

VISIBILITY

LEAD GENERATION

Angela Sundust & Josefine Wanner

**1. WHAT IS LEAD GENERATION**

**2. LEAD GENERATION STRATEGIES**

**3. LEAD GENERATION CONTENT**

## *What is lead generation?*



- ✓ Opportunity for your ideal client
- ✓ Engaging with your ideal client
- ✓ Serving your market

# *The Funnel*



## **AUDIENCE GROWTH**

Growing an audience that makes sense

## **LEAD GENERATION**

Go from audience to lead by saying YES

## **LEAD NURTURING**

Build like, now and trust with your audience

## **LEAD CONVERSION**

Lead becoming a client

# *The Funnel*

## **AUDIENCE GROWTH**

Growing an audience that makes sense

## **LEAD GENERATION**

The lifeblood of your business.

If you don't have leads coming in, you will run out of people to sell to, and your business will stop grow.



# GOAL

*Consistent flow of leads coming  
in every single day*

*How?*



**PROVIDE A FREE AND TANGIBLE RECOURSE THAT YOUR AUDIENCE WANT AND NEED.**

# *Simple Lead Generation Strategies*



**Social Media**



**Email**



**Live stream**



**Profile Optimization**



Networking Events



Speaking Gigs



LI / FB Events



DM

# *Lead Generation Content*

1. Mix it up in the other types of content
2. Think about and create content around answering:
  - How is this freebie going to help people?
  - What is the difference it's going to make in their lives?
  - What is the result they are going to get?
  - What are they going to learn?
  - What is the outcome they are going to achieve?
  - What problem are you solving?
  - What struggles/fears/frustrations are you removing?



## GOAL

*Make it easy for people to say  
“YES”*

# *Example short content*

I've created a guide on how sell every day on Instagram. If you want to make daily sales in Q4 from Instagram, download my guide by clicking on the link in my bio

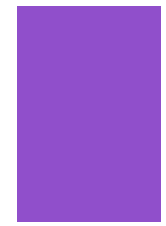
Want to learn how to cook healthy food for your entire family in 20 min or less? Download my FREE E-Book: 'Healthy in a Hurry: 20-Minute Meals for Busy Moms'. Comment '20 MINUTES' below!

## *Example CTA on other content*

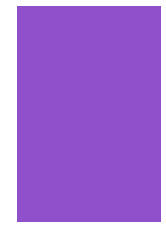
If this post resonated with you and you want to get my checklist of SIMPLE exercises you can do at home to increase your mobility and ease your back pain, check out the link in the comments.

If you feel overwhelmed and stuck in your course creation, I want to gift you my Course Creation Masterclass. Comment 'MASTERCLASS' below.

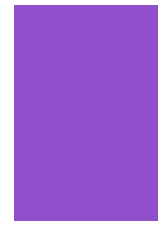
# *Reuse to save time*



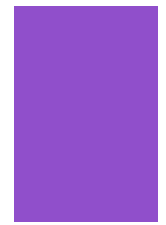
**VIDEO TO TEXT**



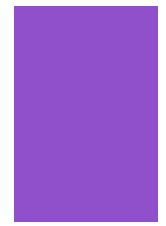
**TEXT TO VIDEO**



**VIDEO TO REELS / STORIES**



**PICTURES TO STORIES**



**ETC**