



Speaking: Lead Generation Checklist

You'll quickly generate a huge list of qualified prospects if you make the effort to build an irresistible sales funnel.

- Prepare a piece of lead bait that you know the audience would love to have.
- Create emotional patter to promote your bait. Practice!
- Prepare your one-click, Facebook optin system.
- Prepare a web page, with your one-click optin system on it.
- Create a short URL for the offer. If your domain is www.mygreatservice.com, add only a character or two after the domain to keep it short, like this: www.mygreatservice.com/b. The idea is to make the URL quick and easy to type into a phone. If your domain name is long, consider using one of the many url shortening services, such as: goo.gl, bit.ly or bud.url.
- Create a slide for your bait URL.
- Prepare a one-time offer (OTO). Low cost, high perception of value!
- Create a slide for your OTO.
- Create patter for your OTO. Practice!
- Prepare a sales page for your OTO.
- Prepare your automated email sequence to promote your OTO, with a short deadline.
- Prepare your upsell, to present to those who take you up on your OTO. At a minimum, you'll need a sales page, and a checkout sequence.