter offers this as a service. If you're interested in trying it out, let us know.

Pros

- Fast
- You don't have to do it
- Can very easily get thousands of leads

Cons

- Not a tailored approach
- No context for leads
- Have to be CRYSTAL clear on ICP
- Not guaranteed to be good emails
- Not easy to iterate with them

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CONTRACTORS

This is a great route to go when you want a more tailored approach to outreach. Rather than just contact details, maybe you're looking for more information that simply wouldn't exist in a database.

For example, let's say you're looking for speaking events. On top of the decision maker info, you want to know who their past speakers were so you can do more research, or maybe they've currently listed speakers for the event.

You'd never be able to get that info from a list gen service (listed above). This is where you'd want to hire a contractor to work with you to fill out a spreadsheet you decide on and one who's capable of doing more digging than just pull info out of a database.

Fiverr References

- 1 <https://business.fiverr.com/hrapp98/provide-a-custom-list-of-names-numbers-addresses-and-emails-of-any-business>
- 2 <https://business.fiverr.com/bdcalling/do-b2b-lead-generation-and-prospect-list-building-accurately>
- 3 <https://business.fiverr.com/plaban70/do-b2b-lead-generation-email-address-by-using-linkedin>
- 4 <https://business.fiverr.com/aliabid012/do-linkedin-lead-generation-and-email-finding>
- 5 <https://business.fiverr.com/arhamjamal17/do-linkedin-lead-generation-and-internet-research-d3e4>

Pros

- Fast
- You don't have to do it
- Can very easily get thousands of leads
- Can also get context for leads
- Can instruct them to do any research
- More than just contact info

Cons

- Have to very specific about what you're looking for
- Have to iterate with them
- Communication barriers
- Have to place orders for batches of leads

DATABASES

Rather than hiring anybody to fill out a spreadsheet for you, you could just pay for a B2B database. These are places where publically available contact information for executives and business leaders are listed.

You can export as many records as your plan allows and again, much like a list gen service, it's just contact information.

Some common databases:

- [ZoomInfo](#)
- [Seamless.ai](#)
- [D&B Hoovers](#)

The downside is that these are generally really pricey. Not only do you have to pay for access to the database, but you have to pay for each verified email. Not for the faint of heart.

Pros

- Fast
- Can very easily get thousands of leads
- Usually guaranteed quality

Cons

- Not a tailored approach
- No context for leads
- Expensive
- Many others targeting the same leads
- Still needs to be used in combo w/manual research

INTEL ENGINE

This is a tool our partner, [Sam Richter](#), developed to help speed up the process of finding leads. It's basically a custom google search tool that scrapes the web to quickly find leads and their contact info.

Rather than spending 30 mins trying to dig through results on Google and LinkedIn to find one decision maker, it simplifies the process down to 2-3 minutes.

This is a tool that you use yourself to find leads or you train someone to use on your behalf.

It's not a database which means someone has to do the work to use it and find leads.

his is great for someone who's willing to own their own prospecting efforts and who wants control over the process of finding sales intelligence on their prospects.

Pros

- Inexpensive
- Super tailored approach
- Can easily find context beyond contact info
- Easy to use
- Higher quality leads

Cons

- Have to fill out your own spreadsheet
- Manual research
- More time consuming
- Have to learn a new tool
- Have to train someone else eventually

SPREADSHEET TEMPLATE

We've put together this spreadsheet template to make it as easy as possible for you to hire someone to find leads for you or for you to start the process of finding leads yourself.

[This is a view access link only.](#) To make a copy, click File → Make a Copy

HOW TO PREP THE TEMPLATE

- Confirm all columns in the sheet are relevant for you. Add or remove any
- Update the definitions page so your lead generator knows the definition of everything you're looking for
- Pro tip: Color code the different columns:
 - Red: Required
 - Green: Optional
- Update the settings page if you need to for any other data validation

Questions or Comments?

Contact us at
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and let us know what you
think!

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