

lead generation

Lead generation top tips



Get professional proposal software like Better Proposals

Use Loom to generate content and add some front and back end animation and subtitles using Kapwing (loom generates subtitles but also captures the Um and ah and has typos).



Give your prospects clarity. What is holding them back from making a decision? Have you demonstrated credibility and given them certainty? Wow them with your value and knowledge.



ActiveCampaign ➤

Build a marketing tech stack. Use Cognito Forms, Calendly, Zapier and ActiveCampaign.

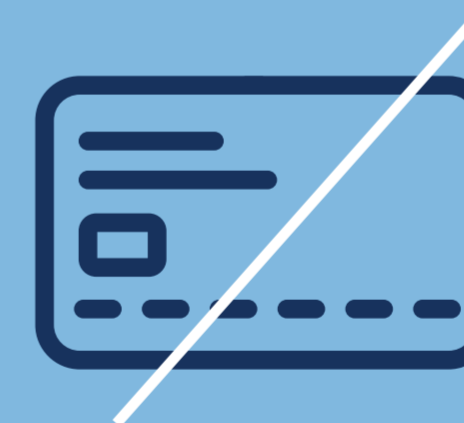


Identify your ideal customer and produce social media content on multiple channels.



Delegate as much of this as possible to an expert. Although make the looms yourself.

The pandemic caused a mindset shift. When you have a hundred people asking the same question you cannot communicate via email and calls in the conventional ways. Turn the game on its head and supercharge. Record answers to regular questions and have them ready. Share with the team. Proactively share the answers with your customers and prospects 6 months before they have thought of the question **[link to book](#)**



Anyone that asks for their NI number more than once a year, give a telling off.



Have a process to regularly request online reviews and educate your network what type of customers you are interested in.



Join industry groups. Collaborate within your industry and within the industries your ideal clients operate in.