

# How To Capture, Follow-Up and Convert Leads In 3 Easy Steps.

Discover what your competitors don't know yet!



by Tania Jones

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"You are out of business if you don't have a prospect" Zig Ziglar

Which of the following statements sound familiar to you?

Do you choose between marketing for new clients or servicing existing ones?

Do you struggle to be consistent in either area?

You know you need to do both; and do them well and consistently...

... but when you're looking for new clients you're not giving your all to the existing ones.

And if you're giving all your time to existing clients, then you can't be out finding new ones?

OR CAN YOU?

*What if you had a proven framework that could do this AUTOMATICALLY without you having to sacrifice either area of your business?*



# "TYPICAL SALES PROCESS"

and the consequences for your business

1

Typically, people invest money in different ways to attract leads to their business.



2

A percentage of those random leads will then become prospects in a sales process.



3

Those prospects who go through that process and buy, then become your customers.



Did you know that at each stage in that process, you are throwing away ,  
**LEADS, PROSPECTS** and **CUSTOMERS**?

Discover how this framework will enable you to avoid this happening.





**1**

**Why you are losing leads?**

Not everyone who visits your website is ready to buy at that moment in time. If you're not capturing their information, then those leads are lost.

**2**

**Why you are losing prospects?**

Ask yourself how many times do you follow-up with prospects? Do you only follow-up with 'hot prospects'?

A large portion of small businesses only focus on those prospects they believe are ready to buy, so they forget about the ones that aren't. But that sales process is where a lot of your prospects are being lost.

**3**

**Why you are losing customers**

Generally, when a customer leaves and goes to a competitor. It's not the cost that causes them to leave. It's indifference. It's because you haven't kept in communication and that they don't feel cared about. They don't feel you're interested in them.

You are losing traffic at the very beginning, because you don't capture their information. Losing more in the sales process, because they're not ready to buy and losing customers, because you're not showing them enough love and showing interest in what they need. Minimizing these lost opportunities with a framework will free up your time and give you a better quality of lead. The key to success is to keep in touch with people through the engagement, sales process, and then look after them when they become customers.



# Customers

How to **KNOW** who your ideal customers are.

So as a business owner, you have big dreams when you set up your business. You want everybody to know about your products and services. It's very easy to waste a lot of your initial money, trying to attract as many people as you can to your business. It's very hard to get noticed and you may find you don't have the interest level you anticipated.

You can spend money on flyers, websites, advertising, social media, but how do you actually get to the people who are going to buy from you.

This is why it's very important to understand and to know who your ideal customer is.

What are their goals?

What are their values?

What challenges do they face?

What are their emotional triggers?

Who do they admire?

What are their objections?

What books and magazines do they read?

What blogs and websites do they follow?

Do they go to conference events?

Who are the specialists they follow?

What pains and difficulties, do they have?

What is their family life like?

You really need to get that level of clarity for your ideal customer. If you get that right at this stage, it will make all of your marketing and your sales process so much easier.

If you'd like a copy of the workbook we use here at Solofusion to help guide our clients identify their ideal customers you can

[download the  
workbook here.](#)



## How to attract interest and generate leads.

So, having worked out who your ideal customer is the next step is to look at how you generate leads. How are you going to attract interest from those potential customers that are out there. For this you need to look at where they hang out, and be in that same place. Are they at networking, on social media, attending online groups or local business events?

But wherever they are, you need to be there too,

and

be offering them things that are going to be of interest, and are relative to them.

Think about what their goals are, what mistakes do you help people to avoid. What is it they want to learn.

By answering those questions alongside your Ideal Customer, you will then be able to attract enough interest that you can then capture their information.

In collecting those leads. You need to encourage them in some way to sign up. You want to get their contact information such as email address and perhaps their phone number. Then use that information to keep in touch with them.

Think, what will be of most value to them that demonstrates your ability to help them? Is it reports. Is it coupons, a webinar, an ebook, a free trial, a contest, a challenge, a checklist.

# CONTENT STRATEGY

There are numerous ways to try and encourage people to sign up. You need to be producing relevant, interesting content that helps or educates them and builds trust in you.

So no matter what you choose, whether it's an E book, a free trial, or a first chapter of your book, the product has to be something that is of value to them and interests them.

That will encourage them to sign up and keep in touch with you.

In return, you get access to their email address, and the opportunity to start a relationship with them.

## So, how do you choose what to create?

Well, before you start creating content, you need to consider strategically what is going to help you convert these leads into customers. So we've looked at the target audience. You now need to think about what that offer is going to be and finally, you need to plan what your follow up is going to be after they have signed up.



**Take Jane, for example,** a parenting coach we worked with to automate her lead generation and follow up process. Her lead magnet was a video offering a number of parenting tips to help worried parents calmly help their young children deal with coronavirus.

She followed up with a number of short emails pointing to other tip based videos before offering her introductory online course to turn them into a paying customer. She is now offering a monthly coaching programme to those parents who have completed her online course.

## What would your ideal customers truly appreciate and value?

checklist.  
cheat sheet  
case study  
quiz,  
video

webinar.  
ebook or a guide,  
white paper  
mini course  
flash sale

free sample  
Demo  
Consultation  
Contest entry  
Work examples



"The fortune is  
in the follow up"  
Jim Rohn



This is the REALLY POWERFUL part

Now the final part of these three techniques is about managing your prospects.

Having been through the process of identifying who you want and attracting them, the final part is managing them and looking after them.

So there are three things that you need to do.

You need to nurture those prospects and prepare them to buy.

You need to organize the people that you've captured. You may want to segment those leads into different categories.

Finally, you will need to keep in touch to build that important relationship.



Keeping in touch can be giving them information, making them offers, or publishing posts on social media

When you first start out in business, you might have a database or use Excel.

There is a myriad of CRM (customer relationship management) software that's available on the market. Everything from very simple CRM and email systems like Mailchimp through to very robust systems such as Keap, with advanced features that allow you to tag, invoice and schedule appointments.





So the final piece is how you manage your prospects. For that you need the right system in place. Before you select a system you need to really define what your strategy is going to be so you get the right system for you.

It is important to start with the strategy so that the business dictates what functions it needs from the system rather than the system being shoe-horned to fit.

Depending on how much you want the system to do for you, whether its a simple email system or whether it's a full blown automation you can grow into as your business expands; you need to start with the end in mind ( thanks Richard Covey)

I could sit here and talk all day about this topic as it's precisely what we specialise in here at Solofusion. However, the best way is to see a system in action and see how it can be tailored to your specific business needs.

Discover how automation can help you grow and scale your business



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