

WOMEN'S PROSPERITY NETWORK  
**3-DAY CHALLENGE**

# LEAD GENERATION

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USING AI (CHAT GPT)

# LEADS

loading.



NANCY MATTHEWS

# DAY 1

## Who You Serve (Ideal Client Avatar)

We begin by identifying the type of leads you want to generate. This means getting crystal clear on your ideal client's wants, needs, desires, secrets and hidden agendas so that you know exactly what to say to have them WANT to talk with you (and only you.)

***“The key to successful marketing is to know your customer so well that your product or service sells itself.” ~ Peter Drucker***

Get clear on who you are, how you serve and who you serve:

I am a \_\_\_\_\_ (your professional title, area of expertise)

Working with \_\_\_\_\_ (who you serve)

The problem(s) I solve \_\_\_\_\_  
\_\_\_\_\_  
(keep to 2 or 3)

The solution your client is seeking \_\_\_\_\_  
(the end results/transformation they desire).

# DAY 2

## Creating Engagement on Social

Now that you know who they are, we focus on finding out where they are and what to post on social media so that you stand out from the crowd.

Today is about creating content that gives your audience the opportunity to ENGAGE with you.

Step 1: Where does your ideal client spend most of their time:

- Facebook
- LinkedIn
- YouTube
- Instagram
- Tik Tok
- Pinterest

Note: Select 1 or more from the above list as the tone and type of content shared is different on each platform.

You can create content for more than 1 platform, you will need to be specific on which platform when you enter your prompts to ChatGPT.

# DAY 3

## Converting Leads to Happy, Paying Customers

Now that you've generated leads, it's time to move them to the next level of working with you so that you can help them get what they want (and you get paid!)

The next step is getting them to be in conversation with you. We'll cover how to get them to book with you through:

- Social media posts
- Email campaigns
- Text messages
- Phone calls / messages

Next, be prepared to receive!

- Clarity on your offers and benefits
- Easy ways for them to pay you
- Confidence, Conviction & Commitment



**DOTTY SCOTT**

## **CASE STUDIES:**

# **My First 6-Figure Year!**

Following the systems, guidance and coaching from Trish and Nancy, I'm thrilled to say that after many years in business, I had my first 6-figure year 2 years ago and since then, my income keeps increasing.

***Created Digital Products for  
Passive Income PLUS a  
Recurring Monthly Membership***

**PremiumWebsites.net  
AskDotty.com**

## **More Clients At Higher Pricing**

Since stepping into coaching and taking the sales training, I'm enrolling more clients (at the highest investment) with ease. Every time I've invested and worked with WPN my business has increased and they always show up for me.



**STACEY MURPHY**

**TheVixenAcademy.com**



[WomensProsperityNetwork.com/course-momentum](https://WomensProsperityNetwork.com/course-momentum)

## MEMBERS SUCCESS SPOTLIGHT

*Are you ready to be  
featured as the next  
Success Spotlight?*

*Step into Momentum  
Today!*

*Rita Thomas*



*10 Months to Big Success!*

For 12 years I wanted to earn enough to quit my job and be full time in my own business. Within 10 months of being in Momentum I did it!

*Debby Montgomery-Johnson*



*I got the courage to share  
my story at WPN ...*

And now I've been featured on Dr. Oz, Tamron Hall, Mel Robbins, CBS and so much more!

*Laura Barker, JD*



*Created a \*brand new\* 6-  
figure business!*

That's right! I came to WPN to grow an existing business and Nancy & Trish saw a goldmine I was sitting on that I had been giving away for free.

[WomensProsperityNetwork.com/course-momentum](https://WomensProsperityNetwork.com/course-momentum)



## WOMEN'S PROSPERITY NETWORK

# WPN

Women's Prosperity Network was founded in 2008 by three sisters (yes, real blood sisters!) with the intention of creating a new type of networking for women. Women networking within a framework of a continuing community of support, education and advancement in their personal and professional lives.

Through our online and offline resources and our signature mastermind formula, "Brilliance, Brainstorming & Breakthroughs" women come together in the spirit of collaboration and cooperation, with a commitment to excellence and sharing their gifts and talents. The success of Women's Prosperity Network is directly related to the success of our members

### THE SISTERS

**Trish Carr**

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**Nancy Matthews**

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**Susan Wiener**

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**Next Steps:**

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