|  |  |
| --- | --- |
|  | **A close up of a sign  Description generated with very high confidence** |

**Generate Leads, Fill Your Pipeline**

**My PRIMARY Medium of Communication to Generate NEW LEADS Will Be:**

(Where I will FIRST share my content – then re-purpose to other platforms & my existing email list)

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Instagram Stories |  | Facebook Live |  | You Tube |
|  | Podcast |  | My Blog |  | LinkedIn |
|  | Pinterest |  | Twitter |  | Other |

**I now commit to share content with the following frequency**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Daily |  | Weekly |  | 2x Month |  | Monthly |

**My intended goals … aligning with the four stages of the customer journey are:**

|  |  |  |
| --- | --- | --- |
| **Awareness** |  | Build Brand Awareness |
|  |  | Increase followers |
|  |  | Increase social awareness |
| **Engagement** |  | Increase shares and / or likes |
|  |  | Polls – to find out what audience wants / prefers |
|  |  | Receive input (people love to share opinions and ideas) |
| **Conversion** |  | Increase email list (opt in for free item) |
|  |  | Get discovery calls scheduled |
|  |  | Buy products / services |
| **Customer** |  | Get reviews / testimonials (FB, YouTube, Google, Yelp, other) |
|  |  | Announce new product and/or sale |
|  |  | Get Referrals |

**Note:** Be prepared! List below the website pages you will be directing people to go to:

|  |
| --- |
|  |
|  |
|  |

**Let’s talk about hashtags. First … Why Hashtags:**

* Get your content in a users’ feed even if they don’t follow you. And if you’re sharing great content and tagging it with relevant hashtags, many of them will start following you.
* It helps to categorize your content
* Build your brand by engaging in conversations that are trending.
* Tips on finding good hashtags
  + Check out what your competition is using
  + Use hashtags influential people in your industry are using
  + Use Instagram’s search function

**Come up with a list of up to 30 hashtags so that you have them ready to go.**

Research shows posts with 9 hashtags receive the most engagement

*Read this article for specific insights and selection of your hashtags*

*►* [*https://blog.hootsuite.com/instagram-hashtags/*](https://blog.hootsuite.com/instagram-hashtags/)*)*

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**In addition to sharing my own content, I will also utilize the following lead generation strategies:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Speaking to Groups  (my own events) |  | Speaking to Groups  (others’ events) |  | Write Articles  (for other sites) |
|  | Interview Others  (i.e. Summits) |  | Network / Attend Events |  | Press Releases |

**Suggestion:**

Pick one new lead generation activity per quarter and FULLY implement the strategy. For example if you next choose Speaking to Groups (others’ events) your implementation strategy would be:

1. Have the title for your ‘signature talk’ ready
   1. Create 2 to 3 variations so you can meet the needs of the particular group
2. Have your bio (100 to 200 word max) and headshot ready to share via email
3. Search for groups, businesses or organizations that serve your ideal demographic
4. Commit to make 2 to 6 new contacts each week inquiring about speaking (bringing value)
5. Have a follow up system (these things take time … anywhere from 3 to 12 months to get booked to speak).