

3 Mistakes Preventing You from Attracting High-Converting Leads

Discover How to Attract Your Ultimate Prospect and Double Your Leads in 30 Days!



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3 Mistakes Preventing You from Attracting High-Quality Leads

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Is your biggest challenge, struggling to get a constant flow of high-quality leads?



You are not alone...

“91% of marketers say that lead generation is their most important goal” (RulerAnalytics)

“68% of B2B businesses struggle with lead generation” (Apsis)

“61% of marketers believe generating high-quality leads is their biggest challenge” - (B2B Technology Marketing)

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Mistake #1

Not Knowing Your Target Audience



Typically there are several reasons that prevent businesses from attracting high-quality leads and they often start with business owners lacking a target audience. This is evident when they say things like:

“I can sell my products or services to anyone...”

“There are a lot of different types of people who buy from me...”

These entrepreneurs usually do not know their demographic purchasing patterns such as:

What type of person buys the most frequently?

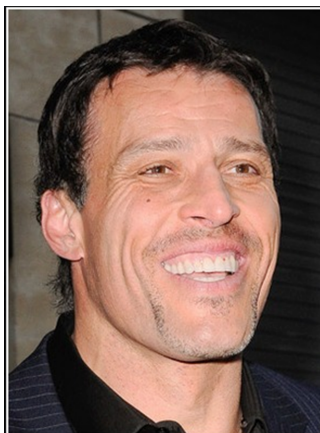
Who visits my store regularly, but doesn't buy?

And lastly, they say, ***“I don't understand why these visitors don't buy from my store!”***

This is where you begin to solve your lead quality issues!

"When your are marketing to everyone, your are speaking to no one!" - Meredith Hill

In marketing, by not knowing who exactly to market to causes one of the biggest budget wasters!



The more you understand what somebody wants, needs, and fears, the more you can figure out how to add value.

— Tony Robbins —

AZ QUOTES

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SOLUTION #1

You Must Identify Your Target Audience



How do you IDENTIFY high-quality leads?

How do you identify leads who are ready to pull out their wallets, and purchase from you?

At a street vendor, it is easy to identify who is a high-quality lead because they are standing in front of, the cart, waiting to purchase.

You need to **identify**:

Who buys the most often from you?

What makes them purchase?

What are their Pain Points that you are solving for them?

Then the next step is to think:

Who visits your store the most but **doesn't buy**?

Why aren't they buying?

What pain points are they looking to solve that you are not currently solving

You must solve these questions. This solution will begin to help you in the process of solving mistake #2.

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Mistake #2

Not Thinking Like Your Ultimate Prospects



**How do you
LOCATE
high-quality,
high converting
leads?**

Your Ultimate Prospect will be looking for where to find the resolutions to their pain points online. **Therefore, you must think like they might think!**

How do you find where they are looking online?

Put yourself in their shoes
Use a search engine like Google and Bing to direct you.

The key here is to make a search engine your source for answering questions about your target audience.

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Solution #2

Start Thinking Like Your Ultimate Prospects

**You Just Gotta'
Ask The Right
Question!**



Therefore, to use Google to help find them, you just gotta' ask it the right question! With the right questions, the search engine will send you to where the shoppers are.

For physical goods, it might be a website like Amazon, Walmart, Target. For learning or solving "how to" issues, it might be Pinterest, YouTube, or Reddit. For adults hanging out online, it might be Facebook or Instagram. For a DIY-er homeowner, it might be to go to a website like Home Depot or Lowe's. And your millennials are definitely on TikTok, among other places.

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Mistake #3

Not Addressing Your Ultimate Prospect's Pain Points



How do you ATTRACT high-quality leads?

A big mistake that many businesses make is not thinking about their business from their ultimate prospect's perspective. This is a big mistake because they are only being self-focused and not focused on the solutions your ultimate prospect is trying to find for their pain points and goals.

You see, your ultimate prospect views your website, content, activity, and business overall from a perspective of 'what's in it for me' aka WIIFM. **If your business is not addressing your ultimate prospect's pain points and goals, what are you showing them that is 'in it for them?'**

Why would your prospect be interested in your business?

Why would they be attracted to your solutions?

Why would they spend money to make a purchase from your business?

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Solution #3

Messaging About Being The Solution To Your Ultimate Prospect's Desires

Attracting your ultimate prospect begins with your answering the questions in your ultimate prospect's minds. It starts with addressing the ultimate prospect's pain points and goals. You need to be providing messaging that clearly demonstrates how your solutions are uniquely suited to answer their questions about 'what's in it for me?'

So you need to make sure you can answer:

What pain points are they solving for themselves?

How do you will solve the issue?

Why your solution is the best?

When you get in front of the right people with these answers, you will attract your ultimate prospects because they are looking for your solutions.

Therefore, you must have a good understanding of what your business does well that the ultimate prospect desires.

You also need to know what your business does differently than your competitors, to make sure you can position your business where you want it to fit in the marketplace.

Lastly, you want to feature and highlight your unique value proposition in your brand messaging to **make them feel confident that YOU are their best option** for solving their problems.

Doing this is what will set you apart from your competition and to attract your ultimate prospects.

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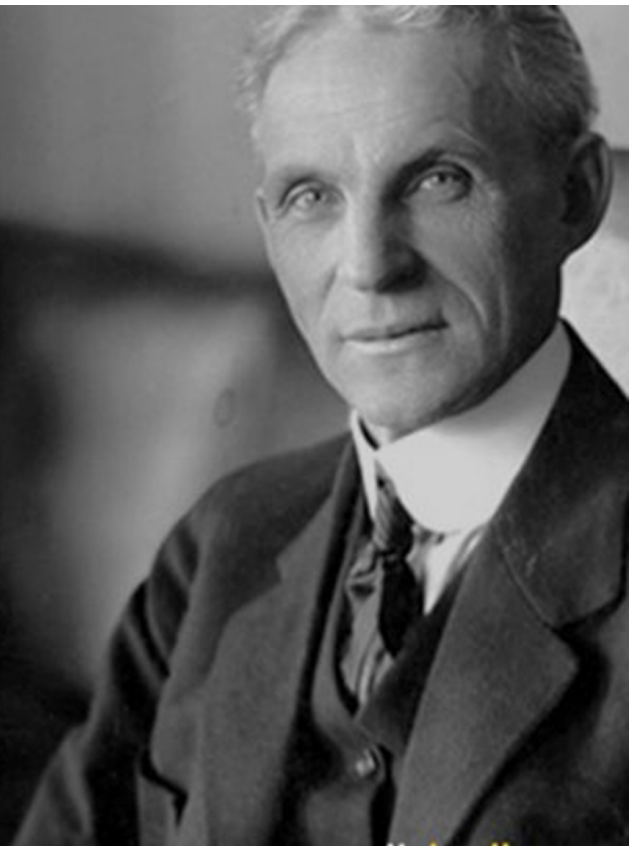
The Next Steps

Now you have the solutions to “3 Mistakes Preventing You from Attracting High-Quality Leads,” but there is much more to learn.

If you are ready to **Transform your business**, but need help to accomplish your goals, then contact us and start to make a change now! But like Henry Ford said...

If you always do what
you've always done,
you'll always get what
you've always got.

- Henry Ford



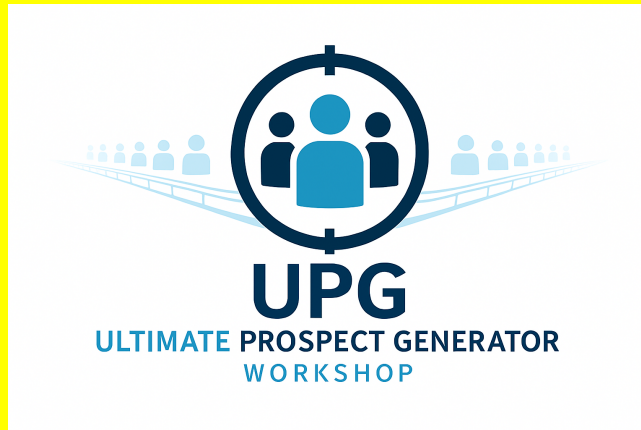
So, what steps will you take now?

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