



LEAD GENERATION

Lead generation is the process of attracting and converting website visitors into potential customers by capturing their contact information. **The ultimate goal is to nurture these leads into customers through various marketing strategies.**

Build a downloadable document on your website to help people understand the benefits of your services or products, and most importantly **as a a tool for your lead generation.**

When you can **successfully capture leads from your website,** the value of your social media traffic (and all traffic for that matter) **increases substantially.**



CHECKLIST:

Do you have a email sign up on your website?	
Do you have a lead form for qualifying quality leads?	
Have you created a word document that: <ul style="list-style-type: none">• has a strong introduction• talks about solving your potential client's problem / need• outlines your proposed solution / service• highlights your scope of work• discusses expected outcomes• has specific case studies• outlines your costs and pricing• has a CLEAR call to action	
Have you created a Scope Document in Canva using the above content?	
Have you uploaded your lead form to your website to capture emails in return for the scope document?	
Are you consistently directing your calls to action (on social media and on your website) to download your scope document?	





What Actually is Lead Generation?

Lead generation is the process of identifying, attracting, and converting potential customers (leads) into individuals or businesses **who have expressed interest in your products or services.**

By focusing on a targeted audience, lead generation ensures that marketing efforts are directed at people already interested in what the business offers, making these efforts more efficient.

These leads should be nurtured and followed up with the goal of **eventually converting them into paying customers.**

Leads are the foundation of your sales funnel. Without consistent lead generation, a business will struggle to grow and maintain a steady flow of clients.

With more qualified leads in the pipeline, **the chances of converting them into sales increase**, directly boosting revenue.

HOW DOES LEAD GENERATION WORK?

Attract

Use various marketing channels (e.g., content marketing, social media, paid ads, SEO) to attract potential customers to your business. This can be through a website, social media, email campaigns, or other digital platforms.

Capture

Once you've attracted potential customers, collect their contact details through methods like forms, surveys, or scope documents.

Nuture:

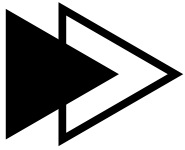
Build relationships with leads by offering valuable content, personalised communication, or automated follow-ups to keep them engaged.

Convert:

The final step is to convert the lead into a customer by guiding them through the sales process, often involving offers, calls to action, and further engagement.

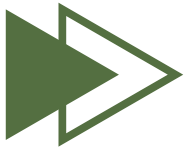
WHY IS IT IMPORTANT?

Clarifies Services



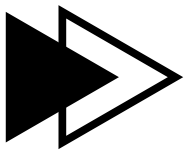
It helps the business define and communicate what services or solutions they provide. This clarity helps avoid confusion and ensures that the right message is delivered to the right audience

Educates Prospects



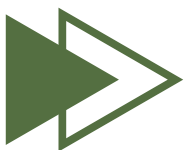
By detailing the process, benefits, and expectations, it educates potential clients about what they can expect, reducing uncertainties. Potential customers gain a better understanding of how the business operates and how its solutions can address their specific needs or pain points.

Builds Trust



It builds trust by showcasing professionalism and reliability. When businesses take the time to thoughtfully outline their services and commitments, it demonstrates that they are organised and competent, which increases their credibility.

Sets Clear Expectations



It ensures both the business and the client have a shared understanding of the project's objectives, deliverables, and scope. This minimises the risk of misunderstandings or disputes later in the process

✦

ATTRACT LEADS

✦

CAPTURE LEADS

✦

NURTURE LEADS

✦

CONVERT LEADS

✦

REPEAT

✦

Capturing Leads

LEAD CAPTURE FORMS

Use lead capture forms on your landing pages to collect email addresses and other relevant information from your visitors. **Make the form simple and user-friendly to encourage completion.**

Once you have captured leads, you can use email marketing campaigns to nurture them. Send personalised and relevant content to build a relationship and guide them through the sales funnel.

Subscribers are essential for email marketing because they represent a targeted audience **ALREADY** interested in your brand, products, or services.

Collecting email data from potential customers is a **powerful marketing tool**. Email provides a direct line of communication to your potential customers. Unlike social media or other channels, emails land directly in the recipient's inbox, ensuring your message is seen.

With email data, you can also segment your audience and send **personalised content tailored to their interests and behaviours**. Personalised emails have higher open rates and engagement, making your marketing efforts more effective.

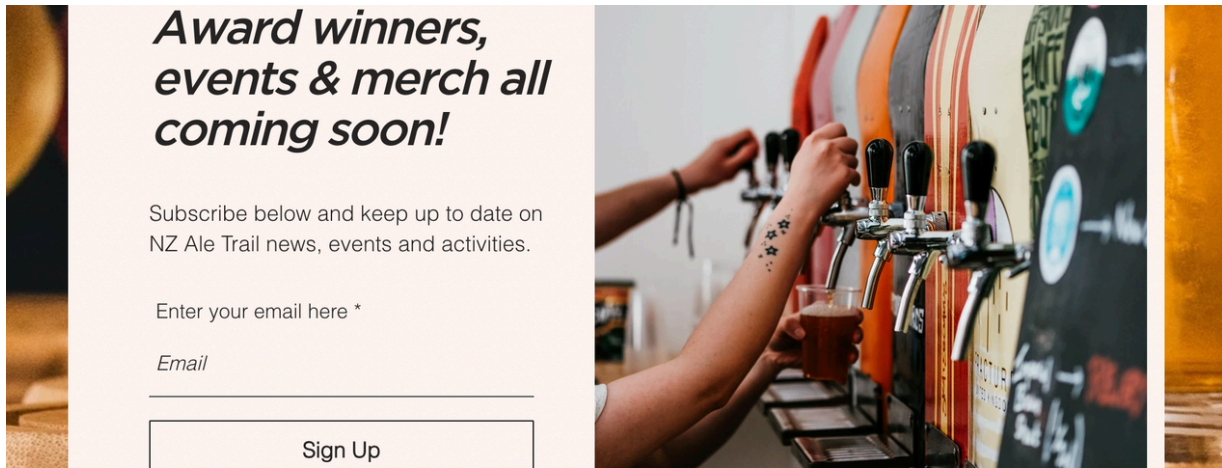
Place lead capture forms on your landing pages where visitors can enter their email addresses to access the PDF. Ensure the form is straightforward and emphasises the value of the content they will receive.

OPT-IN FORMS

An opt-in form is a great way to build your email list by offering your website visitors a freebie, discount or newsletter sign-up in return for their email address. There are a couple of different types of forms you can choose from depending on where you'd like your form to show up on your website.

POP UP FORM:

These appear over the content of a webpage, usually triggered by user actions such as scrolling, time spent on the page, or when the user is about to leave the site. Pop-up forms are highly effective for grabbing attention and encouraging sign-ups, though they should be used strategically to avoid disrupting the user experience.



Inline Form:

These are embedded directly within the content of a webpage and blend naturally with the website's content and are less intrusive, making them a good option for visitors who are already engaged with your material.

FOMO got you puzzled?

Subscribe to our weekly newsletter.

Email *

Yes, subscribe me to your newsletter.

Subscribe

Full Page Form:

If you don't have a website or want to avoid the hassle of embedding code, we recommend creating a Full Page Form on Flodesk and publishing it directly to the web! This allows you to easily share your opt-in form across various platforms including social media. You can easily customise the Full Page Form design, including the links (slugs) to be aligned with your brand.

← Back to customize

Your form has been
published to the web.

Here's your URL:

<https://view.flodesk.com/pages/5e0a578796d976002745098f>

Copy

Link in Bio Flodesk

This is a special type of opt-in form designed to be shared via the link in your social media bio, particularly on platforms like Instagram, where you can only have one clickable link in your profile.

Instead of embedding the form on a website, you can publish it directly to the web and use the generated link in bio to own the audience you're building on social media by capturing their email addresses for future email marketing.

brewersguildnz



138 posts

935 followers

338 following

Brewers Guild NZ

Company

New Zealand beer is about small batches and big taste. The Brewers Guild is the champion of the proud and innovative brewing industry in New Zealand 🍺

www.brewersguild.org.nz

Follow

Message



Suggested for you · See all



Choice Bros Bre...
choicebros_brewing

Follow



Beer Hug
beerhug_nz

Follow



Brew A
brew_c

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Nurturing Leads

OFFER VALUABLE CONTENT



Provide a high-quality, valuable sales document, **such as a downloadable PDF**, that addresses the needs or interests of your target audience.

The comprehensive and informative PDF should provide significant value to your target audience.

This could be a guide, an industry report, or any resource that addresses their pain points or interests.

You can then promote the downloadable PDF as your call to action through various channels, including your website, social media, and ad campaigns.

Highlight the benefits and value of the content to encourage downloads.

LET'S GET STARTED..

◆

WHAT SHOULD BE INCLUDED?

◆

INTRODUCTION



CLIENT'S PROBLEM / NEED



PROPOSED SOLUTION / SERVICE



SCOPE OF WORK



EXPECTED OUTCOMES



CASE STUDIES



COSTS & PRICING



CALL TO ACTION



WHAT TO INCLUDE IN THE Introduction:

Start by introducing your business, outlining who you are, what you do, and what this lead generation document intends to accomplish.

The introduction should **highlight your core expertise**, and why you are approaching the client. The purpose of the document should also be explained upfront, giving future clients **context about your business** and a clear idea of what they will learn or gain from it.

This section is crucial for grabbing attention and setting the tone, allowing the client to quickly determine whether your services are relevant to them.

This sets the stage for the future client by **establishing the purpose of the communication**. It's also a great opportunity to highlight any relevant accolades, such as awards or industry recognition, to capture attention right away.

WHAT TO INCLUDE FOR THE: Client's Problem or Need



Next, clearly articulate that you understand the potential client's pain points or challenges.

By clearly stating the problem or need they are facing, you position yourself as a solution provider.

This section should be **focused on the client's perspective**, addressing their pain points and challenges. You want them to feel understood, which strengthens the connection between their needs and your solution.

It's important to address this from the client's perspective and focus on the issues that matter most to them.

This not only shows empathy but also reinforces that you've done your research, building trust and rapport from the beginning.



WHAT TO INCLUDE IN THE: Proposed Solution / Service

After identifying the client's problem, you need to outline the **specific services or solutions you offer to solve it.**

This section should go into detail about how your services **will effectively solve these challenges.** It should **explain the “how” behind your offering**—whether it's through consulting, software, or a specific service package—**providing the potential client with confidence** that your approach is **tailored to their situation.**

It's an opportunity to **highlight your unique value proposition** and the **tangible ways your business can provide relief, improvement, or growth.**

Be concise yet thorough, ensuring potential clients understand why your solution is the best fit.

WHAT TO INCLUDE FOR: Scope of Work

This is a critical section where you define:

- exactly what the service includes,
- what the client can expect from the project,
- and the timelines involved.

It covers the responsibilities of both parties, deliverables, and any important milestones or deadlines.

By outlining these details, you provide clarity on the extent of the work to be done, avoiding future misunderstandings or scope creep.

Detailing a step-by-step process of how your business works can also give clients a clearer picture of how things will unfold and what is required on their end to move forward.





WHAT TO INCLUDE FOR: Expected Outcomes/Benefits

It's crucial to provide potential clients **with a clear idea of the tangible benefits or improvements they can expect from your solution.**

In this section, you'll detail the specific, measurable results the client can expect if they work with you. **Whether it's increased efficiency, cost savings, higher revenue, or improved user satisfaction, the benefits should be quantifiable.** These could be measurable outcomes such as increased revenue, improved operational efficiency, or reduced costs.

If you have industry-specific expertise, **tailor this section to explain how your solution produces results in that sector.**

Clients need to know what they'll gain from your solution.

Providing clear, outcome-focused statements helps potential clients visualize success and builds confidence in your ability to deliver.

WHAT TO INCLUDE IN Case Studies

Providing evidence of past success is key to **building credibility to your proposal.**

Highlighting successful outcomes with previous clients **shows that you have experience in addressing similar problems they've faced,** how you solved them and the results achieved.

This section can feature short testimonials, metrics of success, or a brief narrative of the challenges you've overcome for other clients.

Including a case study section in your lead generation document is a powerful way to showcase your expertise and track record.

TOP TIP:



Including a case study involving a local business can make this even more relatable and convincing for potential leads.



WHAT TO INCLUDE IN: Costs & Pricing

Transparency in pricing is crucial. It is important for building trust and allowing the client to gauge **whether your services align with their budget.**

Clearly outline the costs associated with your services, either through a fixed price or an estimate, depending on the nature of the project.

Providing a breakdown of pricing, such as per phase or per service, can help potential clients understand where their investment is going.

If there are different pricing tiers or payment options, clarify those here as well.

TOP TIP:



While pricing is important, it should be framed in the context of the value and outcomes the client will receive in return for their investment.

WHAT TO INCLUDE IN YOUR: Call to Action!

Lastly, the document should conclude with a **CLEAR** and **COMPELLING** Call to Action (CTA) that guides the potential client to **take the next step!**

Whether it's scheduling a consultation, signing up for a course, or requesting further information, the Call to Action **should be simple, direct, and easy to act upon.**

Make it easy for the client to move forward by providing contact details or a specific action plan. **This encourages engagement and keeps the momentum of the conversation going, leading to a higher likelihood of conversion.**



EXAMPLES OF CALL TO ACTIONS:

CTA	Explanation
"Shop Now"	Direct and action-oriented, it encourages immediate purchasing.
"Learn More"	Invites visitors to gather more information about a product or service.
"Get Started"	Prompts users to begin a process, such as signing up or using a service.
"Subscribe Today"	Encourages visitors to subscribe to a newsletter or service.
"Request a Quote"	Invites potential customers to inquire about pricing or services.
"Join Our Community"	Fosters a sense of belonging and encourages social engagement.
"Book Now"	Directs visitors to schedule an appointment, reservation, or booking.
"Download Your Free eBook"	Offers a clear incentive for lead generation.
"Sign Up for Exclusive Offers"	Promises value and exclusivity to encourage sign-ups.
"Add to Cart"	Initiates the shopping process, especially on e-commerce sites.
"Get Your Discount"	Offers an immediate benefit or incentive, encouraging user engagement.
"Explore Our Products"	Invites users to browse a range of offerings, increasing their interest.
"Claim Your Gift"	Promises a reward, motivating users to take action.
"Upgrade Your Account"	Encourages current users to access more features or benefits.
"Book Your Consultation"	Encourages users to schedule a professional consultation.

MAKING YOUR SCOPE DOCUMENT AESTHETICALLY PLEASING!

An aesthetically pleasing scope document **plays a crucial role** in making a **strong first impression on potential leads.**

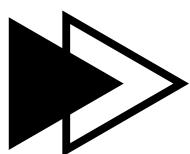
Beyond the content, **the visual presentation of your document can significantly impact** how it's perceived, **influencing your business's credibility and professionalism.**

A well-designed document **encourages leads to engage with the information,** enhancing readability and guiding them smoothly through the decision-making process.



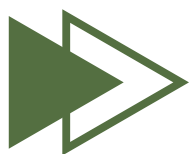
WHY ARE AESTHETICS IMPORTANT?

Creates a Positive First Impression



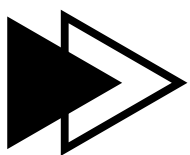
The appearance of your document reflects the quality of your business. A polished, professional design conveys that your business is organised, detail-oriented, and trustworthy.

Enhances Readability



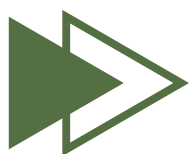
A well-structured document with clear fonts, colours, and layouts improves the reader's experience. Aesthetic elements like headings, subheadings, and visuals make the content easier to scan and understand.

Builds Credibility



A visually appealing document demonstrates that your business values professionalism. It sets you apart from competitors, showing that you've invested time in presenting your services in the best possible way.

Engages the Reader



People are more likely to engage with content that looks clean and inviting. Good design encourages potential leads to read the full document rather than skim through it or disregard it entirely.



TOP TIPS

for creating an effective, easy to follow scope document

Use Clear Sections

Organise the content into clearly defined sections (i.e: Introduction, Services, Costs, etc.) Use headings and subheadings to separate each part, **making it easier for leads to find the information they're looking for**

Incorporate White Space

Avoid overcrowding the page with too much text or visual clutter. White space allows the content to “breathe,” **making it more digestible and helping important points stand out.**

Use Visual Elements

Add charts, graphs, or icons to illustrate key points or processes. **This helps break up long paragraphs and makes complex information more accessible**

Consistent Branding

Use your brand's colour scheme, fonts, and logo to create a cohesive look. **Consistency in design elements reinforces brand identity and professionalism.**

Highlight Key Information

Use bold text, contrasting colours, or boxes to emphasize crucial details like deadlines, deliverables, or pricing. **This draws attention to the most important aspects of your document.**

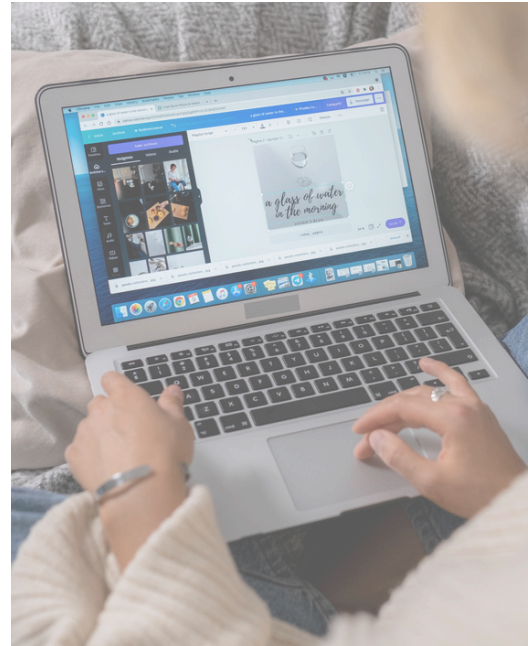
Clear Call to Action (CTA):

Ensure the CTA is visually distinct and easy to spot. Whether you want them to schedule a meeting or request further information, **make it simple for them to take that next step.**

CANVA

TOP TIP:

Use Canva to create your scope document! It is an excellent tool for creating professional, aesthetically pleasing scope documents without needing advanced design skills. It offers a variety of pre-designed templates that can be customised to fit your brand and messaging.



By combining a strong, informative structure with a visually appealing layout using Canva, **you create a document that not only provides valuable information but also keeps potential leads engaged, increasing the likelihood of conversion.**

When searching for a scope document in Canva, try using these keywords:

- "Scope of Work"
- "Business Proposal"
- "Project Proposal"
- "Service Agreement"
- "Client Proposal"
- "Consulting Proposal"
- "Statement of Work"
- "Work Plan"
- "Professional Proposal"
- "Project Brief"

These keywords will help you find templates that can easily be customised to create a well-structured scope document. You can add style terms like "modern," "clean," or "corporate" to refine the design.

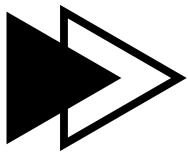


WHAT'S NEXT?

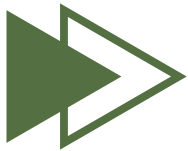


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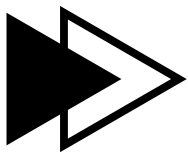




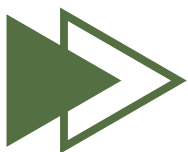
Follow up your leads sooner rather than later!



Add your contacts to your email system for marketing and business updates.



Ask for feedback! Does the information provide enough detail for people to consider buying from you or engaging your services?



Keep posting links to download your scope document on your social media stories.



OKAY LET'S DO IT!



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