



LEAD GENERATION

THE ELIXIR OF SALES

Elixir: “a substance held capable of changing base metals into gold”

JOB 1

- Strengthens you
- Builds cash flow
- Weakens your competition
- Builds your brand
- Gives you options
- Gives you time to fix other problems.



LEADS: SIGNAL OF INTEREST

- Get Attention (Speak to their PAIN)
- Gain Interest (You have a proven SOLUTION)
- Build Desire (EASY way to taste it)
- CTA - Secure their “Signal of Interest”
 - Calendly
 - Webinar (Fascinating case study would be better)
 - Quiz





|| 🔊

GREAT



Stan_

How They Tricked People Into Eating Potatoes
0:00
Original Sound



160K



Dislike



3,050



Share



Getting Folks to SIGNAL THEIR INTEREST

- Clarify the PROBLEM (pain) you solve and WHO you solve it for
- Determine HOW you will attract interest
- Let them taste your secret sauce (not your leftovers)
- Determine your delivery mechanism
- Give it a NAME and make it visually appealing and relevant
- Make it EASY to consume (i.e. Quiz is easy)
- Build in NEXT STEPS so they can get more from you.



Cool time-lapse of the road construction in Akron

2019

2024

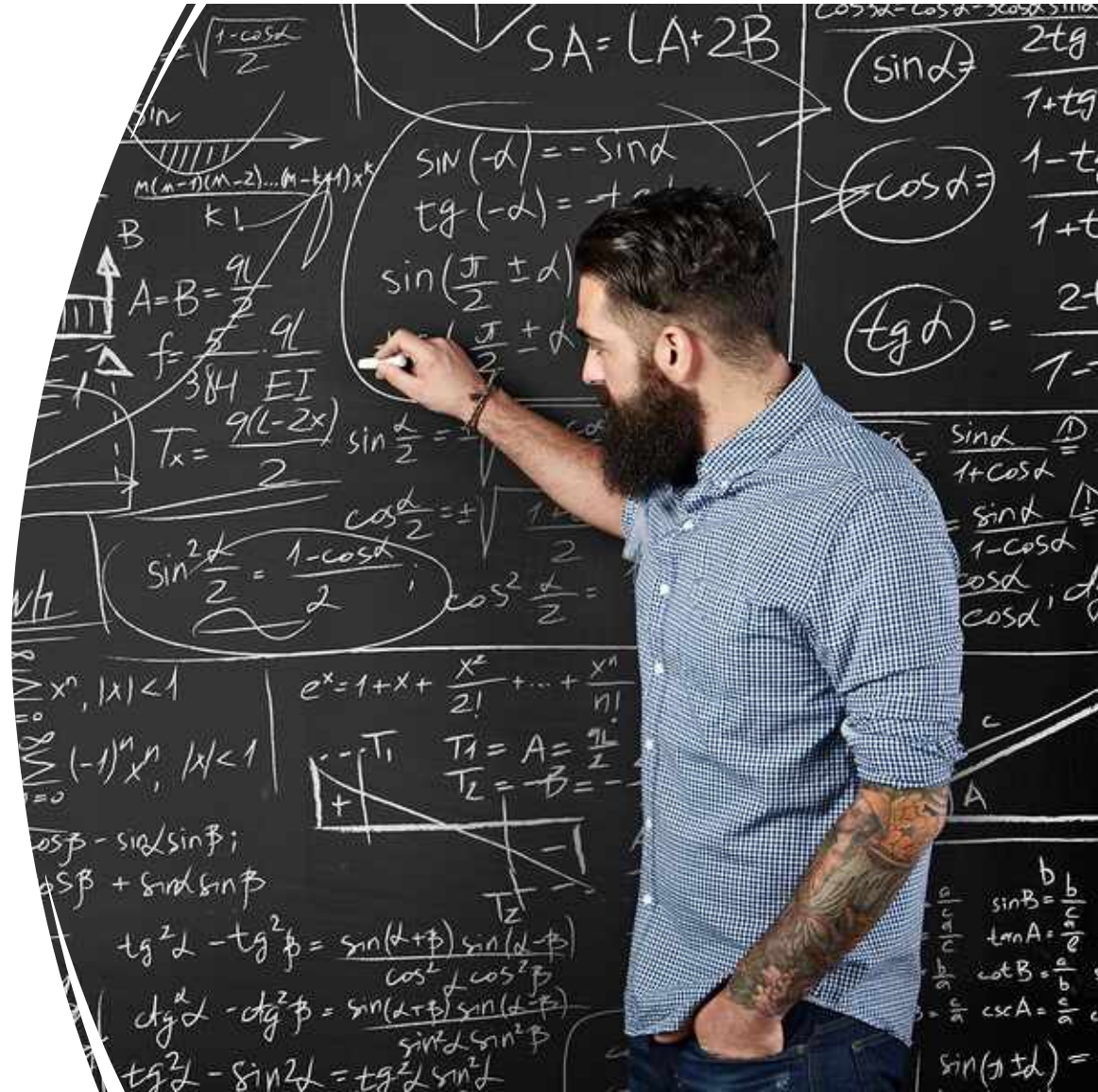


BASICS

- WARM AUDIENCE (know and like you)
- COLD AUDIENCE (strangers)
- 1 TO 1
- 1 TO MANY
- FREE
- (1.8 million impressions and 85,000 engagements since Saturday)
- PAID

OFFER FORMULA

- **P**ain: The problem you solve
- **O**utcome: The ideal outcome
- **E**ffort: The cost of time and treasure
- **T**imeframe: How long will this take?
- **S**uccess: Will this work for me?





HOW JESUS DID IT...

(Matthew 11:28-29)

- **P**AIN: *“Come to Me, all you who labor and are heavy laden,”*
- **O**UTCOME: *“and I will give you rest.”*
- **E**FFORT: *“Take My yoke upon you and learn from Me,”*
- **T**IME: *“For I am gentle and lowly in heart, and **you will find** rest for your souls.”*
- **S**UCCESS: *“For My yoke is **EASY** and My burden is **LIGHT**.”* (make it easy)

