



HOW TO GENERATE LEADS FOR YOUR BUSINESS

by Anna Boroshok



CONTENTS

The challenges of lead generation

10 pillars of leads generation

Mistakes in lead generation

The components of leads generation

Product funnels

How to work with freelancers



DIGITAL MARKETING STRATEGIST

Worked with such brands as Johnson & Johnson, Coca-Cola, Chanel, LVMH, Beiersdorf, KitchenAid, etc.

ex-Gogler
9+ of experience
More than 50 clients & strategies

FEARLESS FEMALE FOUNDERS COMMUNITY & ACADEMY

Driven by the mission to make a difference in women's lives by helping them to build businesses based on who they are...SLOWLY & HOLISTICALLY

Founder
Author
Inspirational speaker
Retreats organiser



Before we start

LET'S TAKE A MOMENT TO BE PRESENT



EXTERNAL FACTORS

Growing competition
Short attention span
Overload of information

Solo businesses
Lack of time for marketing
Lack of knowledge on automation
Limiting beliefs
Poor sales & people skills

INTERNAL FACTORS



WHAT are the CHALLENGES IN LEAD GENERATION?



PILLARS OF LEAD GENERATION

MINDSET

SALES SKILLS

DIGITAL MARKETING
SKILLS

STRATEGIC
SKILLS

KNOWLEDGE OF
TOOLS

BRANDING

COPYWRITING

COMMUNITY
MANAGEMENT SKILLS

LOVE SKILLS

DISCIPLINE



MISTAKES IN LEAD GENERATION

HOW IT USUALLY HAPPENS



Social
post/ads



Landing
page



Sale of the
main product

HOW IT SHOULD BE

Email, remarketing, chatbot



Social
post/ads



Landing
page



Free
product



Average
priced
product

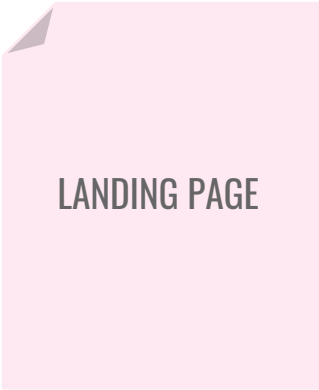


Sale of the
main product

+
A lot of value



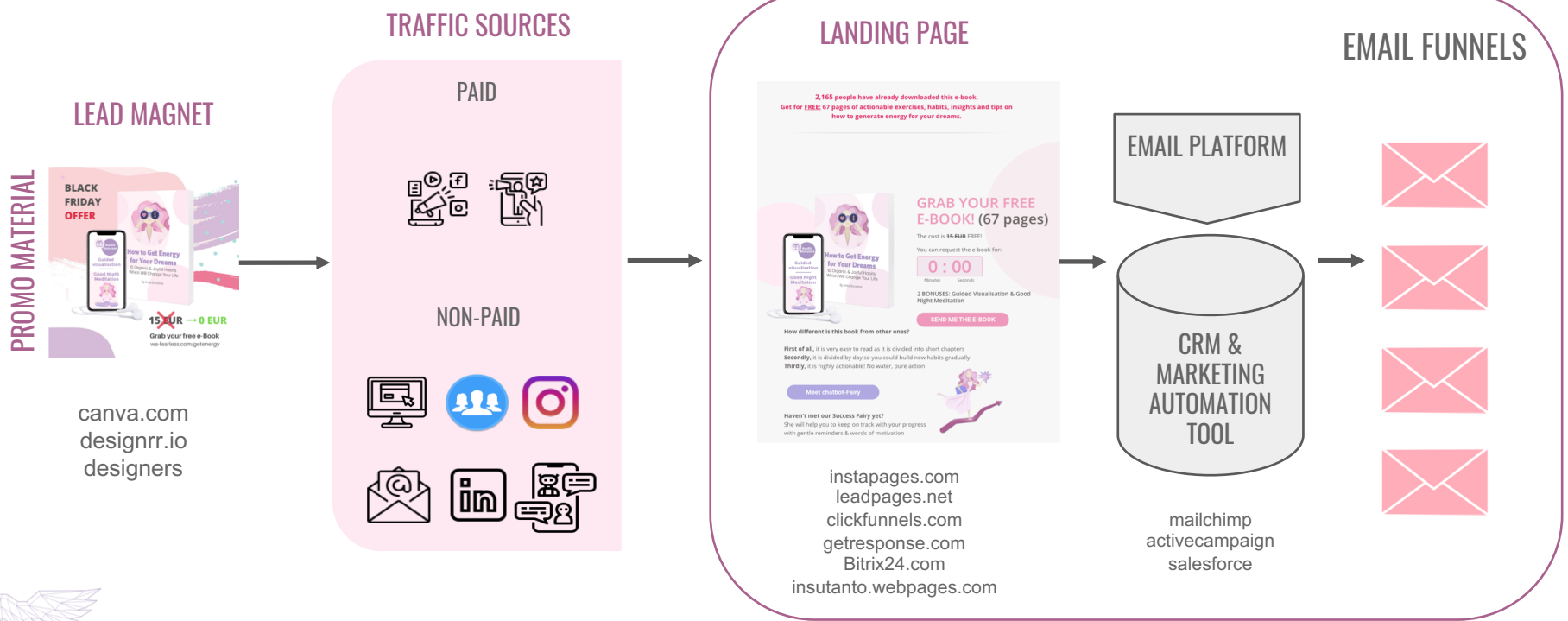
THE COMPONENTS OF LEAD GENERATION



EMAIL FUNNELS



WHOLE FUNNEL OVERVIEW



LEAD MAGNET

PROMO MATERIAL



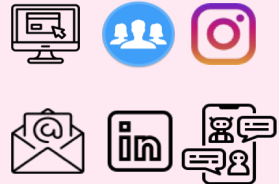
canva.com
designrr.io
designers

TRAFFIC SOURCES

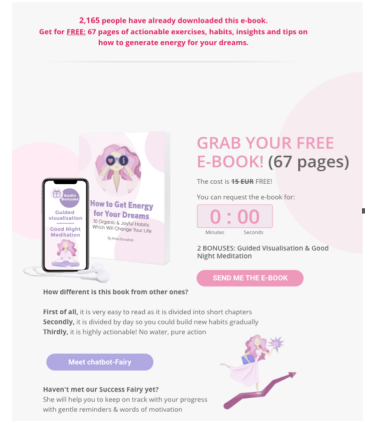
PAID



NON-PAID



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instapages.com
leadpages.net
clickfunnels.com
getresponse.com
Bitrix24.com
insutanto.webpages.com

EMAIL FUNNELS

EMAIL PLATFORM

CRM & MARKETING AUTOMATION TOOL

mailchimp
activecampaign
salesforce



FUNNEL ZOOM-IN

LANDING PAGE

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UPSELL PAGE

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Psst, you can get THE VIDEO VERSION of this e-book in the shape of the quality video program at 70% discount. Unlike the book, it contains:

1. BONUS lesson "Unlock Suppressed Energy"
2. Bonus Masterclass "Say Good-Bye to Low Self-Esteem & Imposter Syndrome"

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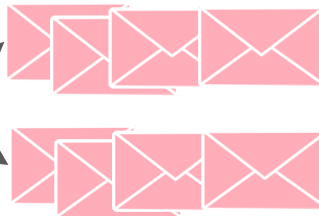
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Hello, {first_name}

Tap yourself on a shoulder for making this important step towards more energetic you!

Click on the button below to download the e-book (67 pages):

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Roll up the sleeves and get ready for work!

I recommend you read 1 chapter a day to properly digest it.

If you get distracted, don't worry, I will send you a friendly email reminder...or...even better, you can get yourself a chatbot fairy who will be your companion on this exciting journey.

Chatbot fairy

If for some reason you get annoyed by her, you can always unsubscribe by typing "stop".

Great to have you on-board!

With you loads of energy and luck,

P.S. You can get a video version of this program!
7 online lessons in video, audio & text formats with a bonus masterclass "Say Good-bye to Low Self-esteem & Imposter Syndrome"

[Click here to get your package right now](#)

Anna Boroshek
Your success whisperer
Founder of Fearless Female Founders Community & Academy

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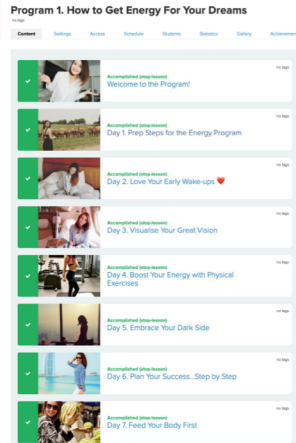
Don't forget to get acquainted with the Success Fairy. She will be your dedicated companion and motivator on this exciting journey of unlocking your true potential. You can unsubscribe from her any time.



UPSELLING & GROWING FB GROUP IN A LEAD MAGNET

Upselling the online program

Here you can see the program view divided by day:



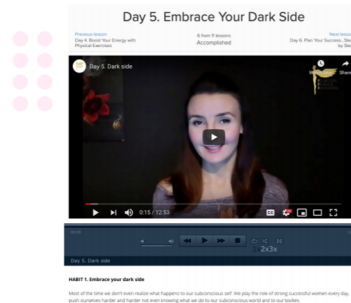
SIGN IN

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7

Prepping users for 2nd program

Each lesson has a video, audio and text formats:



There is also a section with tasks which make you more accountable and will not let you skip the exercises.

Additionally, if you opt for the online program, you will have a chance to win a free access to the 2nd program of the Academy "Unlock Your True Potential". After this program you will understand what hidden programs run your life and how to break away from them.

Why have I decided to start with the program on energy? Because everything starts from energy. If you don't have energy, you will not be able to dedicate time to our own growth, to your ambitions, to your dreams. If you constantly feel exhausted,

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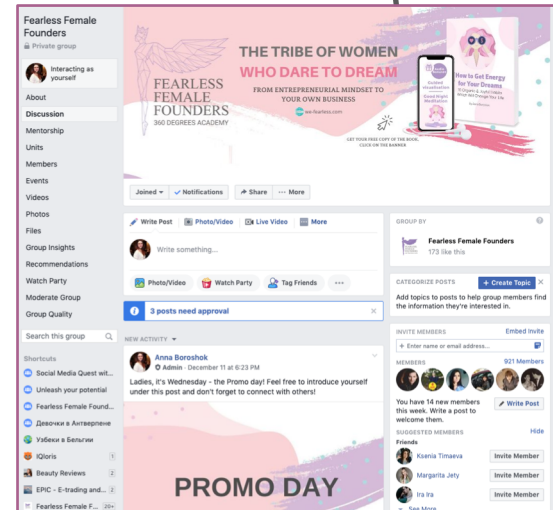
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Promoting FB Group

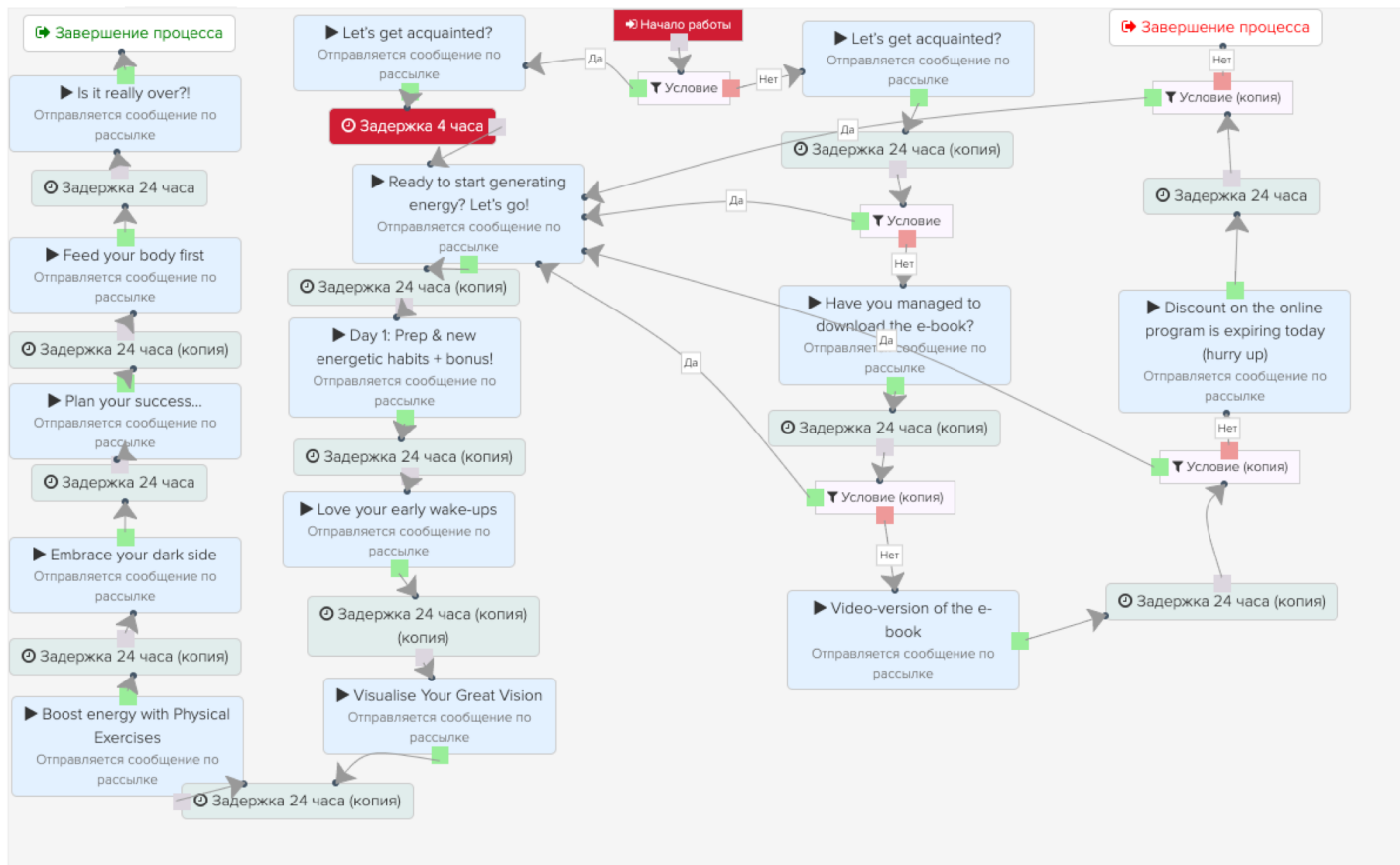
I knew I can't keep this knowledge to myself. I wanted to share it with other women to help them find out who they really are, remove all the limiting beliefs, support them and be supported myself. That's why in 2017 I have established a community of entrepreneurial women who dare to dream and called it *Fearless Female Founders*. If you are still not a part of it, *do join us*, it's

How to Get Energy for Your Dreams

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EMAIL AUTOMATION AND SEGMENTATION

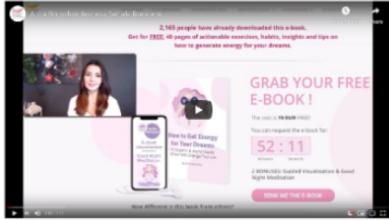


CONTENT STRATEGY



HOW TO WORK WITH FREELANCERS

1. Select freelancers as per the automation tools you want to use
1. Make sure you have a strategy
1. Be precise in what you need
1. Outline a detailed tasks flow
1. Prepare copy

<p>Congratulations! Your subscription is now confirmed & the ebook is flying to you</p> <p>Since it might take up to 5 mins, watch this video meanwhile:</p>  <p>Hurry up! It is a one-off offer that expires in:</p>	<p>Закончено (Completed)</p>
<p>5. Если человек покупает программу (https://we-fearless.com/get-energy-for-dreams-promo), он должен попасть в сегмент/группы Energy group basic или Energy group VIP в зависимости от выбранного пакета. На пакете Basic стоит виджет 129541, а на пакете VIP 94118 (там все настроено, только нужно проверить, все ли корректно работает)</p>	<p>Закончено (Completed)</p>
<p>Оба пакета получают одно и то же письмо: Congrats on joining "How to get energy for your dreams" practicum, где есть линк на программу в Геткурсе.</p>	<p>Закончено (Completed)</p>

THANKS!

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**How to Get Energy
for Your Dreams**
10 Organic & Joyful Habits
Which Will Change Your Life
By Anna Boroshok

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2020 the year of transformation 

*Will you conquer your dream
or settle for ordinary?*



January February March April
May June July August
September October November December

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