

# Lead Generation Accelerator for Small Businesses

Create a Personalized, Practical Action Plan to Attract High-Value Prospects & Ignite Your Revenue



**Student Course Book**

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# Introduction

Lead generation is the lifeblood of any business, big or small. Acquiring new prospects and customers is a perpetual challenge many entrepreneurs grapple with, but small businesses face their own unique set of hurdles due to tight resources and budget constraints.

However, once you discover the winning strategies that truly click for your business, you'll be in prime position to consistently attract new leads and secure lucrative sales.

Keep in mind that there's no magic formula or one-size-fits-all approach to lead generation. What works for one business may not get the same results for you since it depends on your business model and your target market. Simply adopting off-the-shelf solutions or mimicking other companies won't guarantee your own success. Instead, the secret is to identify the strategies that resonate with your audience and fit with your business goals.

The bottom line is that no matter how exceptional your product or service is, without a steady influx of leads and customers, your business will always struggle to grow and reach its full potential.

In this course, you'll pinpoint the lead generation tactics that have the greatest potential for attracting your ideal customers. You'll learn how to identify the most promising leads while also using metrics to measure your success. By the end of the course, you'll have an actionable lead generation campaign plan that's primed for implementation so you can quickly start bringing new prospects into your sales funnel.

**Here is your roadmap through the course:**



## Learning Objectives:

By the time you complete this course, you'll be able to:

- Explore the inner workings of the lead generation process and how it fits into your customer's journey.
- Clarify your business model and set lead generation targets that align with your business goals.
- Paint a clear picture of your ideal customer to ensure your lead generation messaging hits the mark.
- Identify what makes you and your brand unique so you can craft a compelling value proposition for potential leads.

- Examine your experience with proven lead generation strategies so you can identify their effectiveness for your business.
- Evaluate ways to qualify leads and track data so you can prioritize best-fit prospects and measure progress.
- Select the lead generation strategy that will bring you the swiftest results and the most qualified leads.
- Map out the details of your lead generation campaign to achieve the results you want.
- Implement a practical action plan that will help you reach your lead generation campaign goals.
- Consolidate and implement your new knowledge and plan future steps so you can achieve the goals you set for this course.

This course is organized into 7 major modules and individual lessons to help you identify which strategies to use to attract high-quality leads to your business.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

### **Action Steps:**

Before we start the course, take a minute to think about what you want to get out of it.

Write down three skills you expect to gain.

# Module 1 – Where Does Lead Generation Fit in Your Business?

Lead generation is the cornerstone of any successful business.

In this first module, you'll explore how the lead generation process works and how it fits into your customer's journey.

## The Lead Generation Process

The purpose of lead generation is to attract potential customers and turn visitors into qualified leads who ultimately buy from you.

There are three key steps:

### Entice

- Attract potential customers to your brand

### Opt-in

- Capture their contact information

### Nurture

- Build and develop a relationship

- **Entice:** you attract potential customers to your brand through a variety of marketing strategies such as content marketing, social media, search engine optimization, word of mouth marketing.
- **Opt-in:** you capture their contact information by asking them to sign-up to receive valuable information/offer often from a landing page or form on your website.
- **Nurture:** you build and develop a relationship with these subscribers over a period of time until they're ready to buy and turn into paying customers.

It's clear that without the leads, you won't make sales.

## The Customer Lifecycle Marketing Model

When you think of lead generation in a traditional sales funnel, it means that your leads come in at the top and become buyers at the bottom.

Often the customer journey isn't as linear as that. The Customer Lifecycle Marketing model explains it in a more cyclical way to allow leads and customers to move back and forth depending on where they are in their buying process.

There are three key phases:



1. **Attract** - making consumers aware of your brand and helping them identify their needs.
2. **Motivate** – building relationships and encouraging qualified leads to buy with enticing offers.
3. **Delight** - providing excellence in post-purchase customer support.

Here are two examples of the Customer Lifecycle Marketing model in action for different businesses:

**Example 1:** You have a B2C T-shirt business which uses social media marketing to generate and nurture leads.



## Attract

- A potential customer visits your Instagram page and sees an offer for a 10% discount on their first purchase. They sign up in a pop-up form on the website to receive the discount code giving their name and email.
- You send a follow-up email to the lead, thanking them for signing up and providing the discount code. The email also includes a link to your website and social media accounts.

## Motivate

- You begin a series of automated emails, showcasing your latest T-shirt designs and promotions. The emails highlight customer reviews and testimonials to build trust and encourage purchases.
- You launch a limited-time sale, offering a discount or free shipping on all purchases. You promote this sale on social media, and with your email subscribers.
- The lead visits your website and buys a T-shirt using their 10% discount code or the limited-time sale promotion.

## Delight

- You follow up with your customer after the sale to ensure their satisfaction and ask for a review or testimonial
- You encourage them to follow your social media accounts for updates on new designs and promotions
- You deal swiftly with any support issues that arise

**Example 2:** You have a coaching business providing B2C 1:1 coaching and you use LinkedIn to generate leads and make sales.

## Attract

- You identify potential clients by searching for LinkedIn connections who match your target audience criteria, such as job title, industry, and interests.
- You send personalized connection requests to potential clients on LinkedIn, highlighting the mutual interests or connections you share and offering to provide value through your coaching services.
- You offer a free guide to solve a problem your target group is experiencing. A potential client enters their name and email address in your landing page opt-in to receive the guide.

## Motivate

- You send a follow-up email to the lead, thanking them for downloading the guide and offering additional resources or information. The email may also include a link to schedule a discovery call with you.
- You post regular articles and videos on LinkedIn, showcasing your coaching expertise and providing valuable content related to your target audience's interests and needs. You also engage with comments and questions from potential clients.
- Your lead schedules a discovery call to discuss their needs and explore how you can help them. You explain what coaching services will best meet their needs. They agree to the coaching services and purchase your program.

**ATTENTION:**

This is only an excerpt from our full course **Lead Generation Accelerator for Small Businesses**. The full, customizable course contains 6 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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