

Lead Generation



WWW.NICOLEGAYLE.COM

OWN YOUR LEADERSHIP

WHEN YOU STEP INTO
YOUR TRUE
LEADERSHIP, YOU HAVE
THE POWER TO
GENERATE LEADS ON
AUTOPILOT
-NICOLE GAYLE



Customer Acquisition

Market Research



Lead Magnet

Yes!

Low ticket offer

Yes!

No

Followup series

Yes!

No

Bump offer

Yes!

No

Followup series

Yes!

No

Upsell

Yes!

No

Followup series

Yes!

No

Email Sequence

Retargeting Ads

Facebook Group

Blogging

Custom Audiences



Sales Funnel Checklist

Lead Magnet

- Create lead magnet
- Make landing page for lead magnet
- Connect your lead magnet to your system

Low Ticket Offer

- Create a low ticket offer
- Create a sales page for your low ticket offer
- Direct all successful Lead Magnet sign ups to the low ticket offer page
- Add ultimatum to your Low Ticket offer page (optional)
- Create expired offer page for your low ticket offer (optional)

Email

- Set up a welcome email sequence for your Lead Magnet signups
- Write and set up pitch emails for your offer
- Connect your email sequence to your Lead Magnet signups

Offer

- Set up your High Ticket offer & payment gateway
- Create sales page for your offer

Audience + Offer + Copy

Audience

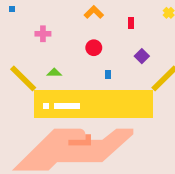


Demographics
Goals
Challenges
Pain

Example:

35 years old
Female
Mother
How to start a blog
How to create a course
Works full time
Needs side income to support family

Offer



Lead Magnet
Low Ticket Offer
Workbook
Bonuses
High Ticket Offer

Example:

Topic: Keto diet
Lead magnet: Keto Plan
Low ticket offer: Keto Meal Plan
Workbook: Keto Challenge Step by step
Bonuses: eBook
High Ticket Offer: Consultation

Copy

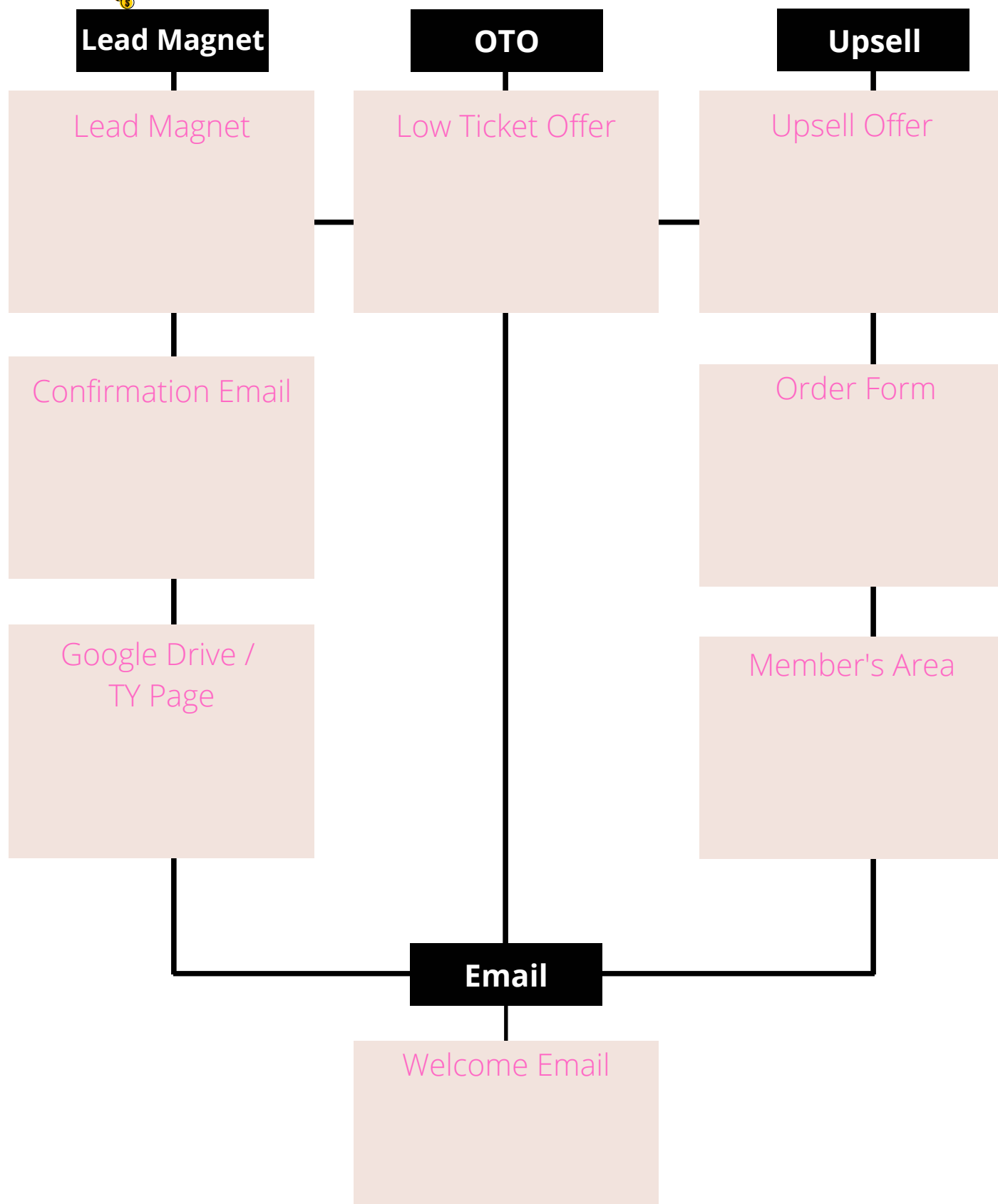


Sales Page
Email Sequence
Upsell Page

Example:

Optin page for Lead Magnet: Keto Plan
Sales page for Keto Meal Plan
Email Sequence to Give Value
Upsell page for High Ticket Offer or Service

Lead Magnet Funnel Map



Lead Magnet Brainstorm

Would you offer a lead magnet? Yes / No

A lead magnet is a visual item or service that is given away for free in order to gather contact details. Digital entrepreneurs use lead magnets to create sales leads.

Below are some suggestions:

- Free Masterclass
- Email Course
- Workbook / Worksheet
- Quiz
- Video Series
- Cheatsheet / Checklists
- Ebook / Playbook
- Excel File
- Resource List
- Trello Board
- Activity
- Your Idea



20 Ways to Promote Your Lead Magnet

1. Add opt-in forms in your blog posts
2. Add opt-in forms in your Home and About page
3. Guest post and link back to your lead magnet
4. Post in Promo threads in Facebook groups
5. Create multiple pins and share on Pinterest each week
6. Schedule these pins to group boards on Pinterest
7. Add it to your email signature
8. Schedule it on Facebook and Twitter
9. Create an infographic and share it on Pinterest
10. Create a specific opt-in page for your lead magnet
11. Add it in your sidebar and footer
12. Add it in your Resources Page
13. Use an exit opt in form
14. Add a welcome mat with your lead magnet or a Hello Bar
15. Add it in your Broadcast email footer
16. Update all your Social Media Bios with your optin page link
17. Run a Facebook ads to your optin page
18. Talk about it in your Podcasts
19. Do Youtube Videos and mention the link in the Description
20. Exchange with other influencers



NEXT *steps*

Get Queens, Clients, and Cashflow for 20% OFF

I'm giving every woman the chance to get 20% off now when you register for the most powerful client attraction and boss lady profits program I've created so far!

Click below to get instant access to the Queens, Clients, and Cashflow Program now!

REGISTER HERE!

You also get a bonus six-figure Bootcamp program when you register now.
Use coupon code: QCC at checkout to get 20% off now

The collage features several digital devices showcasing the program's marketing materials:

- Laptop:** Displays the main landing page with the headline "Join The Queens Clients and Cashflow Group Program Now" and a "Get Instant Access" button. A woman in a pink dress is visible in the background.
- Tablet:** Shows a promotional video with the text "Make this year your cashflow year!"
- Smartphone:** Displays a smaller version of the landing page with the text "Get 20% off when you use coupon code: QCC at checkout."
- Video Player:** Shows a video of the same woman in the pink dress speaking, with a progress bar at 05:33 and a total duration of 58:35.

REGISTER FOR QCC NOW!

thank you!

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RICH BRAND
Powered by Soul

LET'S CONNECT



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