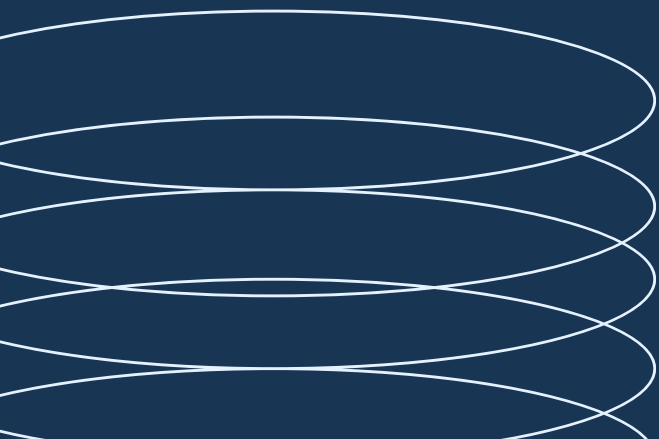


Step-by-step  
guide to

# Unlock the potential of AI

*Content creation and lead generation like  
you never seen before*



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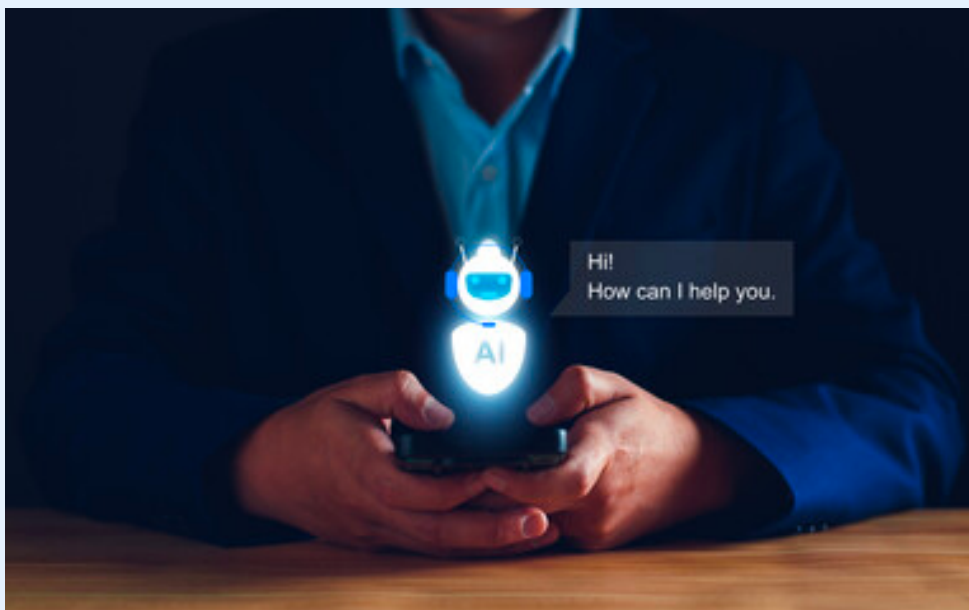
3.1 Take action now, or you will regret it forever.

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# 1.1 How AI tools can transform your business

As a business owner or entrepreneur you know how critical it is to stay ahead of the curve and keep your customers satisfied. Doesn't matter if you are a freelancer, small business owner or run an Ecommerce store, with so many tasks on one's plate, it can be challenging to find the time and resources to manage everything efficiently. I am excited to discuss the importance of implementing AI tools today.

With the rapid advancement in technology and the increasing demand for automation, AI tools have become essential for businesses of all sizes in order to stay competitive in their respective industries. In this content piece, I will highlight the main pain points faced by business owners and how they can solve these challenges and get outstanding results by implementing AI tools into their workflows.



# 1.2 What is Artificial Intelligence and how does it work?

## REVOLUTIONISING THE WAY WE INTERACT WITH AI

The crucial element for communicating with AI models is the prompt. A prompt is a set of instructions or questions that guide a user's input to an AI system.

Simply put, prompts help us communicate effectively with AI. By providing clear and concise prompts, we can ensure that the AI understands our requests and responds appropriately. This is especially important for businesses that use AI to automate tasks or provide customer service.

For instance, language model AI technology requires precision in instructions for a successful outcome. Since this is a guide to applying AI to your business, the examples provided will focus on copywriting.

**The 2 main categories of copywriting using AI are Generative and Factual.**

Factual intelligence is the art of generating answers based on factual data available in the AI's knowledge base.

Generative intelligence emphasizes creating fresh textual content by utilizing trained data sources, rather than merely retrieving answers from raw knowledge data. An instance of generative copy occurs when you provide AI tools/GPT with information about your offerings and request it to compose or revise persuasive sales letters, content, or emails.

### ***Example of a prompt:***

I want you to act as a business plan generator. I will provide the details and objectives of a hypothetical business, and you will create a comprehensive and organized plan including a detailed market analysis, target audience, marketing strategies, financial projections, and any other important aspects. Your response should be in a professional format and should not exceed 2 pages.



#### **Introduction**

The proposed business is a wellness center that provides a range of holistic health services, including yoga classes, massage therapy, acupuncture, and nutrition counseling. The goal of the business is to provide affordable and accessible health services to individuals seeking an alternative to traditional western medicine.

#### **Market Analysis**

The wellness industry is growing rapidly, with an estimated worth of over \$4 trillion. This growth is fueled by the increasing prevalence of chronic health conditions and a growing interest in holistic health practices. The target audience for this business is

# Implementation :

**When crafting prompts, there are key strategies you must always keep in mind to get the most out of AI. These methods are the ones that make the difference between getting mediocre vs. masterful results. There are many methods but here is one of the most efficient called ASPECCT and it goes as follows:**

**A**-ction: Clearly state the action you want the AI to take.

**S**-teps: Break down the action into clear step-by-step instructions.

**P**-ersona: Indicate the persona the AI should adopt.

**E**-xamples: Give examples to clarify what you're looking for.

**C**-ontext: Provide necessary context about the situation.

**C**-onstraints (restrictions): Set constraints to narrow the scope.

**T**-emplates: Refer to any templates or formats you want the AI to follow.

## **Here it is an example of a prompt with this method:**

**Action:** Write a 300 word Facebook ad in the persona of a digital marketing expert to promote an online course on social media marketing.

**Steps:** 1) Hook the reader in the first sentence. 2) Highlight benefits of the course in the next 2-3 sentences. 3) Use emotional triggers and FOMO by the fifth sentence. 4) List course highlights in bullet points. 5) End with a strong call to action.

**Persona:** Adopt the friendly yet authoritative style of a digital marketing guru with 10+ years experience.

**Examples:** Use persuasion tactics similar to those in Tai Lopez social media ads. Model bullet point structure on Facebook ads for Neil Patel's courses.

**Context:** The course costs \$299 and teaches social media strategies for business. The target audience is entrepreneurs and marketers.

**Constraints:** Write in an enthusiastic, conversational tone. Do not exceed 300 words. Must include a clickable link to the course sales page.

**Templates:** Follow the standard Facebook ad format with image, headline, text, and link. Use emojis and formatting for visual engagement.

Cool right?

## One little advice.....

### Always prioritize role assignments before the writing process.

Here is a rephrased and improved version:

The key to getting an exceptional copy from an AI assistant is assigning it an appropriate role and persona. This allows the AI to tap into the right knowledge bases and mindsets to produce copy tailored to your goals.

Rather than taking a one-size-fits-all approach, you need to become a casting director for your AI. Audition various personas and find the one that fits the specifics of your copywriting needs.

For instance, if you need persuasive sales copy, you may cast your AI as an experienced direct-response copywriter who knows how to maximize conversions. Or for a brand campaign focused on storytelling, a creative agency copy chief persona could be ideal.

Some roles you could consider for your AI copywriter include:

#### **Marketing Categories:**

- SEO Content Writer (research-focused, optimized for keywords)
- Social Media Manager (friendly, conversational tone)
- Email Marketer (promotional, high engagement)

#### **Business Categories:**

- Investor Pitch Writer (concise, emphasizes ROI)
- Technical Writer (clear, simplified complex concepts)
- Business Consultant (authoritative thought leader persona)

Getting the role right is key to unlocking your AI's full copywriting abilities. Take the time to think through the optimal voice and knowledge base needed to achieve your goals. With the perfect casting, your AI assistant will produce copy that sells, engages or informs at the highest level.

# 1.3 The Holy Grail to master prompt engineering to maximize your results with no experience

Now that we've covered the fundamentals of AI and how prompts work, it's time to dive into prompt engineering - the art of commanding an AI model through carefully crafted prompts. Crafting effective prompts is the key to getting the most out of your AI assistant.

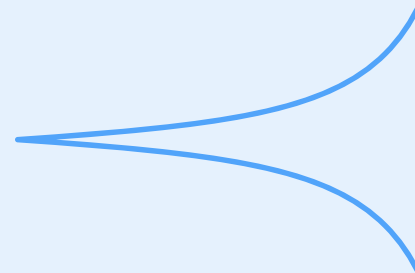
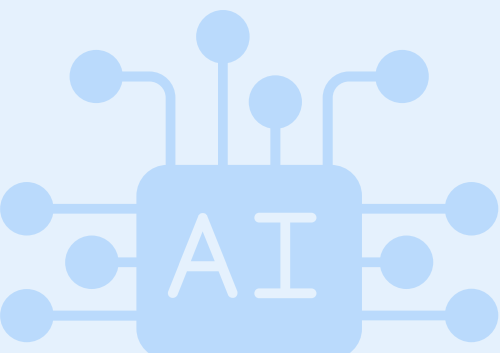
Let's cut through the noise. It seems like every AI "guru" is peddling the same old prompt engineering guides and tutorials like "101 Ultimate Prompts for Marketing that will guarantee 10x your conversions in Facebook and Google Ads " these days. But we won't insult your intelligence like that.

You're savvy enough to know that truly mastering an AI assistant takes more than just plugging in a few canned prompts. It requires a deep understanding of how to craft prompts that speak to your assistant in a way that unlocks its full potential.

That's why we're going to take a different approach in this guide. Rather than just throwing basic prompts at you, we'll reveal the tool that can guarantee your expertise immediately.

With these little-known techniques, you'll be able to achieve results from your AI assistant that others only dream of. We will also reveal and show you our crafted and exclusive prompts, techniques, and guidance, but you'll have to stick with us to the very end if you want to gain access.

Are you ready to ascend to the upper echelon of prompt engineering masters? Then let's continue. With the right guidance, your AI assistant will go from a tool to a trusted advisor.



# Introducing tool # 1: Prompt perfect



This isn't just another prompt tool – it's a game-changing prompt optimizer that will revolutionize how you work with large language models. Forget everything you know about prompting (okay not really but at least do it now for the sake of the Guide) – Promptperfect provides expert-level prompt engineering to help you achieve precision and efficiency.

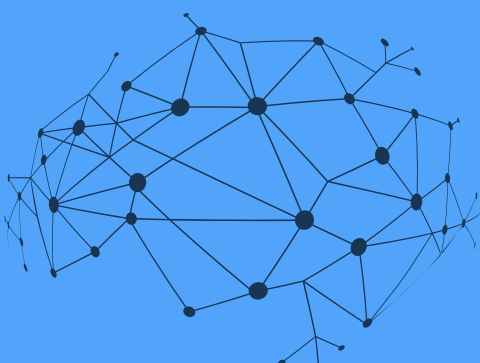
***Here's how it works:*** Promptperfect analyzes your initial prompts and provides suggestions to enhance them based on your goals and context. It looks at elements like tone, length, formatting, and more to craft the perfect prompt tailored to your needs.

The key advantage is Promptperfect doesn't take a one-size-fits-all approach. It custom optimizes each prompt to get you the best possible results from your AI. No more guessing or generic tips – only contextual recommendations based on YOUR specific prompts.

Promptperfect enables you to rapidly iterate. Refine and resubmit your prompts for further improvements until you achieve prompt perfection.

Don't settle for lackluster results and repetitive phrases. Promptperfect is constantly innovating with new features that will change the game. Experience what finely tuned prompt engineering can do. Stop struggling with flawed prompts.

## Now let's jump into a few examples.....



## Example # 1:

### Original prompt:

Can you please analyze the advantages and disadvantages of starting a Social Media Marketing Agency (SMMA) agency for me?

### Optimized prompt:

I'm looking for a comprehensive analysis of the advantages and disadvantages of starting a Social Media Marketing Agency (SMMA). Your response should offer insights into both the positive and negative aspects of launching an SMMA, considering factors such as market demand, competition, scalability, profitability, and potential challenges. Please provide specific details and examples to support your analysis, and structure your response in a clear and organized manner. It would also be helpful if you could include any relevant statistics or industry trends to further enhance your analysis.

## Example # 2:

### Original prompt:

Create a blog post making a comparison between 1950's labor force and now.

### Optimized prompt:

Write a blog post that compares the labor force of the 1950s to today. The post should provide a detailed analysis of the similarities and differences between these two periods, highlighting key trends and changes in employment patterns, demographics, wages, working conditions, and job security.

Your comparison should be based on credible sources of information such as government reports, academic studies or news articles. You should also consider incorporating relevant data visualizations or charts to support your points.

Please note that your response should be well-structured and engaging for readers. It should clearly communicate your insights into how the labor force has evolved over time while providing an insightful perspective on current issues related to work.

**These optimizations were done with just one click.**

**Pretty cool, huh?**

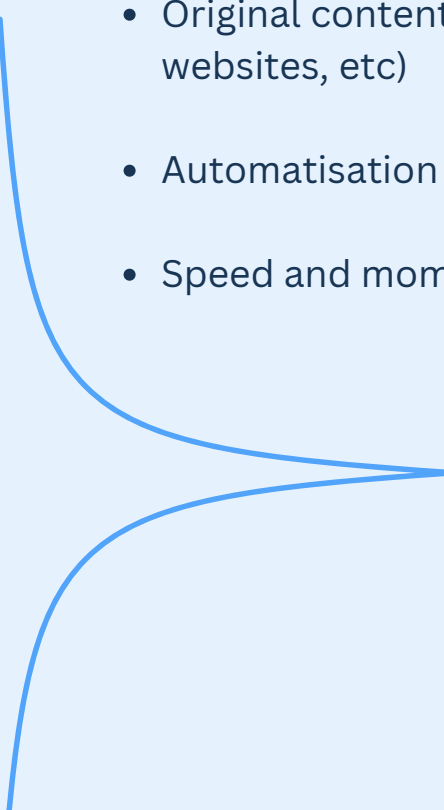
***If you're interested in learning more about how it works, watch this video.***

To sum up, prompts are a vital tool for communicating with AI. By using effective prompts, we can ensure accurate and efficient communication with AI-powered systems.

One of the most significant benefits of AI tools is their ability to learn and improve over time. As AI tools become more sophisticated, they can identify trends and patterns that would be difficult for humans to discern. This learning capability helps businesses make better decisions based on data, resulting in improved efficiency and profitability. AI could completely revolutionize various industries and transform the way businesses operate. Its potential is limitless, and it will continue to open up new opportunities for companies across different sectors.

We understand that businesses vary in size and niche and that there are many factors to consider. However, we all struggle with the same aspects, especially when it comes to sales and marketing.

## **After analysing the data and our personal experiences, we identified a few struggles that every small business, freelancer, and Ecommerce has:**

- Lead generation
  - Original content creation (copywriting, videos, images, landing pages, websites, etc)
  - Automatisation processes
  - Speed and momentum on operations
- 

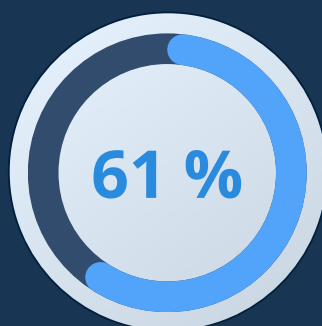
I understand that making the leap into AI can be intimidating for many business owners, freelancers, entrepreneurs, and e-commerce owners. But I am here to tell you that AI tools are not as scary or costly as you might think. In fact, they are an essential tool for any business looking to grow, increase sales, decrease costs, and automate processes. AI is a rapidly emerging technology that has the potential to revolutionise how you work. As with any new technology, there can be some skepticism and uncertainty surrounding its implementation. But when we break down the tasks that can be accomplished by using AI, we quickly realise how powerful it really is.

In this comprehensive guide, you will not only gain valuable insight into why you should be implementing AI technology in your business but also learn how to start utilising the AI capabilities today. By understanding the essential role that AI plays in the modern business landscape, you can begin to see its potential and set yourself up for success with its implementation.

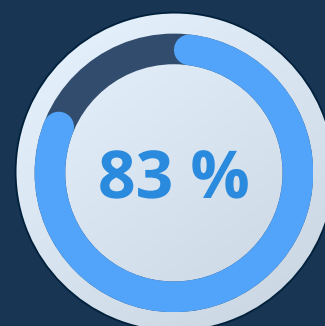
## The Importance of AI for Business



AI will boost profitability by 38% and generate \$14 Trillion of additional revenue by 2035



61% of marketers say AI is the most important aspect of their Data Strategy



83% of early AI adopters have already achieved substantial (30%) or moderate (53%) economic benefits

# 1.4 From Zero to Hero: Unleash the Power of AI for Your Business

We want to make it abundantly clear that absolutely no prior experience or technical skills are required to get started, and we stand by this statement 100%. What's more, we are tired of the fake gurus and hollow promises that have been made to us in the past, so we want to make it clear that we are not here to sell you a course or any type of product related to that. We are genuinely interested in providing you with trustworthy tools, know-how and advice that can help you achieve success.

With that being said, AI tools can help with automating business processes, streamlining operations, creating content (copywriting, videos, social media captions, landing pages, etc.), enhancing efficiency, and improving customer satisfaction.

In today's digital economy, these benefits are absolutely vital for businesses to keep up with the competition.

## **By leveraging AI tools in your business, you will be able to:**

- Generate thousands of leads effortlessly
- Become an expert in marketing automatically
- Improve decision-making speed and execution
- Increase sales and revenue by improving the efficiency and quality of your content.
- Achieve the productivity and results of an entire workforce on your own.
- Enhance customer satisfaction.

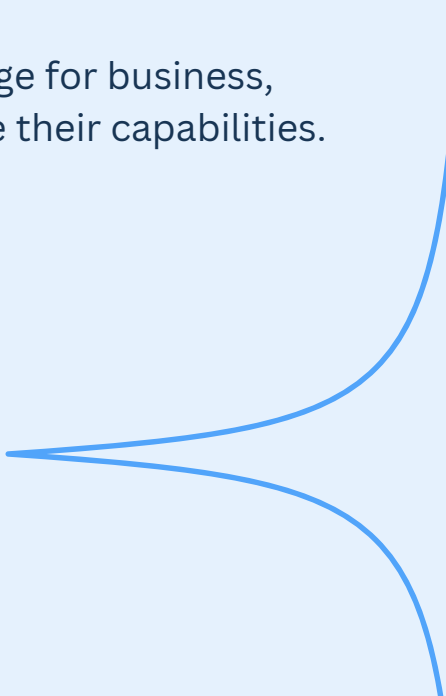
The great thing is that you don't need a lot of time or effort to make it happen; with the AI tools we are going to present, all these benefits can become a reality. In today's fast-paced and competitive market, leverage is everything, and having these tools in your arsenal can provide speed and momentum, which is one of the most valuable aspects of having a scalable and profitable business.

## What is our intention here?

Since **lead generation** and **content creation** are essential problems for businesses, at the beginning we wanted to provide a list of the best tools to cover that, along with their features and functionalities, so that they could be compared. But after careful analysis, instead of a list, we identified the best tools (in terms of implementation time, cost, functionality, and features) that cover all of a business's needs to improve lead generation and marketing efforts.

We didn't want to offer the same information that everyone provides, so we decided to create a comprehensive and complete guide for only them **by using as an example one of the best AI tools in each niche** (for lead generation and content creation). You may not have heard about these tools before, but they are the ultimate game-changers in their respective niche.

Now that we have a general overview of AI and their usage for business, let's take a deeper dive into each tool in order to explore their capabilities.



# 2.1 Introducing tool

## #2: Jasper



*Solution: Content creation*

### How to master the entire content creation of your business in No Time!

I'm going to introduce you to a powerful tool that can help you solve your content creation problems once and for all: **Jasper**. An AI-powered content generation platform that helps businesses and teams create content faster and more efficiently. As an entrepreneur or business owner you know the importance of producing high-converting marketing content, brainstorming new ideas, producing AI generated images, captions, blogs, articles, and more to attract new customers and retain your existing customers.

Jasper provides you with templates so you can: Summarize text, Generate paragraphs, create an AIDA Framework, Product Description, Storytelling, Sentence expander, generate ads for Google & Facebook, Generate your company's Bio for LinkedIn, Generate your product's feature and description for your Amazon listings.

When it comes to video creation, Jasper got you covered with: Titles, outlines, hook & introduction and a full description.

We all know the importance of having a website SEO in top shape, with Jasper you can: Write SEO optimized title tags and meta descriptions for blog posts, homepages, product pages and even service pages that will rank well on Google.

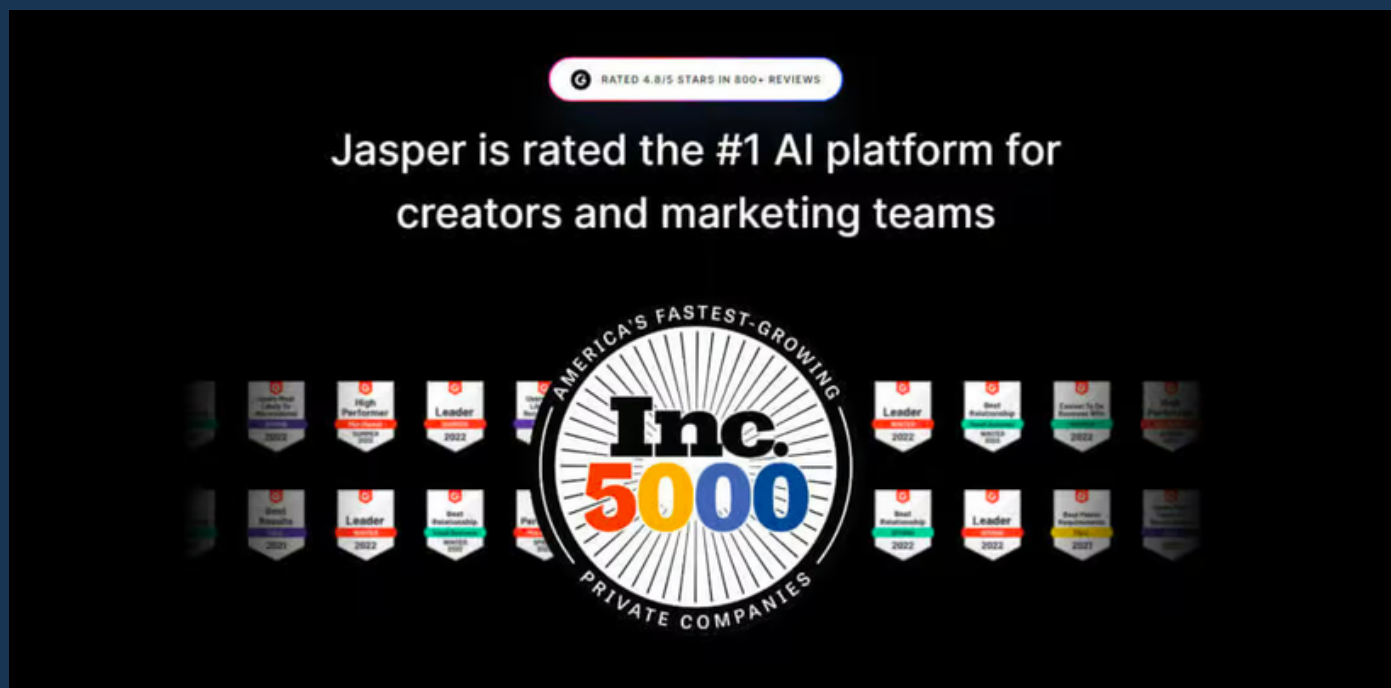
But how do you find the time, skills, and resources to do it all? You may have tried using different tools and platforms for each type of content, but that can be costly, complicated, and inconsistent. You may have hired freelancers or agencies to do it for you, but that can be risky, unreliable, and slow. You may have even tried doing it yourself, but that can be exhausting, frustrating, and time-consuming. **THATS WHY WE ARE HERE TO HELP YOU SUCCEED!**

**We need to ask ourselves....**

**What if there was a tool that could create all your marketing assets in minutes using AI?**

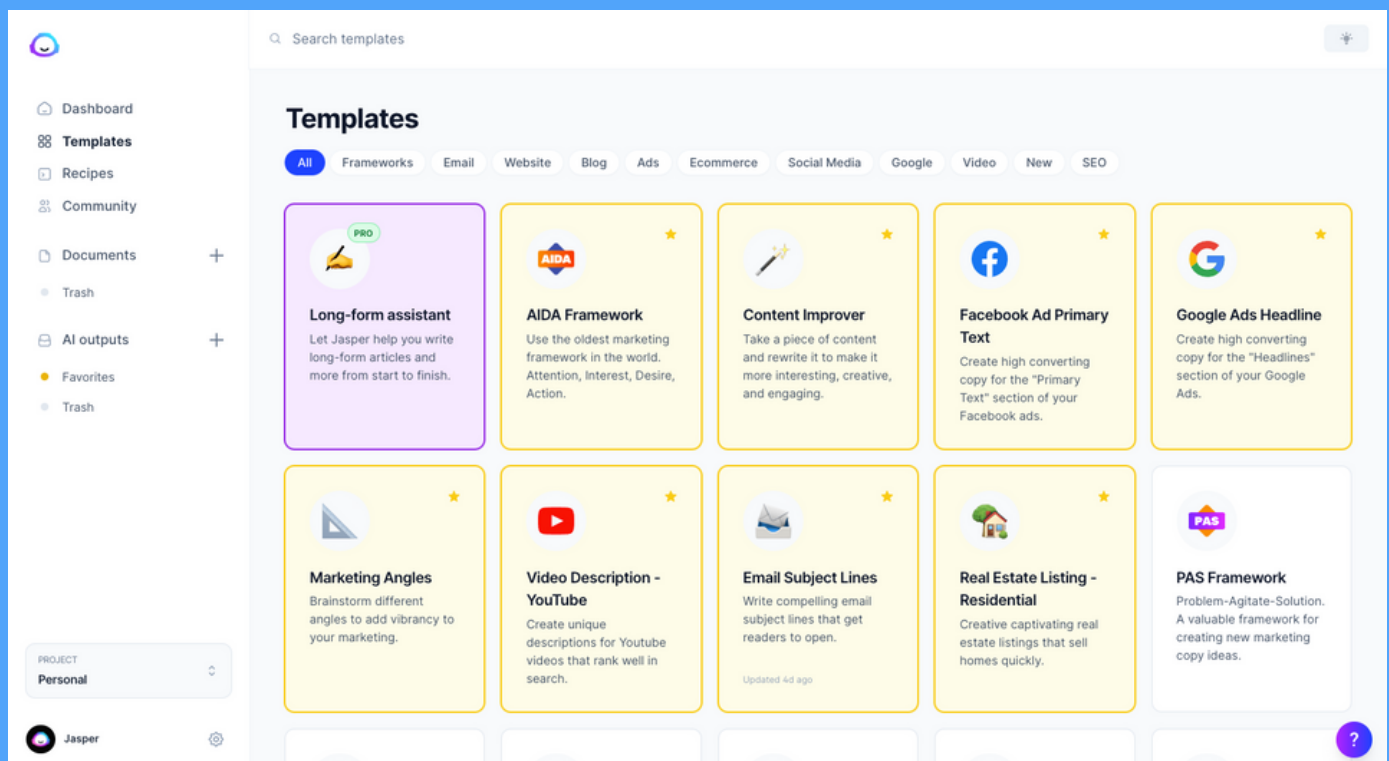
**What if there was a tool that could generate everything that we just described before with just a few clicks?**

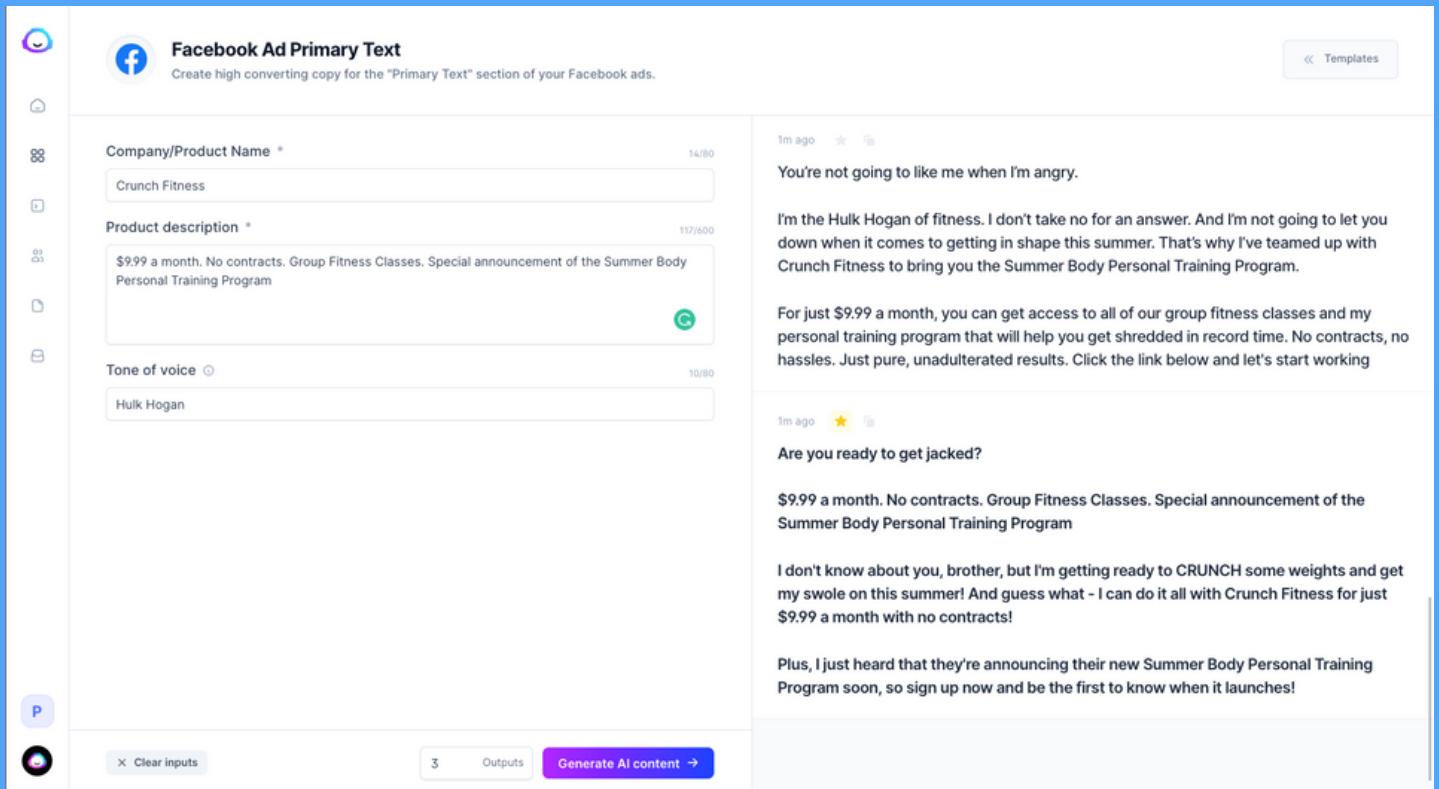
That's exactly what Jasper does! It is an AI-powered platform that helps you create amazing content for any niche, industry, or purpose. You may have heard of other tools that claim to do some of the things that Jasper can, but none of them have continuously won awards in the marketing and creator's industry.



# It's like having an entire team of professional marketers at your fingertips. With Jasper, you will be able to:

- **Become a marketing expert automatically:** The all in one tool uses advanced AI algorithms to analyse your niche, audience and goals and provide you with the best strategies, tips and suggestions for your content. You don't need any prior experience or knowledge to use Jasper. It will teach you everything you need to know along the way. And yes, it covers copywriting, SEO, keywords, hashtags and many more.
- **Generate captivating copy for any niche or industry:** Whether you need headlines, slogans, captions, emails, blog posts or ads - Jasper can write them for you in seconds. Just enter your keywords or topic and let the AI do the magic.
- **Write website copy that sells:** Let Jasper know what your product is and observe it quickly convert its advantages into engaging content. Ask Jasper to identify the dilemmas your customers encounter and link them to the solution you provide—you might be pleasantly surprised!
- **Jasper Art:** By just writing a prompt, selecting any additional details, such as the medium, artist, and mood, to enhance your creative expression Jasper will read your prompt and create a set of four AI-generated images in just a few seconds. You can save, share, and use your copyright-free image however you please.





- **Generate unlimited ideas for any topic:** Provide unique and creative ideas for new products, services, or niches in no time. All you have to do is enter your industry or niche, and you'll get hundreds of unexplored brainwaves that no one else has thought of before!
- **Jasper Chat:** Interacting with AI has become incredibly easy and less intimidating. You can have a natural conversation with AI that feels lifelike and enjoyable. It can help you generate ideas, revise content, and even make you laugh, making it an invaluable tool for any company.
- **Achieve the productivity and results of an entire workforce on your own:** Jasper is the ultimate tool for marketers who want to save time and money while still creating high-quality marketing assets. You can create unlimited marketing assets with a single click - from email newsletters to social media posts - that are optimised for maximum results. This innovative technology allows you to achieve an expert level of performance without spending hours of your valuable time and resources.

With Jasper, you can solve all your content creation problems on one platform.

# The best feature of all: Boss Mode

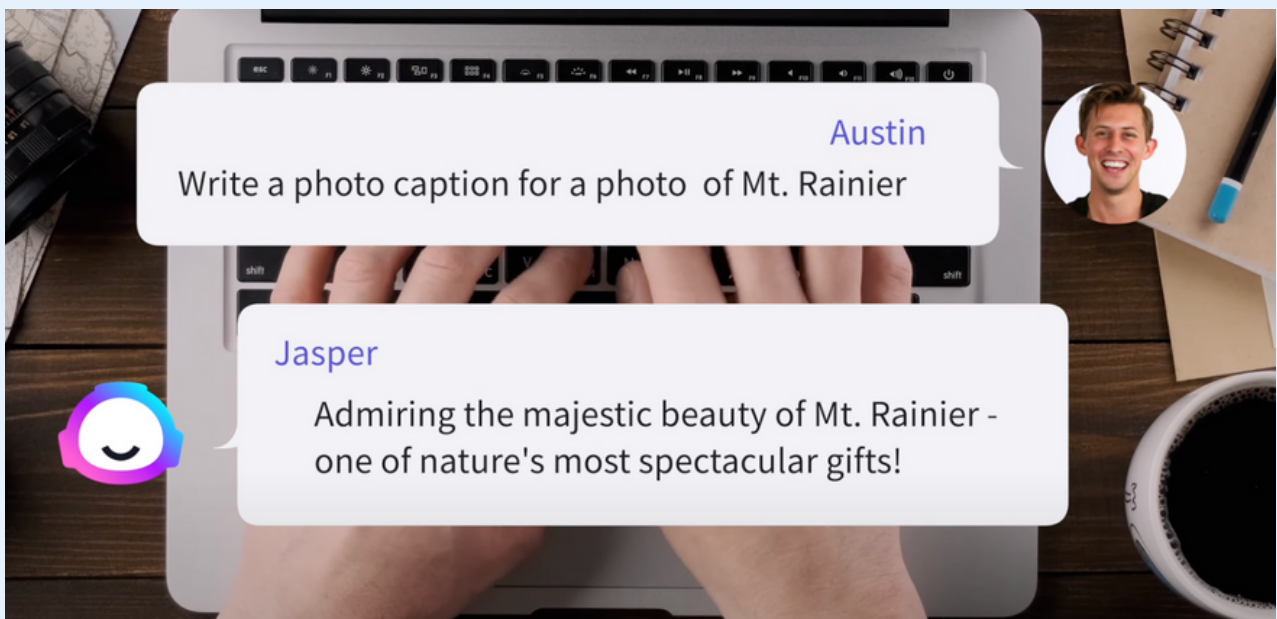
Jasper's AI Boss Mode is the ultimate content creation tool, allowing users to produce high-quality, human-like content quickly. This powerful AI can generate up to 50k words per month and take into account the 3,000 characters before typing out each word. It's an incredibly useful tool that saves users time and ensures great outcomes. Users can instruct the AI to write stories, such as "Write a story about feeling excited to travel to London". Jasper Boss Mode was created specifically to help entrepreneurs, SEO writers, affiliate marketers and agencies generate superior quality content.

## This is what you can expect:

**-Jasper Docs: Is here to help you finish your first draft in record time;** its innovative writing technology can speed up your content creation process by offering 80% of the work and allowing you to do the remaining 20% yourself. Unlock a brighter content pipeline today with Jasper Docs!

**-Create content that is unique and optimised for SEO,** and leverage SurferSEO.com to identify the best keywords to ensure top rankings on search engine results.

**-Guarantee the authenticity of your content with Copyscape,** the leading plagiarism checker on the web. Scan it for sources and be assured that your work is entirely unique and free of any unauthorised copy.



**-Instruct the AI in how you want your content created:** Give the AI detailed instructions on what you need written... then, watch it come to life like a magical experience!

-Need to write blog posts that are grammatically and stylistically perfect in another language? Do you serve customers from different countries? **Jasper can write and translate for you in 30+ different languages.**

**To ensure that your content-writing team performs at peak efficiency, folders for each client and multiple projects are a must.** This makes it easier to organize and switch between different tasks, so you can stay on top of your writing workload without any hassle.

**Jasper is not just another tool; it's a game-changer for anyone who wants to create amazing content without any hassle.**

The screenshot displays the Jasper AI interface for a document titled "How to Drive Organizational Change and Enable Successful Change Management". The interface is split into two main sections: a left-hand sidebar with analytics and a right-hand main content area.

**Left-hand sidebar (Analytics):**

- Content Score:** 79/100, represented by a semi-circular gauge.
- WORDS:** 2,054 (range: 2,665-3,064)
- HEADINGS:** 18 (range: 21-42)
- PARAGRAPHS:** 53 (range: AT LEAST 34)
- IMAGES:** 3 (range: 3-9)
- Tags:** ALL 80, HEADINGS 5, NLP 87
- Search:** A search bar with a magnifying glass icon.
- Term List:** A list of related terms with counts and status indicators (up/down arrows):
  - change management: 35/27-67
  - change management process: 4/2-7
  - successful change management: 5/2-3 ↓
  - organizational change: 7/5-10
  - implementing change: 3/2-3
  - managing change: 3/2-3
  - successful change: 6/2-5 ↓
  - company culture: 3/2-4
  - certified change management professional: 0/1-2
  - harvard business school: 0/2-5
  - implement change: 2/2-6
  - change process: 1/1-3
  - key stakeholders: 2/1-2
  - harvard business review: 1/1
  - change management professionals: 0/1-2
  - organizational change management: 1/2-5
  - enterprise change management: 0/1
  - change initiative: 1/3-10
  - change management model: 1/1-2
  - organizational structure: 1/1
  - project management: 1/2-7
  - effectively managing change: 1/1

**Right-hand main content area:**

- Title:** "How to Drive Organizational Change and Enable Successful Change Management"
- Image:** A photograph of a person's hands typing on a laptop at a desk. On the desk, there is also a smartphone, a coffee cup, and some papers.
- Text:** "The Inevitability"
- Buttons:** A blue "Compose" button and an "Output length" selector with options S, M, and L.

# What's the difference between ChatGPT and Jasper Chat for content creation?

We need to clarify this before getting into any conclusions. So ChatGPT and Jasper AI have various features; capabilities that make them more suitable for different applications. ChatGPT and Jasper AI rely on a language model that was created with Reinforcement Learning from Human Feedback (RLHF). In comparison to Jasper, which is focused on applications, ChatGPT is more suitable for research and experimentation.

***We don't to confuse you so this is important understand.*** Jasper is tailor-made to meet the needs of businesses and freelancers who are driven by marketing, sales, and social media. It's designed with practicality in mind and functions through a combination of models—making it suitable for everyday use by any company. (including OpenAI, Neo X, T5, and Bloom. Therefore, it can write website content that better suits business plans. If you're a content creator or B2B marketer who needs assistance with creating precise and successful written material, then Jasper Chat is the perfect solution for you. It has all the necessary features that can help you achieve your desired results. On top of that, you can try Jasper worry-free with their complimentary 5-day trial and 10,000 bonus words. This way, you can see for yourself how it can help your business growth.



# What are the benefits over other tools?

- It's quicker and easier to use than other similar apps, making asset creation a breeze.
- The subscription plans offer more features than other tools. (e.g. JasperAI)
- Uses AI to generate high-quality, original assets that look great and convert well.
- Enables businesses to analyze customer reviews, generate effective responses, and improve customer satisfaction.
- It can help you save time, money and energy by automating your content creation process.
- Provides you with the best strategies, tips and suggestions for your content.
- Helps create content tailored to the audience and build trust, while making it easy to access projects, assets and analytics from one dashboard.
- It can help you create any type of marketing asset for any niche, industry or purpose

***If you want to learn more, watch this video and see what we mean***

**If you want to learn more about other marketing tools and secrets, you will have a bonus waiting for you at the end of the Guide ;)**

\* Note: The software provides you with a commercial license, meaning that there will be no copyright issues when using Jasper for different purposes.

## 2.2 Introducing tool #3: IGLeads



### The easiest way to get new clients effortlessly

You know how important it is to generate leads for your products or services. Leads are potential customers who have shown interest in what you offer and are likely to buy from you. But generating leads is not easy.

It takes a lot of time, effort, and money to find and reach out to your ideal prospects on social media platforms like Instagram, Facebook, LinkedIn, TikTok, Google Maps, Twitter, websites, , etc. You don't have to manually search for relevant hashtags and keywords. You can filter your efforts by location and profiles, scrape their contact information, send personalised messages and follow-ups, track their responses and conversions, and manage your campaigns. This can be very inefficient, slow, and costly.

You may end up wasting hours of your precious time on tedious tasks that don't guarantee results. You may also miss out on opportunities to connect with qualified leads who are ready to buy from you. And you may end up spending more money than you earn on expensive tools and services that don't deliver what they promise.



## There are many ways that businesses can create or get their leads, such as:

- Cold calling and emails,
- Creating landing pages with a specific offer
- Running ads
- SEO
- Blogging
- Using social media (e.g. prospecting on LinkedIn, Vertical videos on Youtube Shorts),
- Using your CRM to find hidden opportunities (cross-selling)

Even though there are many way to attract a potential client, all of the methods requires time and effort to succeed. Now, we are not suggesting here that these methods are useless or not worth the time, they are extremely necessary for your business, specially for brand awareness.

What we are suggesting here, is to add this tool in your arsenal to leverage your efforts and being able to create a method that it's going to give you constant results. That's what we want at the end right? Constant profits coming to your business and your pocket.

If you look at **lead generation tools**, they all are extremely good solutions, but none of them gets you leads instantly. IGLeads is the ultimate low-code web scrapper. We analysed many tools so far and IGLeads is definitely the only lead generation tool that offers this specific feature.

## That's why you need a tool like IGLeads. This is how IGLeads can help you overcome your pain points in lead generation:

- **Generate leads:** IGLeads allows you generate thousands of leads effortlessly and easily find targeted leads based on their interests, behaviours, locations and demographics. You can also filter them by followers count, engagement rate, verified status and more. You can then export their email addresses or phone numbers in CSV format for further use. You no longer have to waste time manually sourcing leads or managing multiple tools to get the job done.
- **Cost to acquire new clients:** Traditional lead generation methods like cold calling or paid advertising can be expensive and time-consuming. You can source targeted leads at a fraction of the cost, making it more accessible to businesses of all sizes.



- **Learning curve and execution:** The tool is user-friendly and intuitive, meaning you don't have to be a tech expert to get started. The platform is designed to help you get up and running quickly, with minimal setup time and a short learning curve. In addition, IGLeads provides video tutorial for each feature and function that the platform offers plus a community!
- **Human error:** Manual lead generation processes are prone to human error, which can lead to missed opportunities and wasted resources. Having a full automatic and standardised procedure with IGLeads can help you get consistent on your metrics.
- **Speed of Execution:** Time might be the most important resource in business, and the faster you can close deals, the better. IGLeads will help you execute your lead generation campaigns faster, so you can focus on growing your business and generating revenue.

## How Will IGLeads.io Unlock Your Business Potential ?



### Run Advertising Campaigns

Once you've scrape emails from any platform, upload them to Google Ads or any Social Media Platform for Running Campaigns



### Email Marketing

It's time to send out those cold emails. Prove that you're on their minds with a great offer and close more deals!



### Content Marketing

If you have the emails from your list, now is a great time to start creating blog posts that offer them some type of value.



### Product Research

Promote the products you're interested in and see which ones receive feedback or clicks so that you know what you potential buyers want

# New Feature Launched; Find the right keywords and hashtags instantly

The IGLeads team has found that people often struggle to come up with the right keywords and hashtags for their area of focus when they are searching. Their development team has been hard working at integrating an AI chat feature into every page that is scraped. This will allow you to instantly create relevant keywords and hashtags whenever needed, no matter the time of day or night, in just a few seconds.

After reading this it is evident that this lead generation platform is an incredibly powerful tool that can help you swiftly overcome the most common and challenging pain points that are associated with lead generation. By leveraging cutting-edge technology, this platform provides a comprehensive solution that can quickly and effectively solve any lead generation issues you may have.

Save time and money, and grow your business effortlessly. Don't let inefficient lead generation processes hold you back anymore.

***Don't be shy and watch this video to see how this tool works***

The screenshot displays the IGLeads AI Keyword & Hashtag Generator interface. On the left is a dark sidebar menu with options: Scrape Facebook, Scrape Instagram #Hashtag, Scrape Instagram Keywords, Premium Features (highlighted), Scrape LinkedIn, Scrape LinkedIn Groups, Scrape Tiktok, Scrape Twitter, Scrape Youtube, Scrape Websites, Scrape Google, Scrape Google Maps (marked 'New'), Scrape Job Titles (marked 'New'), Scrape Phone Numbers, Resources (with a document icon), Updates, Affiliate Program, and Courses. The main content area is titled 'Scrape Google' with a 'New' badge and a 'B2C' dropdown menu. Below the title is the text 'All we need is the Keyword'. There are two input fields: 'Enter Keyword' and 'How many Emails ?' with a sub-label 'Enter Amount'. A purple 'Search' button is positioned below the second field. At the bottom of the main area is a chat interface for the 'AI Keyword & Hashtag Generator' (marked 'New'). The chat shows a 'BOT' message: 'HI THERE...Let me know what are you searching for and I can help with what keywords and hastags to use.' Below the chat is a text input field 'Enter your message...' and a purple 'Send' button. A 'Video Tutorial' button is located in the top right of the chat area. A small chat icon is visible in the bottom right corner of the interface.

\*Note: This new feature can't be used with a free trial.

## What are the benefits over other tools?

**IGLeads has many benefits over other tools for lead generation on social media platforms. Some of them are:**

- It is incredibly affordable and provides a variety of different plans that are tailored to your budget and specific needs. Whether you're looking for a basic plan or something more comprehensive, this service has the perfect solution to meet your needs while also staying within your budgetary constraints.. You can also get a free trial for 7 days to test their features before you get compromised.
- Extremely easy to use and does not require any technical skills or installation. You can access it from any device with an internet connection and start generating leads in minutes.
- Fast support that responds within minutes for any questions or issues that could come up. You can contact them via chat or email and they will help you out. In case support is not available, you have video tutorials or a community with many people who have the same issues as you, and they can help you too.
- It has advanced filters and criteria that help you find targeted leads based on their interests, behaviours, locations and demographics. If you have worked with different tools, the simple scraping tool that IGLeads offers is unbeatable, as most other lead generation scraping tools don't offer advanced filters based on keywords, hashtags, etc.
- Is the only scrapper in the market created essentially for lead generation purposes.

## Get All The Data You Need From All the Platforms



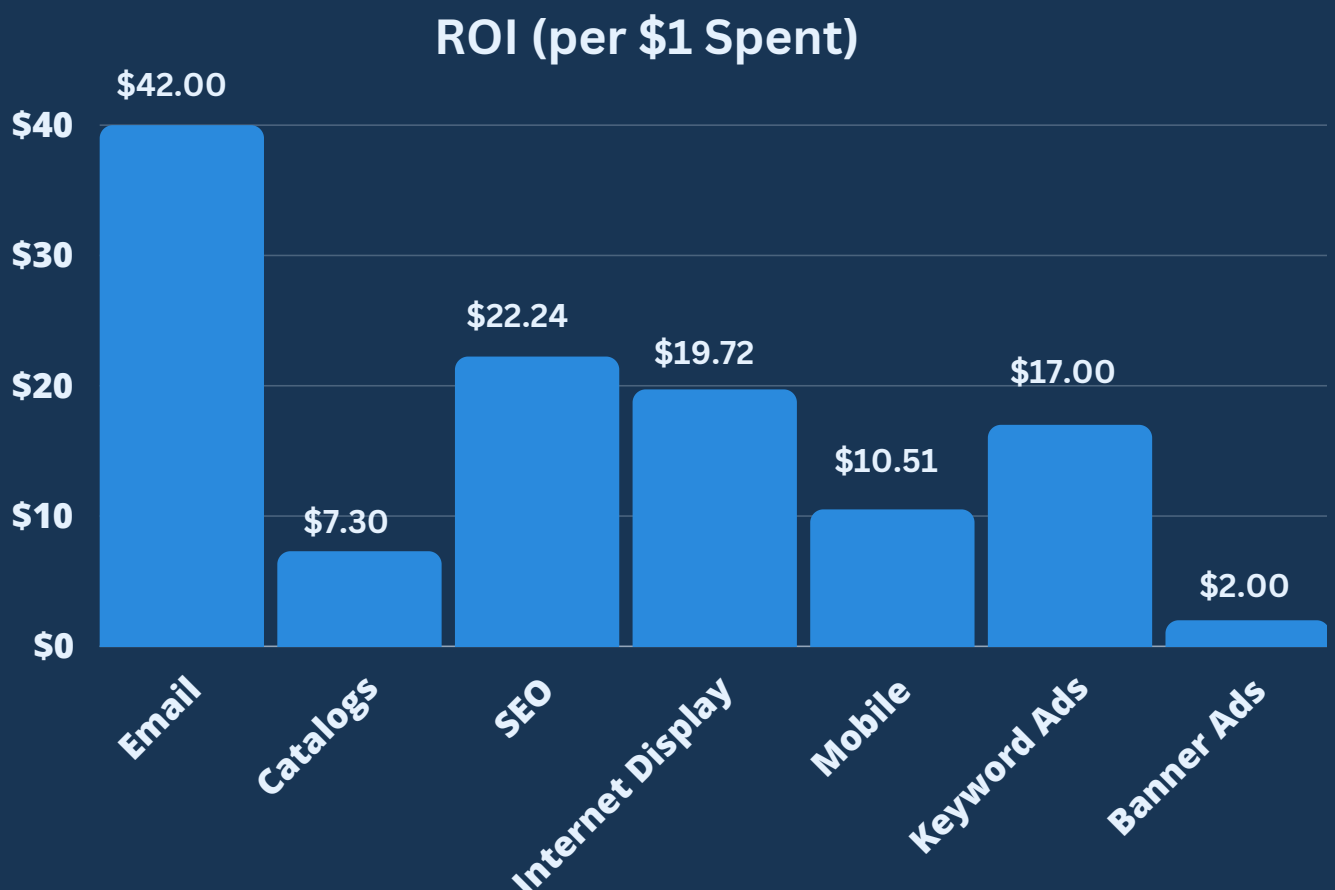
## 2.3 How can you leverage IGLeads with Jasper?

### Two words: Email Marketing

**Research** indicates that email marketing is more effective than social media up to 40 times, and the purchasing process occurs three times faster when compared to social media.

**Forbes** recognises the great potential that email marketing has for small businesses, particularly in terms of taking them to the next level. With over 3.9 billion active users worldwide and an impressive ROI of \$42 per dollar spent, it's definitely worth considering.

Email marketing remains one of the most straightforward and impactful methods of digital marketing. They are extremely cost-effective, allow for highly targeted campaigns, and provide detailed analytics to measure their effectiveness. They also enable marketers to track their results in real-time, which helps them better understand what tactics are working and where they need to improve.



## How can you implement it straight away?

Let's assume you are using IGLeads and Jasper. Since you've collected emails based on your keywords and hashtags, you already know the interests of your audience.

Now that you have the leads, you can start working on them with email marketing campaigns using Jasper. You can create compelling campaigns in seconds simply by indicating your needs. This will allow you to create high-converting content for cold emails, promotions, articles, newsletters, and more.

***Data reveals that B2B companies had an average email conversion rate of 14% in 2022, while B2C businesses had a lower average of 4%.*** These figures demonstrate the potential impact of email marketing in both industries. Therefore, a good conversion rate for B2B and B2C businesses could be anything above those numbers.

That is why using AI for email marketing can provide several benefits, including the ability to scale up campaigns more easily than with a human team.



## With this method, you can:

- Send better emails, which increases open and click rates, leading to increased revenue. AI uses data and customer behaviour to shape campaigns, support subject line and copy quality, and tailor messages for individual recipients
- Increase in open and click rates, leading to increased revenue.
- Send the right content to the right recipient at the right time

With AI, you can create more effective campaigns that drive higher engagement and revenue.

Definitely, we are not going to waste time discussing which CRM or email marketing service to use, as the job of lead generation and content creation is already taken care of, and the job is almost done with remarkable efficiency.

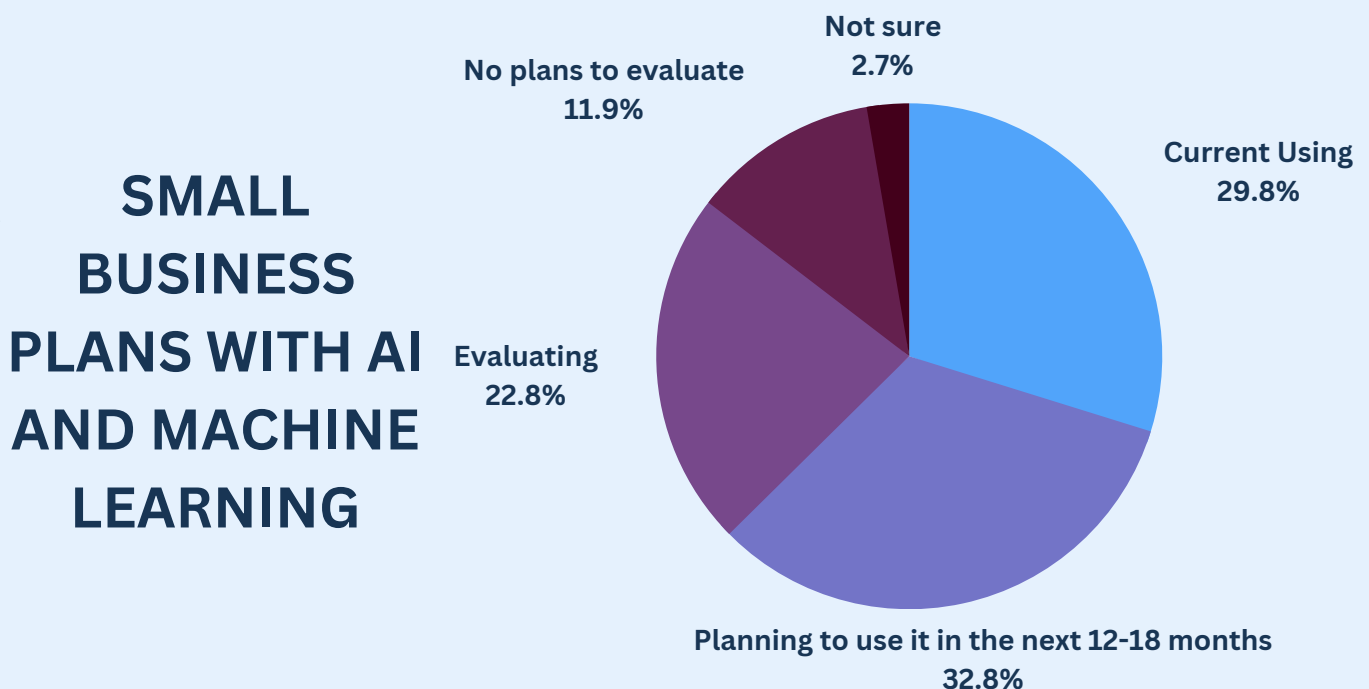


## 2.4 Let's use a real situation

For this exercise, we are going to make a simple investment-time-Return (ITR) analysis. An ITR analysis is a method of evaluating the performance of an investment over a period of time. It involves measuring the return on investment (ROI) against the amount of time and resources invested in the project.

Let's take the example of two businesses in the same industry, both selling a software product. We will call them Business A and Business B.

Business A has been relying on traditional methods for lead generation and content creation, which include attending industry events, cold calling, and creating content manually. On the other hand, Business B has invested in IGLeads and Jasper to improve their lead generation and content creation processes.



## Let's take a look at the ITR analysis of each business over a period of four months:

	Business A	Business B
<b>Investment</b>	\$ 10,000.00	\$ 392.00
<b>Time Spent / Hrs</b>	500 (attending events, cold calling, and marketing)	100 (setting up and learning to use the tools)
<b>Leads</b>	500	30000
<b>Conversion Rate</b>	10%	4%
<b>Customers</b>	50	1200
<b>ITR Leads/ per hour</b>	1.0	300.00
<b>ITR \$/per Customer</b>	\$ 200,00	\$ 0.33

Note:

\*Investment of Business B- (\$49/month IG Leads starter Subscription + \$49/month Jasper

\*Bose mode - 50K words) X 4 months = \$392.00

\*ITR Leads / per hour = Leads / Time Spent (Hrs)

\*ITR \$/ Per customer (How much it cost to acquire a new client) = Investments/ Customers

\*With IGLeads on the starter-plan, you are able to scrape ten-thousand emails a month.

As we can see from the ITR analysis, Business A had to put in a lot more time and effort to generate fewer leads and customers compared to Business B. On the other hand, Business B was able to generate significantly more leads and customers in a shorter amount of time with a slightly higher investment.

This is a simple exercise that does not take into account factors such as digital marketing and size and number of employees working on this particular business endeavours. Adding that information into the ITR analysis would make you believe that we are fairytale storytellers, and the difference would have been even more outstanding.

Additionally, Business B has a higher potential for long-term success as they are able to consistently generate high-quality content and leads with less effort, which can lead to increased customer satisfaction and loyalty.

Overall, the investment in IGLeads and Jasper can provide a significant return on investment in terms of time and money and can give businesses a competitive edge in their industry.

# 3.1 Take action now, or you will regret it forever

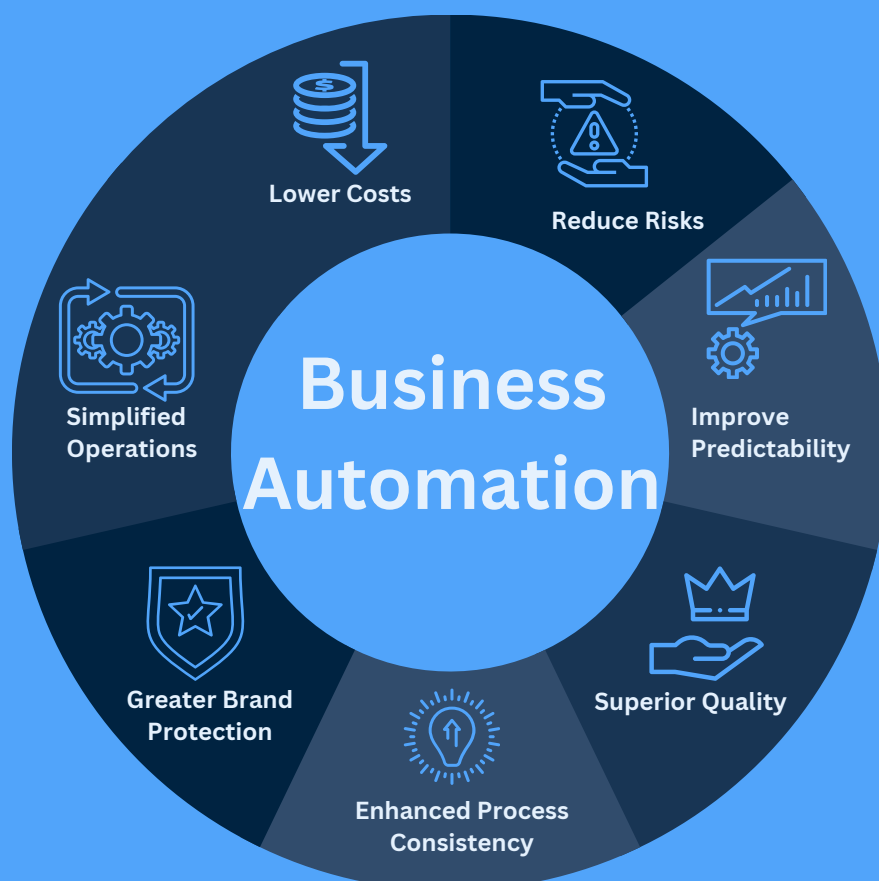
## What happens if you don't take action now?.....

Artificial intelligence (AI) is no longer a futuristic concept. It's a reality that is transforming every industry and every aspect of our lives. From marketing to manufacturing, from healthcare to education, AI is helping businesses improve their efficiency, productivity, quality, and customer satisfaction.

But what if you don't implement AI tools in your business today? What are the consequences of missing out on this opportunity?

The answer is simple: you risk falling behind your competitors and losing your market share.

By not implementing AI tools today in your business, you are missing out on these benefits and more. You are also exposing yourself to the risk of becoming irrelevant and obsolete in a fast-changing world.



1. The global AI market value is expected to reach \$267 billion by 2027.

(Fortune Business Insights)

As you may know by now thanks to the rapid advancements in technology and an increasing need for automation, AI tools have become essential for businesses of all sizes to stay competitive in their respective industries. Through the AI tools explained before you can expect to benefit from increased efficiency, improved productivity, increased customer satisfaction, maximise your business's performance while freeing up valuable time and resources.

The screenshot shows the Perplexity AI interface. At the top, the search bar contains the query "what is the percentage of businesses implementing AI". Below the search bar, there are filters for "Internet", "This Domain", and "This Page". The search results are displayed in a dark theme. The main result is from Perplexity, titled "PERPLEXITY" with a "View Detailed" link. The text of the result states: "The percentage of businesses implementing AI varies depending on the source. According to recent statistics, 35% of companies are currently using AI, and 42% are exploring AI for future implementation<sup>[1]</sup>. Another source reports that in 2022, 50% of respondents reported adopting AI in at least one business area<sup>[2]</sup>. In 2019, 37% of organizations had implemented AI, according to a [Gartner survey](#)<sup>[3]</sup>." Below the main result, there are three sources listed: 1. comptia, 2. mckinsey, and 3. gartner.

By the time you are reading this we've not only introduce you two extremely useful AI tools for any content creation and lead generation, but also explained all their benefits and how they can positively impact your business from day 1 of use. So now its your turn to take action and propell your business to new and unexplored heights.

## AI for Small Business

- Up to 29% of Small Businesses have already adopted AI
- 37% of business cite a lack of experience as the main problem with the adoption of AI in their operations.
- A survey of 1,467 CEOs of small and mid-sized business (SMBs) found that out of all current technologies, AI has had the maximum impact on their business

## 3.2 A little boost



Imagine having the power to change the world with your fingertips. That's what Artificial Intelligence offers you. It doesn't matter who you are or where you come from. You can tap into the most revolutionary technology of our time and unleash your creativity and potential. That's why we are passionate about AI and we want you to join us.

There are fake gurus that are selling courses, prompts, advice and support for tools and services that are complete **WASTE OF YOUR MONEY AND TIME**. That definitely is not us, we want to provide the best advice and guidance for taking advantage of this new opportunity.

Since we want to give as much value as possible for you to take action now, we decided to give a little extra here.

# Join our Discord Community!

First, the community is free and always will be. The guide is directed for everyone who is looking to implement some AI tools into their business, but with the community you will be able to learn, implement and discover new AI tools and have constant support into your entire journey.

## **This is what you will find there:**

- Stay up-to-date with the latest AI tools for different business purposes, such as creating personalised videos or human-like conversational AI experiences.
- Know-how: Not only the information, but the implementation of the tools. Even though they have their own tutorial and courses, on the community you will find best practices and how to complement them at your convenience.
- Prompts: This is extremely important because the quality of your commands to the tools, measures the quality of the results. Get the best prompts for different purposes and you can share yours too.
- Automations: We are going to show you how to automate your entire business with the most disruptive Automation AI tool ever. Moreover, the tool is completely free (no freemium) and does not require any coding skills.
- Plug-ins: Advice and implementation of Chrome Extensions to reach cyborg productivity levels.
- Templates: Customer journey and workflows templates. Use ours if you want it or share yours if you have something better.
- Support: For any problems or concerns, you can always contact us directly, without any emails or BS. We do webinars and even 1-on-1 meetings, we'll help you overcome any obstacle ahead. We also publish relevant YouTube tutorials and other sources of information to help you get through. And yes, completely free.
- Connection with like-minded individuals: Share your experiences, tips and tricks. A supportive community for people working with new technologies to ask questions and get help from those who have gone through the same process. Networking is also welcome!

**Join today to start learning and growing with us!**

