

Lead Generation

CHEAT SHEET

automate
 & WIN

Lead generation is the process of attracting and converting strangers and potential customer into someone who has indicated interest in your company's product or services.

6 Lead Generation title formulas

Formula: [Number] [tips/tricks/hacks] to achieve [goal]

Example: 5 Hacks to Achieve perfect SEO

Formula: The best of [Topic]

Example: The best of Greenhouse Gardening

Formula: Here's how we [Something great "Survived coronavirus"], and [Goal]

Example: Here's how we survived coronavirus and doubled our conversions in a month

Formula: [Number]ways to achieve [Desirable thing] Without doing [undesirable thing]

Example: 5 ways to achieve building a membership website without spending a penny

Formula: [Desirable thing] like [Expert] even without [something expected]

Example: Achieve business automation like a expert without a lot of experience

Formula: How to eliminate [Problem] without doing [issue] within [specific timeframe]

Example: How to eliminate lost conversions without begging for sales within 2 days

Footer

Ideas for Lead Generators

Quizzes

Quiz your customers on things relevant to your products/services

Podcasts

Releasing a weekly podcast and creating a viewership from that is a surefire way to generate more leads

Webinars/Online Training

Showing your potential your expertise in a topic relevant to your products and services

Video Series

Creating a video series is a great idea to get customers interested, for example you could do photoshop tutorials or yoga lessons and email one out every week for a month.

Ebook

Ebooks are usually a 10-15 page, a deep dive on a topic relevant to your industry and customers.

Content Calendar

Content calendars are mainly applicable for industries like digital marketing, but whats to stop a yoga instructor from creating one too?

Email Course

Usually takes place over a week, you send an email a day guiding your potential customers through a project.

Interviews

Doing an interview with someone who is well known in your industry can build social proof and basically means they approve of your service. plus you can get major bragging rights.

Checklists

Checklists are an easy lead generator to make, think about your business processes and put them in a checklist form, for example, email guidelines

Cheatsheets

Cheatsheets usually consist of email swipe files, little shortcuts, hacks and ideas.

Tool Kit

A tool kit could be the most valuable piece of information you pass onto your customers, they should consist of cheatsheets, checklists, guidelines to download and templates for things like documents and photoshop

Free consultations

Giving away free consultations may sound crazy, but if you've got the time they can make a huge impact on customer conversions.