

What's Your Lead Gen System—And Is It Working?



Leads are the lifeblood of any business—but not all leads are created equal. And let's be real: most business owners don't have a clear lead gen system, they just hope word-of-mouth or a few social posts will bring someone in. But what if you could measure, adjust, and actually predict how new clients come your way?

Today we're unpacking your lead generation strategy: what's working, what's not, and where you might be leaving money—and relationships—on the table.

The State of Lead Gen in 2025

- 91% of marketers say lead gen is their #1 priority
- Businesses generate an average of 1,877 leads/month, but 80% never convert
- Cold outreach is rapidly declining: 97% of cold calls are ignored
- Personalization is king—75% of buyers expect tailored follow-up
- Short-form video and SEO blogs are topping ROI charts

Digital Footprint Check: Are You Tracking These?

- How many new leads do you get each month?
- Where are they coming from (be specific)?
- What percentage become customers or clients?
- What does follow-up look like, and how fast?

Are you relying on cold outreach or building warm connections?

Breakout Prompts for GROW Teams

- What's your #1 lead source right now?
- Are you using video, email, or SEO in your strategy?
- What's one lead channel you've tried that totally flopped?
- How do you keep track of your leads—and does your system need an upgrade?
- Have you ever calculated your cost per lead?

Takeaway Challenge

Choose one lead gen tactic you haven't fully explored yet: video, blogging, referrals, automated email sequences, etc.; and commit to testing it this month. Track your results and share what you learned at your next team meeting.

Conclusion

A good lead gen system isn't about doing more, it's about doing the right things consistently.