



## The 5 Keys to Lead Generation

1. Success is a \_\_\_\_\_.
2. I need these 3 things to achieve bigger success than I've ever imagined
  - a. \_\_\_\_\_
  - b. \_\_\_\_\_
  - c. \_\_\_\_\_
3. I must create the \_\_\_\_\_ first.
4. Without a \_\_\_\_\_ my business will not have the support it needs to grow into the success it should be.
5. \_\_\_\_\_ based marketing is when people tell me they want to hear from me.
6. Lead \_\_\_\_\_ is when people look at what I'm doing with interest.
7. Lead \_\_\_\_\_ is when I collect the contact information of those people that are looking at what I'm doing.
8. Lead \_\_\_\_\_ is when I develop an ongoing relationship with my prospects and provide valuable content that helps them make informed decisions.
9. Lead \_\_\_\_\_ is when I get paid.
10. The \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ business cycle means I'm always building my prospecting list, building relationships, and building my bank account.



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11. Anyone can master this 3 step business cycle with

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_

12. Before I spend another cent on \_\_\_\_\_, I need to know how to do it with the right \_\_\_\_\_ and \_\_\_\_\_.

13. Specifically I need to

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_
- 4. \_\_\_\_\_
- 5. \_\_\_\_\_

14. My marketing message makes me \_\_\_\_\_ to the right clients for me.

15. My marketing message identifies me as the \_\_\_\_\_ for the exact type of client I want to work with.

16. My target market is the \_\_\_\_\_ client for me.

17. I can have \_\_\_\_\_ target markets.



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18. By \_\_\_\_\_ my target market I will be able to understand what they need and want from me easily, so I can surpass their expectations every time.
19. Choosing a target market doesn't mean I'm \_\_\_\_\_ opportunities, it means I'm standing apart from the competition for the particular clients I want to work with.
20. My marketing calendar ensures that I'm continuously \_\_\_\_\_ my business.
21. Following my marketing calendar means I avoid the \_\_\_\_\_ and \_\_\_\_\_ in my business.
22. Following my marketing calendar also means I:
- a) \_\_\_\_\_
  - b) \_\_\_\_\_
  - c) \_\_\_\_\_
23. The best way to connect with my target market is to \_\_\_\_\_ and \_\_\_\_\_.
24. I need to have a \_\_\_\_\_ of ways I engage and interact with my target market.
25. When I have a mix of ways to engage and interact I will \_\_\_\_\_ see which ways work best for me, and get \_\_\_\_\_ of my target market.
26. I should never, ever, do any marketing again without understanding how to use \_\_\_\_\_ properly.



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27. There is a \_\_\_\_\_ call to action depending on where your prospect is in the lead nurture cycle.

28. If I use the \_\_\_\_\_ call to action, I will miss opportunities.

29. By using \_\_\_\_\_ calls to action I will continuously \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_ which means I'll always be building my prospecting list, building relationships and building my bank account.

30. Notes:

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