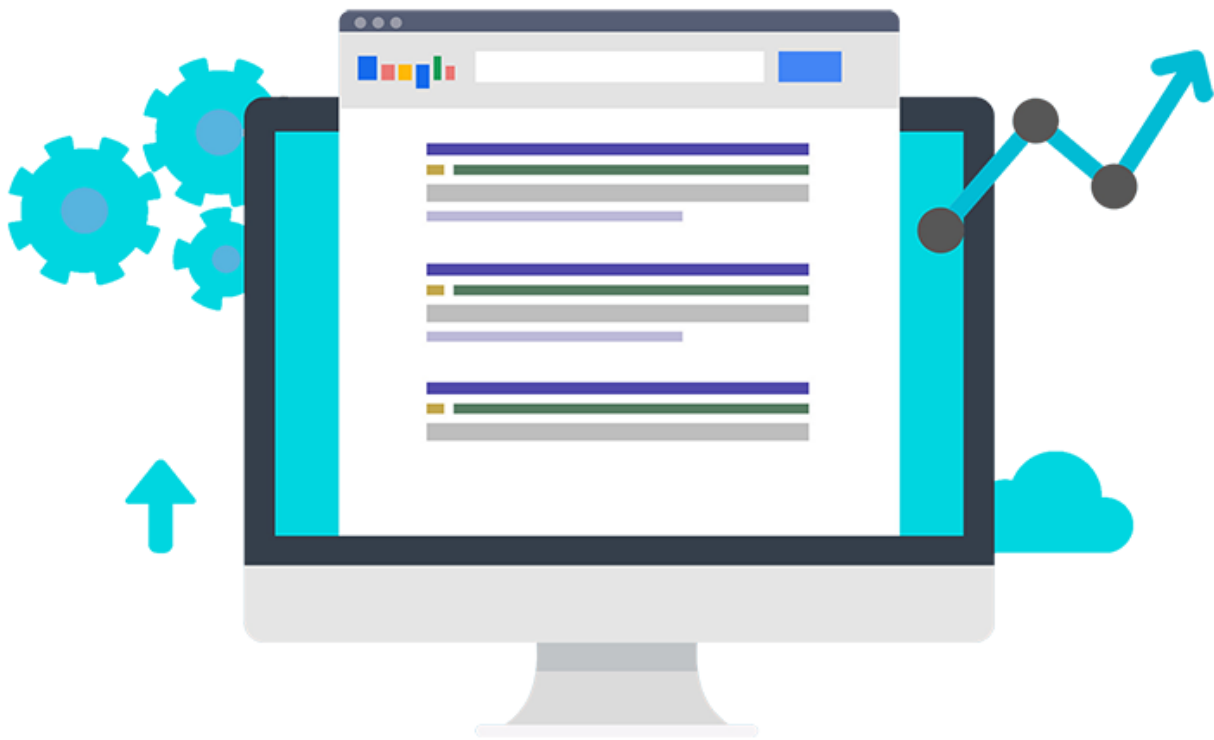


LEAD GENERATION AUTHORITY



RESOURCE CHEAT SHEET

Now you understand the ins and outs of lead generation, you can begin to put those concepts into action. This resource cheat sheet contains all the information you need to understand lead generation quickly, as well as plenty of external resources to help you work faster and more efficiently.

Types of Leads

To recap, there are four types of leads:

Cold lead: Someone who has never been to your site before or who has shown no interest in your brand. They are in the correct demographic for your marketing though and you have the means to contact them.

Warm lead: Someone who has demonstrated basic interest in your brand. This means they have liked you on Facebook, or they have subscribed to your mailing list.

Qualified lead: This is someone who has demonstrated some interest/loyalty to your brand (warm) but then also demonstrated that they are ready to buy from you. They might have requested a quote for instance, or added an item to their cart on your ecommerce store.

Customer: Someone who has bought from you. Your job is to make sure they come back for more!

Some Concepts From the Book

These are the important concepts and terms you need to remember from our lead generation lessons.

CLV: Customer Lifetime Value – this is the value that a customer offers to you over their lifetime. This is very important because you're trying to build loyalty to your brand and keep getting the same customers back.

Remarketing: Remarketing is a type of advertising possible using Google AdWords or other platforms. Some CRM software also does this. Basically, this lets you see which of your visitors has been looking at specific products and then allows you to market to them. Sometimes, this can be enough to convert those highly qualified leads.

Conversion: Conversion means turning a lead into a customer. You can do this by using a sales page, by using persuasive writing, or by using a special deal to create **urgency** and **scarcity**.

Lead Scoring: Very important aspect of CRM software. Allows you to make your leads based on their engagement and then automatically message them once they reach the point where they're likely to be able to buy.

CRM: CRM is your lead management software. It stands for 'Customer Relationship Management' and it allows you to do all manner of things that will help with your lead generation and engagement. Essentially, this tool allows you to save details alongside your leads, to categorize them and to score them. This can make your life a lot easier.

Buyer Persona: This is the person that you are targeting with your campaign. Profile your imaginary ideal customer as though they were a real person and then you'll be better able to reach them and market to them.

Mission Statement: Your mission statement is your goal as a business – the why behind what you do. This is what helps you to create a brand that people can get behind and it's how you build lifetime customers.

CLV: Customer Lifetime Value. This is the value of a customer to your business over their entire interaction with you. That should be more than just one purchase!

Value Proposition: Value proposition is the value you offer to customers. How do your products/services make their lives better? Focussing on this will help you make sales.

Creating Email Lists

The best way to convert cold leads into warm leads is to get them to sign up for your mailing list. This way, you can now contact them and get to the point where they are almost ready to buy – where they are qualified.

The best place to get information about email marketing is from MOZ. You can find a lot of great posts explaining the process here:

<https://moz.com/blog/category/email-marketing>

For many internet marketers, an **autoresponder** is going to be enough CRM and should handle basic lead management.

The big three here are:

MailChimp

www.mailchimp.com

GetResponse

www.getresponse.com

AWeber

www.aweber.com

Compare their value here:

MailChimp:

Subscribers	Monthly Fee
500	\$10
1,000	\$15
10,000	\$75
20,000	\$150
30,000	\$215
40,000	\$240
50,000	\$240

AWeber:

Subscription Plan	Fee
Monthly	\$19
Quarterly	\$49
Yearly	\$194

This is then on top of the following monthly fee:

Subscribers	Additional Monthly Fee
< 500	N/A
501-2,500	\$10
2,501-5,000	\$30
5,001-10,000	\$50

10,001-25,000	\$130
25,001+	Not Listed

Get Response:

Subscribers	Monthly Fee
1,000	\$15
2,500	\$25
5,000	\$45
10,000	\$65
25,000	\$145
50,000	\$250
100,000	\$450

Volusion

www.volusion.com

Volusion offers an interesting alternative and allows you to combine CRM, autoresponder and ecommerce store. This way, you can much more easily track your leads as they look around your site – which in turn will allow you to more easily track who is interested in which products etc. and then make your move!

Content Marketing

The reason it's so important to build a good brand and think about things like value proposition, is because this is what you're going to use as a marketer to get people on board and interested in your brand.

Content marketing means providing genuine value on a regular basis which will allow you to build the trust and authority you need to make a sale.

Again, MOZ is a great source of information and has a very in-depth explanation about content marketing that you can find here:

<https://moz.com/beginners-guide-to-content-marketing>

Persuasive Writing

Persuasive writing is going to be your primary tool for converting your leads into customers. You can use a couple of different strategies to make this work for you:

- Use a narrative structure to reel people in
- Focus on your value proposition and how your product can change your buyers' lives
- Get them to imagine holding or using your product. Use words like 'feel' that are emotive.
- Use headings in order to ensure that your visitors can skim read your sales pitch and still get the gist
- Allude to authority and statistics to build trust in what you're saying
- Use social proof
- Leverage urgency and scarcity

All this will help you to generate and convert your leads. Then just rinse and repeat the cycle!