

7 STEPS TO MORE LEADS

HOW TO FILL YOUR PIPELINE WITH A STEADY STREAM OF LEADS AND CUSTOMERS EVERY MONTH

Check Every Box!

TIME TO SETUP

REVIEW
FIX

daily

weekly

daily

monthly

daily

weekly

weekly

1 DAY

1 DAY

1 DAY

1 DAY

1 DAY

1 DAY

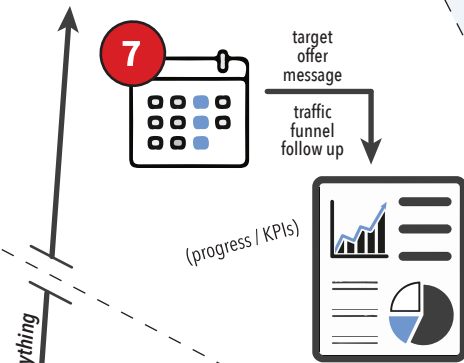
1 DAY

1 DAY

1 DAY

☐ TRACK / OPTIMIZE

Know what's working and what's not.



Optimize everything

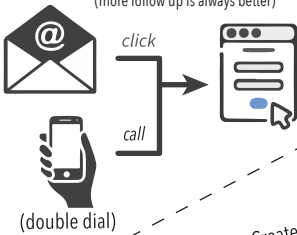
(asking = getting more reviews, which = more leads :)

results

☐ FOLLOW-UP

Increase conversions and referrals.

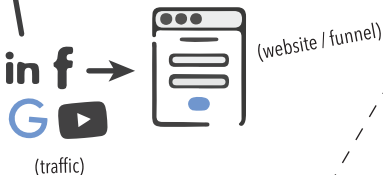
(more follow up is always better)



Create a content plan
(then execute)

☐ DRIVE TRAFFIC

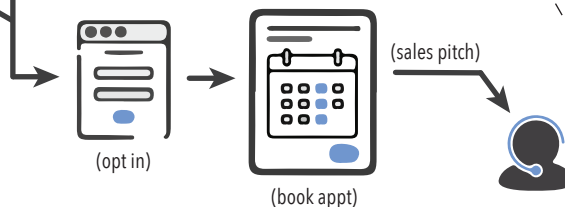
Put your offer in front of the right people.



☐ BUILD A FUNNEL

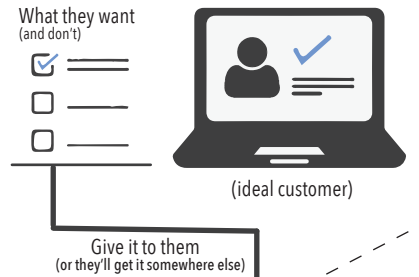
Choose the right kind.

Turn visitors into leads and loyal customers.



☐ TARGETING

Understand your target market.

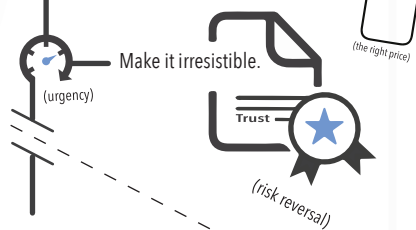


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☐ OFFER ≠ PRODUCT

Build an offer (not a product).



☐ THE RIGHT MESSAGE

What you say and how you say it... matters.

Clear. Transparent. Helpful.

Moves people to action.

