

Daily Lead Flow Checklist

Your 10-minute daily lead routine

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The goal is NOT to spend all day in DMs. The goal is to create consistency, visibility, conversations, and momentum.

This entire process should take about 10–15 minutes a day.

STEP 1: Post or Engage (2–3 min)

Choose ONE:

- post content
- comment thoughtfully on 3 posts
- respond to comments/messages

Goal: *stay visible.*

STEP 2: Start 3 Conversations (3–5 min)

Use the swipe file prompts to:

- message new connections
- follow up with warm leads
- respond to engagement

Goal: *start conversations consistently.*

STEP 3: Follow Up With Existing Leads (3–5 min)

Check: who replied, who ghosted, who needs follow-up.

Send:

- one light follow-up
- one value follow-up
- one relationship-building message

Goal: *keep the pipeline warm.*

STEP 4: Track Quick Notes (1 min)

Open your Simple Lead Tracker (included in this kit) and log:

- who replied
- what they need
- next follow-up date

Simple > complicated.

THE REAL GOAL

Most people think lead generation is funnels, ads, posting on social media all day, everyday and complicated automations. But in reality, lead generation is usually:

visibility → conversations → relationships → consistency

That's the system.

Once you stop relying **ONLY** on content and start intentionally creating conversations, your pipeline becomes much more predictable.