

# **How to generate leads and win new clients.**

**Webinar worksheet**



## Your benefits

Take a stab at listing some of the benefits your sweet spot offers other people. Practising writing out benefits is one of the most valuable things you can do as a business communicator.

Let's take conversion rate optimisation as an example. If you're not sure what that means it's the art of improving conversion rates on websites and is quite often abbreviated to CRO. CRO is great for lead generation websites or ecommerce stores. If CRO is your sweet spot, what is the benefit this offers your clients?

Let me give you a few hints: increased sales, more leads, more donations for a cause, lower cost per acquisition, more profit.

See even though you and I might love geeking off about CRO, it doesn't mean much to your client. Start talking about lower cost per customer acquisition, or more profit per customer and chances are you'll get their attention.

Your turn.

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## Your ideal client

In our example above, our ideal client is most likely someone who is spending money on paid traffic or devoting a lot of resources to organic traffic and not getting the results they want. They would have an existing email list to promote to and should be well established with a proven track record of providing good products and services to happy customers.

Talk to this business owner about getting them a better return on investment from their PPC efforts and you'll have them eating out of the palm of your hands.

Use the worksheet and simply write one or two sentences about who you think your ideal client is.

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## Your flagship piece

The most valuable thing you can do right now for your business is to produce what I call a flagship piece of educational content that positions you as the expert in your field.

Your job is to *carve out a reputation* as the go to person for conversion rate optimisation for large nonprofits in Chicago, for example.

Now I know this seems overwhelming to most of you. So here's the easy version of this. *Just document everything you already know.*

Now brainstorm your own list.

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## Your pitch.

Your next job is to write a 1 to 2 sentence paragraph that summarises your flagship piece of educational content. This is like writing a treatment for a film or writing a pitch for a book deal.

In our example above you could write:

“This post includes 43 actionable things any ecommerce store owner can do in the next 30 days to increase sales from their website.”

Write one or two sentences that summarise your educational post.

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## Partner up.

Now it's time to get out of the building. Well technically you can do this next part without leaving the building but it may require you to get out of your comfort zone.

It's time for outreach.

Using your best research skills, identify some industry associations or organisations who represent large groups of your ideal client.

Make a list of potential partners you can reach out to.

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## Get them to raise their hand.

This is where the rubber really starts to hit the road. As part of your joint venture with your content partner you should offer a co-branded content upgrade (similar to this worksheet).

The content upgrade can be a checklist, a worksheet or a template that helps the reader take action on what they have learnt in your educational post.

When people sign up for the content upgrade they should be added to your email list.

This is called lead generation. Somebody has raised their hand and *requested more information from you*. Do not underestimate the significance of this gesture.

*This is how you carve out a reputation as an expert in your field.*

Write down some ideas for your content upgrade.

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## Next Steps

We hope you've enjoyed this worksheet. Refer to the blog post or training webinar that accompanies this worksheet for the rest of the turnkey system for generating leads and winning more clients.