

Your Lead Generation Blueprint

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The Total Addressable Target Market for Your Product or Service

Hot Prospects

3%

Ready to buy today

Warm Prospects

7%

Very open to buying but need

Cool Prospects

30%

Interested in what you have to offer
but not ready to buy right now

Most paid advertising is focused on the 3%

This is a huge missed opportunity because:

- They're the most expensive to advertise to
- Most of the most competition is in this segment
- It's only a tiny proportion of your real addressable target market



By going from a 3% addressable market to 40%, you're increasing the effectiveness of your advertising by 1,233%

1233%

The Value-based Lead Nurturing Framework



Attract

Attract hot, warm and cool prospects with a value-based free offer that focuses on a problem they are experiencing.



Capture

Ask them to opt-in in exchange for a solution to their problem. You capture their details in your marketing database.



Nurture

Nurture these leads with value-based education and information that helps them with their problem and offers a path to an even better result for them.



Convert

Convert these leads to paying clients when they mature and become ready to buy.

Let's Look Some Practical Examples

John Wants To Get Fit Again

John is a consultant with a large consulting firm. It's a very rewarding career but he works long hours. Lately he's noticed his fitness is not where it used to be.

He used to keep active by playing sports with friends. Unfortunately, increasingly busy schedules have made getting together for sports a rare event.



Fabians Fast Fitness Has The Solution



Attract

John is browsing social media while waiting for his Uber to arrive. He sees an ad for a free video series on how to get fit with high intensity interval training (HIIT) in less than 15 minutes per day.



Capture

John likes the idea of staying fit without having to commit a lot of time. He clicks on the ad enters his email address to request the video training series.



Nurture

Fabian, sends an automated series of emails with videos to John over a period of 2 weeks showing him how to perform HIIT exercises at home. John starts seeing some nice results.



Convert

Fabian calls John to ask about his progress with HIIT. He also explains how John can achieve his fitness goals faster through CrossFit. Fabian's gym is conveniently located so that John signs up for 4-week trial.

Jenny Needs Help Balancing The Books

Jenny runs a successful retail business in three locations.

Her days are busy managing staff, dealing with suppliers and ensuring customers have a great experience.

She used to keep on top of the books when she only had one location but as the business has expanded, she's struggling to keep track of inventory.



Betty's Better Bookkeeping To The Rescue



Attract

Jenny is sorting through her mail and opens a letter inviting her to a local “lunch and learn” event. There will be three presentations, but Jenny is most interested in “Effective Inventory Management.”



Capture

Jenny RSVPs for the “lunch and learn” event. She’s looking forward to networking with other local business owners as well as the possibility of finding a solution to her inventory problems.



Nurture

Betty delivers an excellent presentation. Afterwards Jenny and Betty talk, and Betty promises to send Jenny a free report comparing the top three inventory management software solutions.



Convert

Jenny is impressed by Betty's knowledge and expertise. She hires Betty to migrate her business from the current manual and error-prone system to a fully automated inventory management system.

**"The Best Marketer
Wins Every Time"**

- Allan Dib

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Your Lead Generation Blueprint



Attract

How will you get the attention of your target market? e.g. paid ads, social media, direct mail

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Capture

Where will you capture their details? e.g. CRM system, email marketing database

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Nurture

How will you nurture your leads? e.g. email newsletter, podcast, video series

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Convert

How will you convert leads to sales? e.g. in person sales, webinar, e-comer store

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Thank You