



HUMAN-CENTRIC LEAD GENERATION BLUEPRINT

REVEALED: 13 TIMELESS YET OVERLOOKED
STRATEGIES TO GENERATE HIGH QUALITY LEADS
WITHOUT RELENTLESS CONTENT CREATION OR
SOCIAL MEDIA HUSTLE.



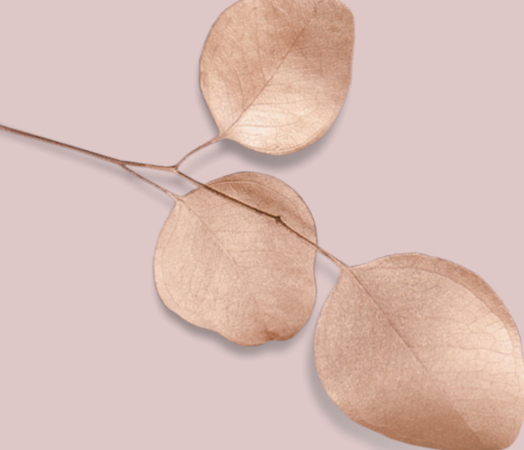
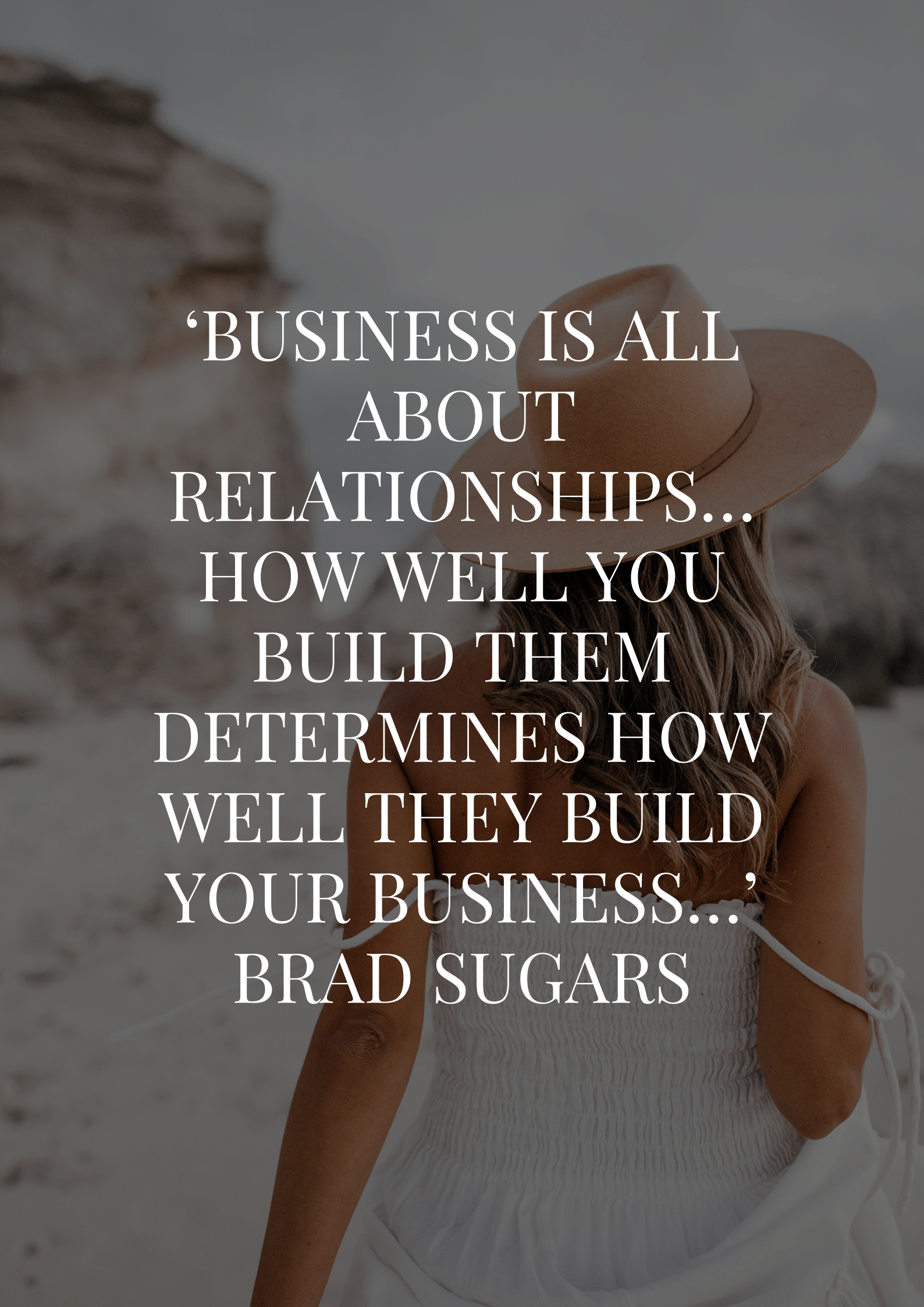


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A woman with long, wavy blonde hair is seen from behind, wearing a white, textured, sleeveless dress and a wide-brimmed tan hat. She is standing on a sandy beach, looking out at the ocean. The background is a soft-focus view of the sea and a rocky coastline under a hazy sky. The text is overlaid in a white, serif font.

‘BUSINESS IS ALL
ABOUT
RELATIONSHIPS...
HOW WELL YOU
BUILD THEM
DETERMINES HOW
WELL THEY BUILD
YOUR BUSINESS...’
BRAD SUGARS



01

HI, I'M CASEY

I don't play by the rules; I bend them. Determined to challenge the status quo and do business differently, I prioritize people and purpose over profit, pushing the boundaries in the online sphere. I am pioneering people-led marketing where visibility and growth doesn't leave you drained and burnt out (and doesn't rely on social media algorithms to get you leads and clients).

Casey

LET'S DO IT!



02

WHY I CREATED THIS GUIDE

This powerful resource was born out of a burning desire to liberate you from the never-ending social media grind and the relentless creation of lead magnets and content. I've been in your shoes, and I know there's a better way.

As someone who's prioritised connections ahead of cash, and mastered the art of tapping into other people's audiences to nurture my own, as well as helped hundreds of my clients do the same to wild success, I'm here to give you the human-centric marketing success shortcuts.

With a track record of generating a whopping 10,000+ high-quality leads and cultivating relationships with online luminaries such as Selena Soo, Jennifer Kem, Tara McMullin, and Amy Porterfield -- all using the exact strategies I teach, I've walked the talk. My insights aren't from dusty books; they're tried-and-tested, timeless, real-world (yet, often overlooked!) strategies that work. And put humans first!

But I won't just share my results with you; I'm here to light your path with decades of wisdom, invaluable insights and actionable, tailor-made next steps. The best part? You won't have to sacrifice your life on the social media altar anymore. To see tangible results with your lead generation, all you need is a little time, the courage to take the plunge, and the desire to connect. Your journey to human-centric lead generation without the endless hustle begins here, with these very 13 strategies. Let's dive in!

LET'S DO IT!



BEFORE WE GET STARTED...

MEET LUCY WALTER

When I met Lucy, she already had a rock-solid, booming business. But there was something else tugging at her soul – a passion project she couldn't ignore. She was eager to make it a reality but hesitated to step into the limelight. She didn't want to be all over social media or put herself out there in ways that felt uneasy.

So, we got to work crafting a marketing plan tailored to Lucy's strengths, skills, and expertise. The winning strategy? Partnership marketing. With her incredible industry connections, we pinpointed captivating topics and crafted compelling pitches...

The outcome?

Lucy closed \$57k in sales and welcomed 118 students in just ONE week. She had to shut off her marketing to handle the client onboarding as she closed out the month just shy of \$100k!!

And all this

- Minus a website or sales page
- Minus a single social media post
- Minus the hustle and 10 hour days
- Minus the stress of what's next

"I remember seeing your post and thinking, 'I need to talk to this woman', but more than that, my spirit knew you were the right person to support me through this part of my journey. This is such a different phase of my life and one I am treasuring so much. Thank you."



THE 13 HUMAN- CENTRIC LEAD GENERATION STRATEGIES

1. VIRTUAL SUMMITS

These are online events that bring together 20+ experts, speakers, and participants from around the world to discuss and share knowledge on a specific topic or industry.

Having orchestrated over five of these game-changing events myself, I can firmly say they are my most potent and purposeful lead generation strategy. By placing humans front and centre, I've attracted thousands of high-quality leads and crafted authentic connections that extend far beyond the event itself.

First step: Get crystal clear on your summit's topic. Understand it from every angle and envision the key takeaways for your participants. Then, curate a lineup of speakers who not only fill gaps in what your audience wants to learn but also complement your own offerings. The magic happens when you take your attendees on a transformative journey, ensuring they walk away with a tangible outcome by the event's end.

QUIET REBELLION *Conference 2023*

PREMIER EVENT FOR VISIONARY WOMEN



www.quietrebellionconference.com

2. MINI EXPOS

Mini expos and micro summits are concentrated knowledge hubs, designed for action-takers. These events assemble a handful of 5-6 highly-curated expert speakers, each sharing specific strategies and tactics on a particular topic. Unlike larger virtual summits, mini expos and micro summits offer a focused, intimate setting that ensures you won't suffer from "information overload" but are less likely to give you a large influx of leads.

By engaging in insightful interviews and providing clear calls to action, as a participant in these events, I've donned the hat of an expert, successfully showcasing my proficiency and generating valuable leads. However, the true magic of these occasions lies in their intimacy. It's not just about the knowledge exchange; it's about fostering genuine relationships. I've leveraged these gatherings as an opportunity to connect with other experts on a deeper level.

First step: As a participant, it's crucial to arrive prepared with a freebie that goes beyond the ordinary. Aim to astound your audience with exceptional value. As a host, get crystal clear on the narrow and clear event topic.



3. PODCAST GUESTING

Guesting on podcasts is a powerful method to showcase your expertise, connecting with a highly qualified audience and offering a unique avenue for lasting engagement and effective calls to action

My interview on "Entrepreneur on Fire" was a game-changing experience that continues to deliver results even after five years. The exposure from my interview not only generated an immediate surge of leads but, by offering valuable content and a compelling call-to-action during the interview, the seeds of trust and interest were sown, leading to a steady stream of leads long after the initial episode aired.

First step: Research shows within your niche using Listen Notes. This will help you pinpoint the ones that truly deserve your attention. Employ the following criteria to filter your search: Focus on podcasts with a Listen Score exceeding 30 and a Global Rank surpassing the top 5%. This way, you'll ensure you're investing your time in podcasts with substantial reach and impact.



4. SPEAKER ROUNDTABLES

A speaker roundtable is a dynamic platform where 8-10 experts come together to engage in a focused, interactive discussion on a specific topic. It's distinct from virtual summits or mini expos, offering an intimate, deep-dive conversation that fosters profound insights.

I've had the privilege of moderating a roundtable on behalf of the Queensland government, a powerful initiative to highlight and amplify women in business. This discussion reached thousands of small businesses across Queensland, not only elevating brand awareness but also positioning me as an industry expert.

First step: Excel as a moderator as you're key to the roundtable's success. Be confident in your abilities, and if necessary, enlist a skilled MC to ensure smooth facilitation. Your role is to guide the conversation, encourage interaction, and draw out meaningful insights.

YOUR NOTES:



WANT MORE HUMAN- CENTRIC BUSINESS GROWTH STRATEGIES?

Subscribe to our mailing list, and every couple of weeks (or so!), we'll deliver expert insights, strategies, and best practices on how to captivate, connect, and convert your perfect prospects by making humans the focal point. Join us in crafting marketing that truly speaks to people.

Click here to subscribe

RIGHT CLICK TO OPEN IN A NEW TAB



5. EMAIL SWAPS

This involves the mutual exchange of emails with complementary partners, introducing each other to your respective subscribers. For example, a fitness coach might partner with a nutrition expert to offer a unique 7-day meal plan to their respective audiences or a productivity blogger collaborates with a time management guru to create exclusive downloadable tools—a productivity eBook and a time management app. Both promote these resources to their email lists, expanding their reach and delivering added value to their subscribers.

I did an email swap with Laura Roeder during the launch of Meet Edgar, her social media software. I shared information about this new software, which was relevant to my audience. In return, Laura shared with her list of 50,000 subscribers about my upcoming summit, which focused specifically on sales strategies for women entrepreneurs.

First step: Build 2-3 valuable marketing assets that align with your business and can be offered in a swap. These assets should complement those of your partner and fill gaps for each other's audiences.



6. OFFER BUNDLES

This involves partnering with like-minded entrepreneurs, coaches, or consultants to create a collection of complementary courses, resources, or products. For example, a Health and Wellness Starter Pack assembled by a fitness trainer could include contributions from a nutritionist, a yoga instructor, and a mindfulness coach, offering a comprehensive approach to holistic health.

One of my clients, Caroline, demonstrated the power of offer bundles. She crafted an Introvert Business Growth Bundle by partnering with fellow introverted women entrepreneurs, coaches, and consultants. Together, they created a package of valuable courses, resources, and tools designed to empower introverts in their business growth journeys.

First step: Before reaching out to potential collaborators, define your target audience's needs and what specific support they require from the bundle.



7. CO-HOSTED WORKSHOPS

A collaborative educational or training event conducted by two or more experts who come together to deliver a workshop on a specific topic or subject. They are designed to provide participants with a deeper understanding of the subject matter through interactive learning experiences. Co-hosted workshops leverage the expertise and resources of the co-hosts, allowing them to combine their knowledge and skills to create a more comprehensive and engaging learning environment.

I've had the privilege of hosting a multitude of co-hosted workshops alongside strategic partners, ranging from accounting practices to law firms and creative service providers. Together, we've championed human-centered business growth strategies, shifting the focus from transactions to authentic connections.

First step: Consider seeking out strategic partners in "shoulder niche" industries. A "shoulder niche" refers to industries or markets that are closely related or adjacent to your own, offering synergy and collaborative opportunities. Create a list of the top five individuals from these shoulder niche industries with whom you'd like to co-host in-person events.



8. JOINT VENTURES

Joint ventures (JVs) are collaborative partnerships where two or more parties come together to work on a shared objective for mutual benefit. These ventures involve defined roles and responsibilities, risk and reward sharing, and often require formal legal agreements.

One of my most cherished joint ventures was with Selena Soo, an amazing human whose journey deeply resonates with my own. Being introverted, like myself, Selena had built a multi 7-figure business through the power of relationships. Our partnership in a joint venture to promote her offer, which perfectly complemented my own services, was exceptional in terms of exposure and lead generation.

First step: It's essential to start by clarifying who you want to partner with. Ensure that your visions, values, and value offerings align. Next, focus on how you can differentiate yourself and your affiliate offer to make it stand out for both you and your partner.



YOUR NOTES:



WANT TO CONNECT WITH OTHER QUIETLY POWERFUL WOMEN...

Who also value connection over clients and cash, relationships over revenue and people and purpose over profits?

Join our FREE Facebook group:
Quietly Powerful Women
Entrepreneurs: Networking and
Collaboration

JOIN US

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9. JOINT WEBINARS

A joint webinar is an online seminar where two or more people come together to present a webinar on a specific topic. These webinars are an effective way to leverage the expertise and resources of multiple parties to provide valuable content and insights to a shared audience.

This has personally been another effective strategy for me. One of the most significant milestones was my participation in Jennifer Kem's community, a truly transformative experience. This collaboration allowed me to reach an extensive audience of over 100,000 people, a scale that would have been challenging to achieve independently. The impact went beyond mere exposure; it resulted in the generation of hundreds of high-quality leads.

First step: Choose a topic that is relevant to your co-host's target audience and fills a gap between you and your co-host's expertise. The topic should offer value, insights, or solutions to the participants to create a win-win-win solution for you, your co-host and the webinar participants.



10. SPONSORSHIPS

Sponsorships involve one party (the sponsor) providing financial or material support to another party (the event host or organizer) in exchange for exposure to the host's audience. Sponsors are typically interested in getting their brand in front of a specific target audience, building relationships, and generating leads.

By attracting numerous sponsors to my online events, I've opened the door for them to engage with a fresh audience. It's not just about exposure; it's about creating valuable connections. In practice, this has translated into the generation of high-quality leads, benefiting both my events and the sponsors.

First step: Meticulous research is essential. You must gain a deep understanding of the event's audience and ensure that it aligns with your specific objectives and offerings. Sponsorships should be a strategic investment, not a random decision. A well-matched audience will amplify the benefits for both you and your sponsors, making it a win-win strategy that truly drives results.

11. BE SHOWCASED

Being showcased entails enrolling in an expert's program, implementing what you've learned, and taking action on their teachings. By sharing your results and experiences with the expert, you aim to become a showcase of their success.

I had the privilege of being a student in one of Amy Porterfield's earliest coaching programs. This initial connection evolved into a valuable relationship. Not only did I become her tour guide during her visit to Australia for a conference, but Amy also graciously agreed to be the keynote speaker at my very first summit, which went on to attract over 4,000 attendees.

First Step: Take action on the program or course that resonates with you. Dive into the material, implement the teachings, and don't hesitate to share your takeaways, aha moments, and victories from the program. Your proactive engagement can lead to a deeper relationship with the expert and opportunities for collaboration and mutual growth.



12. PRESENT IN OTHER COMMUNITIES

This strategy is that you teach inside a partner's paid offering which enables you to fast track your credibility and build immediate rapport with your partner's most loyal and engaged community.

One of the most common challenges faced by my clients is their complex relationship with money. To address this, I invited Jennifer Love, a money therapist and wealth philosopher, to join forces. By offering her expertise inside the community, she not only filled a crucial gap but also established her authority in front of a new audience. The result? A significant lead generation opportunity that was a win-win for both parties.

First Step: Identify businesses with audiences that align with your offerings. Once you've pinpointed potential partners, present an option that complements their products or services.



13. IN-PERSON SPEAKING

Speaking in person at events is an incredibly powerful strategy, setting it apart from other approaches in its unique ability to foster authentic connections, generate leads, and immediately establish credibility. Your presence on stage can inspire and motivate your audience in a way that goes beyond just sharing information. Your words and passion can ignite change, spark action, and leave your listeners inspired to pursue their goals.

I had the incredible opportunity to speak at an event where my message was an ideal match for the audience. Although our approaches were different, we shared aligned values and objectives. This collaboration turned out to be a game-changer. Within a single month, it led to the generation of hundreds of leads and an impressive \$40,000 in new business. Speaking from the stage allowed me to not only reach the audience but also connect with them on a deeper level, resulting in remarkable connections and significant business growth.

First step: Clearly define your expertise and the topics you're passionate about. Identify the subjects you can confidently speak on and the value you can offer to your audience.



YOUR NOTES:



WANT TO MAP OUT YOUR OWN PERSONALISED MARKETING PLAN?

And start generating quality leads without dancing on Tiktok, pointing fingers on reels or staring at a blank page and blinking cursor.

Book a 1:1 Complimentary Strategy Session with me

BOOK HERE

RIGHT CLICK TO OPEN IN A NEW TAB

HOW TO GET STARTED WITH ANY OF THESE 13 STRATEGIES

COLLABORATION CURRENCY CODE

Unlocking the 6-Step Cheat Code to Generating Quality
Leads Without Crafting a Single Piece of Content



STEP ONE: CAPTIVATION

The first step in successfully leveraging other people's audiences to build your own is the ability to confidently articulate and express your strengths and unique skills to connect with partners who need what you bring to the table. Remember, even global change makers seek support – your skills can be the missing piece to their puzzle.



STEP TWO: CONSIDERATION

Next is to define the role of partnerships in your marketing strategy – are they for lead generation, brand awareness, or customer retention? And then think beyond the obvious to unearth potential collaborators you might not have considered before. Find partners who not only say yes but are genuinely excited to introduce you to their followers.



STEP THREE: CULTIVATION

Recognize that trust is the bedrock of lasting connections. In a world filled with collaboration requests, investing time in building trust will allow you to stand out. Implement touch points to build threads of connection with your potential partner and avoid the transactional approach – genuine connections require patience and sincerity.

COLLABORATION CURRENCY CODE

Unlocking the 6-Step Cheat Code to Generating Quality
Leads Without Crafting a Single Piece of Content



STEP FOUR: CONVERSATION

With the threads of connection in place, the next step is to initiate a truly meaningful conversation grounded in authenticity. Begin by investing time in researching your potential partner's needs and goals and aligning them with your own intentions and value. Then, craft a compelling pitch that not only grabs their attention but also engages and piques their curiosity, ensuring your message gets opened, read, and replied to.



STEP FIVE: CONVERSION

The fortune is in the follow up. Adopt a cozy connection formula to significantly boost your chances of securing collaborations, showing your commitment without being pushy. And then once you get that coveted "yes," focus on delighting and delivering in your collaborations to turn them from partner to passionate promoters of your brand.



STEP SIX: COMMITMENT

After securing that initial "yes" from a strategic partner, continue nurturing those threads of connection, weaving them into strong and lasting ties where collaboration opportunities can flourish over time. This process begins with a conscious decision to stay connected based on resonance and mutual desire, followed by a dedicated commitment to cultivate and water this relationship for sustained growth.

MORE LOVE NOTES



I'VE FOLLOWED YOU FOR THE LAST THREE YEARS AND WAS AN ATTENDEE AT YOUR VERY FIRST SUMMIT. SINCE THEN YOU'VE GONE OUT OF YOUR WAY TO CONNECT AND BUILD A RELATIONSHIP WITH ME. YOUR INVITATION VIA EMAIL TO WORK WITH YOU WAS SO PERSONALISED BECAUSE YOU'D TAKEN THE TIME TO REALLY KNOW ME ON A DEEPER LEVEL, AND THAT FOR ME, WAS THE CHERRY ON THE CAKE



IT'S HARD TO BELIEVE IT'S ONLY BEEN FIVE MONTHS SINCE I STARTED THIS JOURNEY. I REMEMBER THINKING, 'HOW DO I EVEN DO A SALES CALL?' BUT NOW, I'VE GONE FROM GROUND ZERO TO FEELING FAIRLY CONFIDENT THAT I'M GOING TO HIT THAT \$20,000 MARK THIS MONTH.

I DIDN'T DARE TO IMAGINE THIS LEVEL OF SUCCESS LAST YEAR, BUT HERE I AM, LIVING THE DREAM. THIS IS EVERYTHING I EVER WANTED, AND I JUST DIDN'T KNOW IT. AND ALL THIS THROUGH THE POWER OF RELATIONSHIPS AND COLLABORATION. THANK YOU FOR THIS INCREDIBLE JOURNEY!



THE PROPOSAL I SENT TO THE COMPANY WAS ACCEPTED 100%. I HAD SPACE FOR 20 PEOPLE. 17 SPOTS WERE FILLED INITIALLY, THEN 18 AND I'VE LEFT THE CUT OFF DATE UNTIL NEXT WEEK. WE MAY STILL HIT THE 20! AND AS OF LAST WEEK I HAVE MY FIRST 1:1 RELATIONSHIP MENTORING CLIENT. I HAVE 7 SALES CALLS BOOKED FOR THIS WEEK AND 2 LEADS TO KEEP FOLLOWING UP WITH. I DON'T THINK I COULD HAVE IMAGINED THE GIFT I GAVE MYSELF BY SIGNING UP LAST YEAR. PLEASE KEEP DOING WHAT YOU DO. YOU ARE MAKING SUCH A DIFFERENCE IN PEOPLE'S LIVES AND THEN YOU ENABLE US TO MAKE A DIFFERENCE IN OTHER PEOPLE'S LIVES.





NEXT STEPS

There you have it, the 13 strategies that will make all the difference to your lead generation. These are the very strategies that have helped my private clients hit their next big milestones (like \$100K in a month), create consistent revenue with high quality leads they love, and feel the flow they finally want to feel in their business.

If you're not sure which of these 13 strategies you want to implement first, I'm giving you a special opportunity to talk to me for FREE in a 1:1 strategy call. Normally valued at \$500, we'll get laser clarity on your customized next best steps considering what lights YOU up!

As a marketing agency founder turned mentor and super connector for quietly powerful women, I guide them to actualize their fiercest impact.

Why? Because I believe women are going to heal and lead the world.

[**BOOK A CALL HERE**](#)

RIGHT CLICK TO OPEN IN A NEW TAB

Through connection, collaboration, and community, I help you attract dream client leads and grow your audience (or even build it from scratch!) ***using your unique superpowers and a timeless yet overlooked marketing technique that prioritises yummy human-to-human connection*** and throws hustling, sleazy and misaligned strategies out the window. These strategies have produced outstanding results for both me and many of my clients.

My audience has grown from sub zero to over 15,000 quietly powerful women without a single Facebook live. Lucy generated almost \$100k in a month with no website or sales page. Mara went from start-up to \$20k month with no social media presence.

