



THE
Launchpad
DIY

Module Seven

Lead Generation!

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Lead Generation

A lead is a person who has shown some interest in the services or offer that you provide. It can also be a person - an ideal client- who fits the target group for what you are offering.

Without leads a business just won't be successful. Therefore, generating quality leads is just as important as the content you create or the work that you do. Now you might be asking, *How do I generate the right leads?*

Years ago, leads were developed by constant networking and cold calling. Of course, you can still generate leads through cold calling and networking, but this process can be time intensive. Thanks to the internet and social media, we now have many lead generation options which have made it much easier to target and connect with our ideal clients.

And of course, the more leads you get, the more opportunities you will have to have sales conversations that result in business! More than anything you want to connect with the right kind of clients, the ones who will benefit most from your services.

The best way to attract your ideal clients is to show up powerfully in the world. This means practicing what you preach and living in line with your core values at the highest level of integrity. So, what can you do attract them to your new business?

“If people like you, they'll listen to you, but if they trust you, they'll do business with you.

Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust.”

- *Lig Liglar* -



Easy ways to attract new clients

It's really important that you create a real buzz around your new offer. The more visible and consistent you are, the more new clients you will attract. Use your content planner to think ahead about how you can attract new clients. Here are some easy and effective ways to generate leads.

- Boost a popular post
- Share a Facebook Live/Periscope
- Email your mailing list
- Post great quality content on your personal Facebook profile
- Post great quality content on your business Facebook page
- Create your own Facebook group
- Post in other people's Facebook groups
- Do a guest blog
- Attend in-person networking events/ local women in business events
- Do a Facebook survey or fun questionnaire
- Lead a talk or create a video or masterclass
- Place an opt-in/sales page on your website
- Share testimonials
- Ask for personal referrals
- Send personal messages
- Get on the local radio
- Get an article in a local paper
- Ask for referrals from previous clients
- Get on a podcast/Facebook live interviews
- Create a simple funnel



Use powerful copywriting to generate leads

Promise: What result do you help your client create?

You **MUST** offer to either solve one of your client's biggest frustrations or give them what they desire most. You can strengthen this element by including tangible figures. For example, you will generate 24 leads in 24 hours, as opposed to you will improve your lead generation. You will relieve their pain immediately; you will help them get on the phone with 5 new people in 5 days.

Purpose: What problem do you help your client solve?

The purpose of this element is to remind the reader of the pain they are currently suffering from not having the outcome you are promising. Be precise with what is actually happening in their current situation, and increase your chances of engaging them (i.e. are you a coach with NO clients?).

Promote: What is the actual solution that you provide your client with?

Now that the pain has been made real in their mind, you can explain how you have the answers for them. You've made your promise already, and it's now time to talk them through more of the benefits that your product will give them (whatever you are marketing to them).

Push: Include a strong call to action

Once you have built the case, it's time to get them to take action. Your goal now is to be directive and TELL THEM to take action and mention that it's free (if promoting a freebie) and quick to execute. Call to actions can vary. Here are a few ideas:

Click here to book
Call Now
Book your place now
Limited time only act now
Try it now
Get Immediate Access
Get it for free here



Use filters to get the right clients

A filter is when you polarise your reader by making them either qualify themselves or un-qualify themselves. A qualified client is one who meets your ideal client profile and is ready to take action.

The goal here is to change the dynamic so that the client is seeking you and you aren't trying to convince them of why they need to opt-in to your product.

You want to have two columns:

- **Who this IS for:**
- **Who this IS NOT for:**

In the who this IS for column, you show a mix between ideal traits of your perfect niche and the benefits that they would be most interested in. In the who this IS NOT for column, you show a mix of the traits you don't want your clients to have and listing the results that your niche don't want.

For example my copywriting for my ideal client:

This is for:

This is for newly qualified female coaches who want to learn how to grow their business.

This is for female coaches who have struggled to get traction in their business.

This is for those who know that the time is right for them to make this happen.

This is for those who are planning to leave the 9-5 in the next 12 months and start their own business.

This is NOT for:

Female coaches who keep making excuses to stay safe,

Who are not ready to take action,

Who are established in their coaching business,

Who are earning 6 figures already,

Who are uncoachable.



Get clear on your features and benefits

It's important to understand the distinction between features and benefits. Features simply list the inclusions of the product, whereas benefits show people the effect that those features will have on the person's life.

To entice people to see the value in your product/offering, you can demonstrate the 'benefits' as a way to enhance desire.

People buy the benefits before they buy the features. In other words, they want to know how it will get them the results (benefits) and the way you deliver it (features) is less important.

Benefits example:

- You'll know how to connect with your ideal client
- You'll be able to have powerful sales conversations that don't feel like sales conversations
- You'll have a structure for your business and a pricing plan
- You'll understand how to use digital tools
- You'll understand how to test the market for what you want to create

Features example:

- Delivered over 3 months online
- Weekly group mentoring
- Monthly one to ones
- Weekly new content
- Access to your mentor daily
- Weekly accountability



Use testimonials

Testimonials are a powerful way demonstrate social proof of your offer or product. For smaller landing pages/posts, you only need a couple of testimonials because you don't want to distract too much away from your core offering.

The key to getting great testimonials



Authenticity - The more real the testimonial comes across, the more credibility it will hold.

Tangibility - Numbers strengthen the wow factor for the review. (How much did they earn? How much did they lose? How many new clients did they get?)

Client Details - If you can have the pictures and details of the client, they will be more powerful and establish credibility.

Relevance - When creating the testimonial, if it's relevant to that specific product/offering it will be more powerful.

Objection Handling - If the testimonial mentions that they used to have [insert objection] and then realised that [insert product] was amazing and delivered [insert result] it will be far more effective.

Here are three questions you can ask to get amazing testimonials:

1. What were you struggling with before you started working with me?
2. What breakthroughs/insights did you have during your time working with me?
3. What specific tangible result(s) did you create as a result of your coaching with me?



Create urgency or fomo (fear of missing out)

Scarcity is a powerful way to build urgency with your audience. When people think that there is a chance that they might miss out, then their urgency to act increases.

Some ways to apply scarcity:

- Limit the number of downloads/places or limit number of calls.
- Put a countdown timer on your website with a date in which the offer will no longer be available.
- Doors closing on (insert date).

Now it's your turn, have a go at writing some copy!

Generate social proof

When you are building your brand and your business you must create leverage and credibility through using the things you already are and have done. This will in turn build your expert status and make your offer more appealing. You can generate social proof through things like...

- **Qualifications**, e.g. Positive Psychologist MSc, NLP Master Practitioner,
- **Titles**, e.g. Business and Success Coach for Women
- **Awards**, e.g. Iconic Woman Making the World a Better Place
- **Associations**, e.g. working with influencers, sharing the stage with influencers
- **Invitations**, e.g. To speak in Australia/ Speak in the USA / Contributed to a book
- **Endorsements**, e.g from other credible people in your field
- **Testimonials**, e.g. from past clients
- **Comments**, e.g. within Facebook/members areas.



What leverage and credibility do you currently hold in these areas?

Consider where you are able to leverage these. For example, your qualifications and titles should be leveraged on your email footer and on opt-in pages, your titles can also be used within Facebook posts.

Comments can be leveraged through email sequences, and on sales pages too. I am always on the lookout for awesome comments, and when I notice a comment on Facebook or an email, I screenshot it and upload to a shared “comments” folder in Dropbox.

At the end of each week, I will review these comments and consider where they can be used within my marketing to boost my credibility.

Here's an example:

Thank you for your help and support this week Denise. I've really turned a corner and it really is down to your firm and motivational kick up the butt. Oh and your fabulous programme The LaunchPad. I've somehow managed to write a new course and 3 pieces of content this week. You are a magical business fairy thank you x

Good morning to one of the most colourful, fabulous, beautiful yet bonkers ladies I'm blessed to know xx How wonderful is it that most mornings I've woken up feeling so blessed since crossing paths with you. How awesome is that. And I'm not living in a bubble - I'm making a conscious decision to feel happy, grateful & look at the positives. And I have so many positives to be grateful for xx Just a random share with you xx I hope you have a magical day xx.

I just want to say a huge thank you to Denise. I had all the elements in place to create an income from serving my purpose, but Denise added a few tweaks that helped me accelerate my income literally overnight.

Denise could see the gaps in how I was operating (I'm too busy doing what I love to do!) And allow me to make some simple yet powerful changes. Her business ideas are easy to implement and priceless!

Brainstorm how you can build more credibility and create more leverage. What one thing can you go out and do to move this forward?

