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## McNeil Copywriting B2B Marketing Tips Newsletter

Brought to you by Laura McNeil

[www.mcneilcopywriting.com](http://www.mcneilcopywriting.com)

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### Lead Nurturing 101

What do you do when a prospect is interested, but not ready to buy? You nurture them as a warm lead. Your prospect has given you their email address by downloading a demo, signing up for your newsletter or attending a webinar among other things. They've taken the first step and shown interest in what you are offering. But since they aren't quite ready to buy here are some ideas to nurture them.

1. Start out by touching base with them once a month. You can always increase or decrease how often you contact them based on their interest.
2. If they didn't sign up for your newsletter one of the first emails you should send them is a link to sign up for it. A monthly newsletter will keep you in front of them and you can send additional information every month too.
3. Send them a case study or success story of how a current client benefited from using what you're selling.
4. Send them a postcard. You can list the benefits of your services, put a discounted offer on it or use it as an invitation to an event.
5. Invite them to a webinar you're hosting about products or services they've shown an interest in.
6. Email them an invitation to a seminar or trade show your company is presenting at or hosting. Remember, it takes an average of 7-10 touches before you get a response so it's important you don't stop after one or two touches unless they ask you to. It may take 12 to 18 months before someone is ready to buy.

If you keep yourself in their mind when the time comes it's you they'll be calling, not your competition.

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Publisher

The Marketing Tips Newsletter is published every two weeks by Laura McNeil, freelance copywriter and marketing consultant. [www.mcneilcopywriting.com](http://www.mcneilcopywriting.com)

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