

Lead Generation Blueprint Checklist



Use this checklist to guide the process and ensure you're ready for each step.

1. Pre-Blueprint Information Gathering

Before we begin creating your custom blueprint, we need to collect key information about your business and existing lead generation efforts.

- **Business Overview:** Provide a brief summary of your business and the products/services you offer.
 - ☐ Company name and description
 - ☐ Products/services you want to promote
 - ☐ Current marketing channels (email, social media, etc.)
- **Target Audience:** Define your ideal customer.
 - ☐ Who is your target audience? (demographics, interests, pain points)
 - ☐ What are their challenges or needs that your product/service solves?

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- ☐ Target Audience Research & Set Up

 - **Existing Lead Generation Efforts** (if applicable): Share information about any current lead generation strategies.
 - ☐ Current lead magnets or offers
 - ☐ Platforms used for lead generation (e.g., Facebook Ads, Google Ads, LinkedIn, etc.)
 - ☐ Performance metrics (cost per lead, conversion rates, etc.)
 - ☐ Lead Generation Campaign Set Up
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If you DO NOT already have an ad account, a lead generation strategy or a landing page schedule a free consultation to discover how we can do it all for you

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2. Strategy Development

Based on the information gathered, we'll create a custom lead generation strategy. During this phase, we'll focus on the following key elements:

- **Lead Magnet Development:** Create or refine a lead magnet that offers value to your audience and encourages them to provide their contact information.
 - ☐ Define the problem your lead magnet solves for your target audience
 - ☐ Choose the type of lead magnet (ebook, checklist, discount, free trial, webinar, etc.)
 - ☐ Create a compelling headline and description for your lead magnet

- **Landing Page or Form Creation:** Develop a landing page or opt-in form to capture leads effectively.
 - ☐ Design an optimised landing page or lead capture form
 - ☐ Write persuasive copy that highlights the benefits of your lead magnet
 - ☐ Ensure mobile responsiveness and fast load times
 - ☐ Landing Page Creation

- **Ad Campaign Setup:** Plan an advertising campaign to drive traffic to your lead magnet.
 - ☐ Select the appropriate ad platform (Meta, Google, LinkedIn, etc.)
 - ☐ Create ad creatives (images, videos, and copy) that align with the lead magnet
 - ☐ Set up targeting based on the defined audience (interests, behaviours, demographics)

- **Lead Nurturing Plan:** Design a follow-up email or message sequence to nurture leads once they opt-in.
 - ☐ Create a welcome email that delivers the lead magnet
 - ☐ Plan a series of follow-up emails to engage the lead and guide them toward a purchase
 - ☐ Consider automated workflows for ongoing nurturing (e.g., email automation tools like Mailchimp or ActiveCampaign)
 - ☐ Campaign Management & Optimisation



3. Consultation

Once the blueprint is developed, we'll schedule a 1-hour consultation to review the strategy and answer any questions. Here's what to expect:

- **Review of Lead Generation Strategy:** We'll walk through the lead magnet, landing page, ad campaign, and follow-up plan.
 - ☐ Discuss how the lead magnet addresses the pain points of your target audience
 - ☐ Review the messaging and design of the landing page or opt-in form
 - ☐ Explain the ad campaign setup and targeting criteria
 - ☐ Review the lead nurturing email sequence

 - **Implementation Guidance:** We'll provide detailed instructions on how to implement the strategy on your chosen platforms.
 - ☐ Guidance on setting up ads (if needed)
 - ☐ Best practices for tracking lead generation metrics
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4. Post-Consultation Action Plan

After the consultation, you'll be ready to implement your lead generation strategy. Here's a step-by-step checklist for implementation:

- **Lead Magnet:** Ensure your lead magnet is fully designed and ready for delivery.
 - ☐ Finalise lead magnet design (ebook, checklist, etc.)
 - ☐ Upload the lead magnet to your website or email service provider

 - **Landing Page/Opt-in Form:** Set up your landing page or lead capture form.
 - ☐ Build the landing page using a website builder or lead generation tool
 - ☐ Embed the lead capture form on your site or link directly from ads
 - ☐ Test the form to ensure it works properly (mobile responsiveness, email delivery)

 - **Ad Campaign:** Launch your ad campaign to drive traffic to your lead magnet.
 - ☐ Set up your ad account and budget
 - ☐ Upload the ad creatives (images/videos)
 - ☐ Configure audience targeting based on recommendations

 - **Lead Nurturing Sequence:** Activate your email follow-up sequence.
 - ☐ Set up automated emails to deliver the lead magnet
 - ☐ Schedule follow-up emails to nurture leads toward making a purchase
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5. Tangible Deliverable

At the end of this process, you will have a tangible deliverable that can be immediately implemented:

- **Ready-to-Use Lead Magnet**

A fully designed lead magnet (ebook, checklist, or other) that is ready to be shared with your audience. This tool will attract leads and provide value in exchange for their contact information.

- ☐ Lead magnet provided and delivered
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Next Steps

1. **Implement Your Lead Generation Strategy:** Using the blueprint and guidance provided, implement your new lead generation plan.
 - ☐ Lead magnet and landing page set up
 - ☐ Ads launched
 - ☐ Email nurturing sequence activated
 2. **Track and Measure Success:** Monitor the performance of your lead generation efforts to see how many leads you attract and how they convert.
 - ☐ Track key metrics such as cost per lead, conversion rates, and lead quality
 3. **Optimise:** Based on the initial results, make adjustments to improve performance.
 - ☐ Review ad performance and adjust targeting or creatives as needed
 - ☐ Test different lead magnets or offers to see what resonates most with your audience
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Frequently Asked Questions (FAQ)

Q: What is a lead magnet?

A: A lead magnet is a valuable resource (e.g., ebook, checklist, discount, or free trial) offered to your audience in exchange for their contact information, helping you build a list of potential customers.

Q: How quickly can I start generating leads?

A: With the right implementation, you can start generating leads as soon as your ad campaigns and landing pages go live. Most clients see results within a few days to a few weeks.

Q: Do I need a big budget for lead generation ads?

A: Not necessarily. We tailor our strategy to your budget, and with effective targeting, even small ad budgets can generate high-quality leads.

Q: What platforms work best for lead generation?

A: Popular platforms include Meta (Facebook/Instagram), Google, and LinkedIn. We'll recommend the best platform based on your target audience and business goals.

Get Started Now!

Ready to generate consistent, high-quality leads for your business?

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This document outlines the entire process for your **Lead Generation Blueprint**, ensuring that your clients understand the value of the service, what's included, and how to move forward with confidence.