

**LEAD GENERATION MADE EASY - HOW TO GET MORE LEADS  
FOR YOUR CONSULTING/COACHING BUSINESS**

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## INTRODUCTION

Hi,

Thanks for purchasing this guide.

My name is Joseph Philip.

I'm a Lead Generation, Sales Funnel and Email Expert.

I help businesses and service professionals setup automated lead generation systems to help them attract and convert their ideal audience into paying customers.

With over 10 years experience running my own personal business, I have come to discover that having a stream of highly targeted prospects is KEY to succeeding in business.

I started out as a website designer and used to get clients at the initial stage until I discovered that new customers were not coming in.

This made me begin to research how I could get new customers.

I began to apply the results of my research and discovered my business began to improve. This book is a result of my practical application of the things I learnt.

I know your business will benefit therefrom.

If you would like to contact me, please kindly send a mail to [joseph@iamjosephphilip.com](mailto:joseph@iamjosephphilip.com)

Thanks.



## **DISCLAIMER**

Please note that every information given in this guide is for guidance and there are no guarantees whatsoever of the results you will get.

I have achieved great results due to my diligence and willingness to apply the knowledge therein.

Your result will depend on your work ethic, your personality, dedication and other factors within your control. The strategies work only when you work them.

## A WORD FOR THE WISE

### BE EXCELLENT IN ALL YOU DO

I grew up knowing my father as a welding technician who had successfully built a government registered business that manufactured hospital equipment. I remember going to his office after the close of school while I was in primary school. I would first go into the showroom where all the finished products were and admiring them before going into the factory to see how they were manufactured. I would sometimes witness the spray painting of products as well as its finishing where round painted pipes were been screwed to bedside lockers.

This entire manufacturing processes fascinated me a great deal and formed the bedrock of my eventually becoming an entrepreneur. Though I was still a kid, I had begun to appreciate the value of hard work - a critical component of success that I still make use of till today.

Would I call myself an accidental entrepreneur? I guess I could.

I remember one particular incident that took place many years. As at that time, I was now grown and was in the University. My dad took me to one of his doctor clients who had purchased hospital equipment from him. After discussing with my dad, he took us round the hospital wards and pointed to the hospital beds telling me, *"These hospital beds were manufactured 10 years ago and they still remain the same. All we tell your dad to do is to respray them every year."*

Those words remain ingrained in my head till today. The strive for excellence at the things I do and as well as providing qualitative services thus became a part of my life.

There have been times I have failed to live up to the standard of this mantra but I still continue pursuing it time and over again. Whatever business you are therefore engaging in, please make sure your dedication to excellence is top notch - for this is what will distinguish you in the marketplace. This will this be a foundation for a great customer experience with your company.

Happy Reading...

## **CHAPTER 1**

### **LEAD GENERATION BASICS**

#### **What Is A Lead?**

A lead is any person who indicates interest in a company's product or service in some way, shape, or form. A lead is someone who has personally indicated interest in your products or services by engaging with your content or has opted in to your email list.

Many individuals and companies miss it here. They purchase email database of contacts and begin to blast emails to them. It does work sometimes that I can tell you but to be candid with you, it's not as effective as you having the customer being interested in what you have to offer and contacting you in order to do business with you.

The transition from a stranger to a customer is much more natural and beneficial when that stranger initiates a relationship with you by showing an organic interest in your business.

This is why it is very essential to have a lead generation system in place so that you can be able attract the right kind of persons to your business.

#### **What Is Lead Generation?**

Lead generation is the process of attracting and converting strangers and prospects into someone who has indicated interest in your company's product or service.

Lead generation is simply the art of creating a system of acquiring prospects who are highly interested in your business - services or products.

Simplifying it further, lead generation is getting more people to ask about your business on a constant basis.

The internet has helped businesses in this time of ours. It has helped businesses that could not afford the huge budget for advertising that bigger businesses have, play on the same field and level. This has emboldened such small businesses to compete favourably and service hidden segments not seen by the big firms.

From research, I have come across companies that started out with just one person or group of people with little finance backup become global companies.

Some examples include Air b'n'b, Uber, Taxify, etc.

This has been made possible by their unique ability to attract the right kind of people they want their business to serve.

As it is presently, you also have what it takes to generate highly targeted leads for your business right now.

So, let's get into the nitty gritty of this book.

## CHAPTER 2 CRAFTING YOUR IDEAL CUSTOMER PROFILE

The first place where many businesses miss is that they don't define who their customers are before they start selling.

In the course of my consulting sessions over the years with some business owners, one major recurring answer when I ask them who their customers are is this; *"Everybody. You know, it's everybody that needs our products/services."*

I immediately let them know that that assertion is simply false.

By the time I begin to drill down with some probing questions about their products or services, their eyes become open to the fact that they had totally gotten it wrong from the beginning as they were promoting their products to just everybody. This had led them to frustrating sales experiences.

Look, your business is not for everybody. You need to be able to know who your products or services are meant for.

- You need to understand their pain.
- You need to understand their frustrations.
- You need to know their aspirations.



- You need to know what makes them happy.
- You need to know if they have the purchasing power to afford your products or services.
- You need to know their language.
- You need to know the conversation already going on in their minds.
- You need to know what they tell themselves.

All these are key to generating highly targeted leads for your business.

To help you further, here are 12 questions you need to take time to diligently answer.

I will advise you to take time as well to answer these questions. You might need to do some Google search or alternatively go to [www.quora.com](http://www.quora.com) and get answers.

***Here are the questions:***

1. Where does my avatar hang out?
2. What websites do they go to?
3. What do they read?
4. What do they watch on TV?
5. What do they do in their free time?

6. What are their goals?
7. Who are their heroes?
8. Who are their enemies?
9. Who do they want to please?
10. Who are they responsible for?
11. Who might they let down or fail?
12. What keeps them up at night?

**FREE VIDEO TRAINING ON SETTING UP YOUR IDEAL CUSTOMER PROFILE**

Go watch this video --> <https://www.youtube.com/watch?v=4b4nX6aNsiM> for more indepth training and explanation on creating your ideal customer profile.

## CHAPTER 3 UNDERSTANDING THE VALUE LADDER CONCEPT

### What Is The Value Ladder?

The value ladder is simply a long-term approach at building your business and taking your prospects through different levels of products/services offerings at successive higher levels.

This is very important in business because it makes you look at your business in a wider perspective than just the initial product or service you are selling.

Study the image below:



Let me give you a practical example of what I mean.

This ebook in your hand is a MVP (Minimum Viable Product) created by me to enable you taste the quality of the value I have and can help your business with. This MVP is lowly priced at the amount you purchased it so that the barrier to paying for my higher priced products/services with higher value for you is highly reduced.

I am not stopping at just selling this ebook to you. I have other products/services I know will benefit you. This ebook is just the first step in the value ladder I have created for my business.

At the end of this ebook, you will see my other products/services that are pricier than this one. Because you have purchased this ebook, it makes it easier for me to qualify you as a buyer who will also be interested in taking up my other offers.

For some businesses like coaching, consulting, you can have your value ladder structured this way;

***Free ebook/course >> MVP >> Group Coaching >> Mastermind Class >> One-on-one Training or Done-For-You Offers.***

The goal is to move your targeted leads from one level of service to another with increased value and prices.

I have seen some practical value ladders in the online space structured like this - -

- *Free WhatsApp Training Class >> Lowly Priced WhatsApp Training >> Higher Products Offerings.*
- *Valuable Twitter Threads >> Low Priced Ebook >> Group Coaching >> One-on-One Coaching >> Done-For-You Services*

If you sell products, you can also have a value ladder. Rather than just focus on just selling one product, think of other complementary products you can sell that have perceived value increase than the initial one you are selling.

#### **FREE VIDEO TRAINING ON THE VALUE LADDER CONCEPT**

Below is a video link explaining in details what a Value Ladder is.

<https://www.youtube.com/watch?v=bmV-CrShqSA>

#### **Assignment:**

After you are done watching the video, create your own value ladder for your coaching/consulting business.

## CHAPTER 4

### LEAD GENERATION STRATEGIES

Some years ago, we wanted to generate highly targeted leads for our website design business.

So this was the lead generation funnel/strategy I designed:

***Highly Engaging Blog Post >> Website Design Promo Offer >> Digital Marketing Offer.***

It was as simple as that.

So, I wrote the blog post titled “**4 Reasons Why You Need An Online Presence.**” I made sure the article was highly valuable and engaging.

At the end of the article, I now wrote about our website design promo offer. With this article ready, I posted them in relevant Facebook business groups where the admin of the groups allowed such.

Since my article was not an outright sales advert but one that added value, it had good engagement and I got clients from there - some of whom have become my friends.

With the results we got, we went over to a business directory and I instructed one of my staff to send the article to business owners on the platform.

He did a lot of sending and we did get clients with us selling our digital marketing offer to them.

Therefore, your lead generation strategy doesn't have to be complicated.

Once you know where your ideal clients gather, go there and put your lead generation promotion right before their faces.

Here are 7 lead generation strategies you can implement right away in your business:

1. **Incentive-Based Referral System** – Let people (friends, recent customers, etc) refer you to others who need your services for a commission. I have personally implemented this technique to generate new leads for my business and it works.
2. **Use Social Media Paid Advertising** – Go beyond just organic reach for your brand on social media, use paid advertising. It's one easy way of reaching your target audience faster.

I personally use this method and can tell you that it works. However, if you don't know how to do it, you'll simply waste your money and have your fingers burnt.

3. **Create Whitepapers for Download** – I implemented this for a management consulting and training firm. A white paper is an eBook which shows your specialized knowledge. It helps you to be seen as an authority in your field. With your landing page setup, you can give out this white paper in exchange for the contact details of your prospects.



4. **Hold Seminars/Webinars** – This is a very effective lead generation strategy. I used this a lot when I had a Facebook group. I would organize online trainings and teach people for free. This shot up my expert status and made it easier to land paid deals within that group.

You can even create WhatsApp trainings just as many are doing today and teach your expertise for free. With your knowledge of the value ladder, you can now upsell them to a paid training, product or service.

5. **Add a Live Chat Feature on Your Website** – According to fundera, “In a recent study, 44% of respondents viewed a website’s real-time chat function as one of the most important features of an ecommerce page. Better yet, 63% said they were more likely to return to a site that had a live chat function, and 62% were more likely to be a repeat customer.”



6. **Host an Expert Chat** – You can do this via facebook live, Instagram or a live tweeting session on Twitter. This is a very effective lead generation strategy as it shows off your authority in the subject matter.
  
7. **Start a Newsletter** – Constant communication with your prospects is one of the key methods to converting them to paying customers. You can do this by giving them a compelling reason to opt-in for your newsletter where you share valuable content that will help them solve their problems.

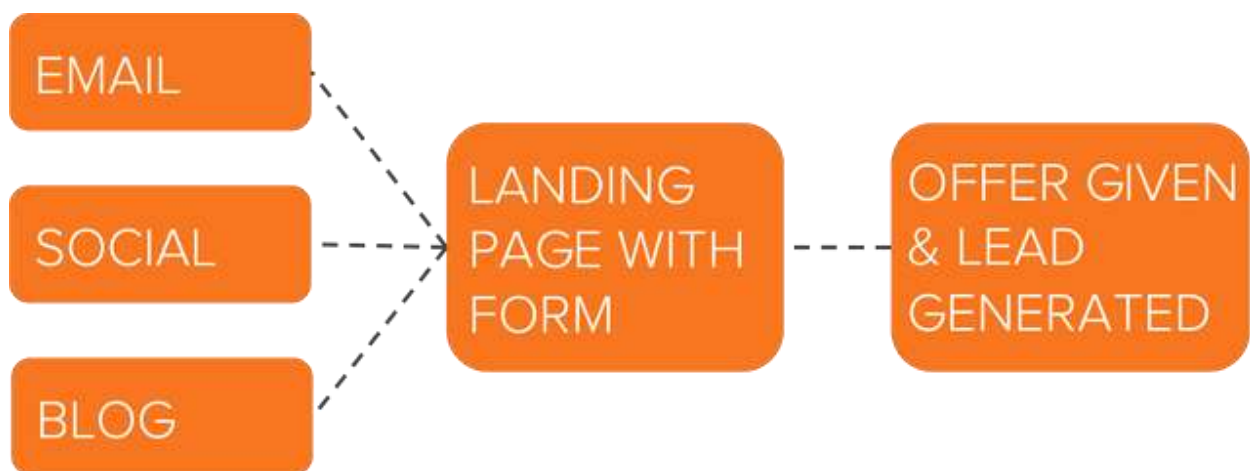
This builds trust and once this is established, it makes it easier for them to give you their money.

## CHAPTER 5

### COMPONENTS OF A LEAD GENERATION SYSTEM

The kind of business you do will determine to a large extent the type of lead generation system you will put in place.

Where your customers also gather (*if you answered the 10 questions in creating your ideal customer avatar, you should know this*), also determines how you structure your lead generation system.



The following are the components of a basic lead generation system:

1. Traffic
2. Lead Magnet
3. Landing Page
4. Email Autoresponder Service

**Traffic** – You need a platform to drive people to your lead generation system. Some of these platforms include: facebook, Instagram, Whatsapp Status, Facebook Stories, Instagram Stories, Pinterest, Twitter, LinkedIn, etc.

Your traffic source is highly dependent on knowing where your ideal clients converge. You don't just use any platform because you hear people say you can get clients there. No, you've got to drive traffic to your lead generation system with the knowledge that your ideal clients are on the platform you decide to use.

Facebook ads is a good source of driving traffic to your lead generation system as it enables you to target the interests of your clients thus allowing you place your offer before them.

**Lead Magnet:** A lead magnet is an essential part of your lead generation system. It is an incentive that individuals or businesses offer to prospects or potential buyers in exchange for their email address or other contact information. ***If you want to generate leads online, then your business needs a lead magnet. Period.***

Various types of lead magnet include: checklist, cheatsheet, swipe file, scripts, toolkits, resource list, templates, planner, worksheet/workbook, recipes, tutorial, mini-course, ebook, etc.

## What Are The Things That Make A Lead Magnet Effective?

According to Hubspot, here are 7 things that make a lead magnet effective:

1. *Solves a real problem* – if your lead magnet doesn't solve a real problem that your customer avatar has, or if it doesn't give them something they really want, it won't work at all.
2. *Promises one quick win* – your lead magnet should promise (and deliver) one quick win for your avatar. In other words, it should help them to easily achieve something.
3. *Super specific* – don't create a lead magnet about something general. The more specific you are about the benefit of your lead magnet, the better it will convert leads.
4. *Quick to digest* – PDF checklists tend to convert really well because they are so quick and easy to digest. EBooks or lengthy reports may make your prospects feel overwhelmed.
5. *High value* – your lead magnet should have both high perceived value and high actual value.
6. *Instantly accessible* – your lead magnet will work best if it is something that can be delivered right away. People love instant gratification.
7. *Demonstrates your expertise or UVP* – when someone consumes your lead magnet, it should demonstrate your expertise or your unique value proposition. This helps turn leads into customers down the road.

**Landing Page** – A landing page is simply a page on a website that has one major goal – to capture leads and nothing more.

Click [HERE](#) to see an example of what a landing page is.

**Email Autoresponder Services:** For your lead magnet to be delivered after people have opted in via your landing page, you will need an email autoresponder service to deliver it. The autoresponder services I currently use are: aweber and getresponse. Others include: convertkit, mailchimp, convertkit, constant contact, etc.

This email autoresponder apart from delivering your lead magnet to the prospect also helps you automate your follow-up emails so that you can further provide value and building a viable relationship with your prospect thus enabling you to convert such prospect to a buyer.

These four components work hand in hand to ensure you have a good lead generation system in place.

### **FREE VIDEO TRAINING:**

How To Setup An Email List Using Getresponse

<https://www.youtube.com/watch?v=FITWQILjUgo>

## **MY OFFERS**

If you desire me to help you setup a lead generation system that will attract your ideal clients, please click [HERE](#) to book a FREE 60 minutes Business Growth Call with me.

In conclusion, I know this book has been of immense benefit to you as it has changed your perspective about what lead generation is and how you can implement it for your own business growth.

The onus lies on you right now to implement all you have learnt in the course of reading this book.

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Here are some of my courses that I know will be highly beneficial to you.

- 1. Professional Ecover Design Mastery Course** – In this video training course, you will learn how to design professional ecovers right from the comfort of your home and make money offering the services to others. [Click here to learn more.](#)



To make payment for the above training course, please send a mail to [joseph@iamjosephphilip.com](mailto:joseph@iamjosephphilip.com) and I'll send you my paypal address to send your payment to.

## **2. Email Marketing Mastery – How To Use Email Marketing To Grow Your Business**

According to recent research, email generates \$38 for every \$1 spent, which means it produces an astounding 3,800% ROI, making it one of the most effective options available for attracting and growing any business.

Having helped clients make 6-figures from email marketing, I have learnt what works and what doesn't via various methods. What you'll learn in this course is strategies that are working – which you can also apply in your business as well to get good results.

It doesn't matter if you are into real estate, interior decorations, fashion, coaching, consulting, or any other field, email marketing will work for you.

GO HERE → <https://www.iamjosephphilip.com/single-course/email-marketing-mastery-how-to-use-email-marketing-to-grow-your-business/>

3. Schedule a free 60 minutes Business Growth Call where I help you dissect your business, help you deal with any mindset serving as an obstacle and advising you on what you need to do to move to the next stage.

Please click [HERE](#) to book now.

## **CONTACT DETAILS**

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