How to Increase Leads and Grow Profits by 30% in 90 Days! a Bicycle!

And 5 Costly Mistakes to Avoid - It’s as Simple as Riding

Presentation Worksheet Pack
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1) What marketing effort have you tried and failed at? ___________________
___________________________________________________________________

2) List why you think they didn’t work. ________________________________
___________________________________________________________________

3) What Are Symptoms of Poor Lead Generation? _______________________
___________________________________________________________________

4) What does your payoff look like if you succeed in Lead Generation?_____
___________________________________________________________________

5) What are the 4 key elements to business success?_____________________
    1. First, the key to _______________________ is______________________.
    2. The key to _______________________ is______________________.
    3. The key to _______________________ is______________________.
    4. The key to _______________________ is______________________.

6) What Do You Really Want from Your Marketing?_____________________
___________________________________________________________________

7) What Do Businesses Find Challenging about Lead Generation?_________
___________________________________________________________________
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8) What are your business goals?
_________________________________________________________________
_________________________________________________________________

9) S.T.A.T.T.A.C. – This list is an acronym for...

S. ________________________________________________________________

T. ________________________________________________________________

A. ________________________________________________________________

T. ________________________________________________________________

T. ________________________________________________________________

A. ________________________________________________________________

C. ________________________________________________________________

10) S.T.A.T.T.A.C. Principle #1: _______________________________________
    • Can you quickly list your strategy for generating leads? ______________
    • __________________________________________________________________
    • Who is your target audience? _________________________________________
    • __________________________________________________________________
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- Which digital technologies are included?
- ________________________________

- Do you have a means of qualifying, capturing, nurturing, and convincing potential clients? ________________________________

11) S.T.A.T.T.A.C. Principle #2: ________________________________

List 4 things to narrow down your target audience:

1. ________________________________
2. ________________________________
3. ________________________________
4. ________________________________

12) S.T.A.T.T.A.C. Principle #3: ________________________________

13) S.T.A.T.T.A.C. Principle #4: ________________________________

- Tactics for Qualifying:
- Tactics for Capturing:
- Tactics for Nurturing
- Tactics for Convincing

14) S.T.A.T.T.A.C. Principle #5: ________________________________

15) S.T.A.T.T.A.C. Principle #6: ________________________________
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16) List the 3 components of the Marketing Message.
   • It must be _____________________________________________________
   • It must be _____________________________________________________
   • It must be _____________________________________________________

17) What are the 5 Reasons Lead Generation is Like a Bicycle?
   1. Reason #1 _____________________________________________________
   2. Reason #2 _____________________________________________________
   3. Reason #3 _____________________________________________________
   4. Reason #4 _____________________________________________________
   5. Reason #5 _____________________________________________________

18) What are 4 ways to find a 30% improvement in leads?
   • If we find _____________________________________________________
   • If we find _____________________________________________________
   • If we find _____________________________________________________
   • If we _________________________________________________________

19) What are the 5 Costly Mistakes to Avoid?
   1. Not ___________________________________________________________
   2. Not ___________________________________________________________
   3. Not ___________________________________________________________
   4. Not ___________________________________________________________
   5. Not ___________________________________________________________
20) What can you do to improve your business today?

___________________________________________________________________

21) What can you do today?

___________________________________________________________________