



4 MISTAKES WHY ENTREPRENEURS LOSE LEADS

|

How To Avoid them

Welcome

Greetings entrepreneur,

My name is Michele Riley aka the savvy_preneur, and I am here to educate, equip and inspire you to get clear on your business goals and objectives so you can build a profitable business.

I am so excited you downloaded this resource to equip you to gain quality leads that will turn into paying customers.

Let's not waste time lets Go!



Michele xx

Key Objective

My goal with this resource that you've downloaded is to change your mindset when it comes to doing business in a way that's productive instead of busy.

Goals

- Identify problem areas
- Make a plan
- Excute the plan



Your goal as an entrepreneur is to provide value to your customers through your products/services.

Your product or service must solve a specific problem in order to make a sale as well as garner repeat sales.

As an entrepreneur you rely on customers to meet your money goals that you set for your business and without them you cannot meet those goals.

How you go about acquiring customers and retaining them takes testing and strategy. If you fail to have a plan in those two areas your business will constantly struggle to make consistent sales.

Michele

Mistakes You Might Be Making

Refer to this list to see what areas in your business are not streamlined to meet your business goals and objectives

Not Building An Email List

You may have heard the phrase that the money is in the list, if you are not focusing on building a quality email list, you are leaving money on the table.



Quality Lead Magnet

Having a quality CTA (call to action) is important when it comes to keeping leads that signup for your email list from unsubscribing

Email Campaign Nurture Sequence

Having an email campaign is of great importance to keeping your new subscribes engaged in your content.



Sales Funnel Sequence

How will you acquire sales if you don't have a funnel in place to offer upcoming sales and promotions.

Why You Need An Email List

Your email list is the most effective marketing tool in your business.

Once you build a quality list of subscribers these are called leads, because they have shown interest in your business.

You can have an email list with 300-500 subscribers and have a lucrative business if you use email marketing to your advantage.



Building A Quality List Is As Simple As Providing What Your Audience Needs

If you are overwhelmed with how to build an email list don't worry I got you covered

[Click here to get my 5 day email course](#) delivered straight to your inbox.

You will have a clear plan on what it takes to build a quality email list.

Don't allow overwhelm to hinder you from setting a plan and sticking to it when it comes to growing your business.

Business is about testing what works and what doesn't, once you find the formula that works for your business you just simply repeat it.

Insanity is doing the same thing and expecting a different outcome.

That will not happen unless you get educated and apply the tools that you've learned.



Lead Magnet „

Creating Quality Calls To Actions



If you're confused about what a lead-magnet is, it's a piece of information that solves one problem or pain point of your followers.

How you choose to create it is totally up to you, however make sure it is high quality and truly solves a key problem your target audience is having.

The issue some entrepreneurs face when it comes to creating quality lead magnets is often times they give their followers something they think they need instead of something that they can benefit from.

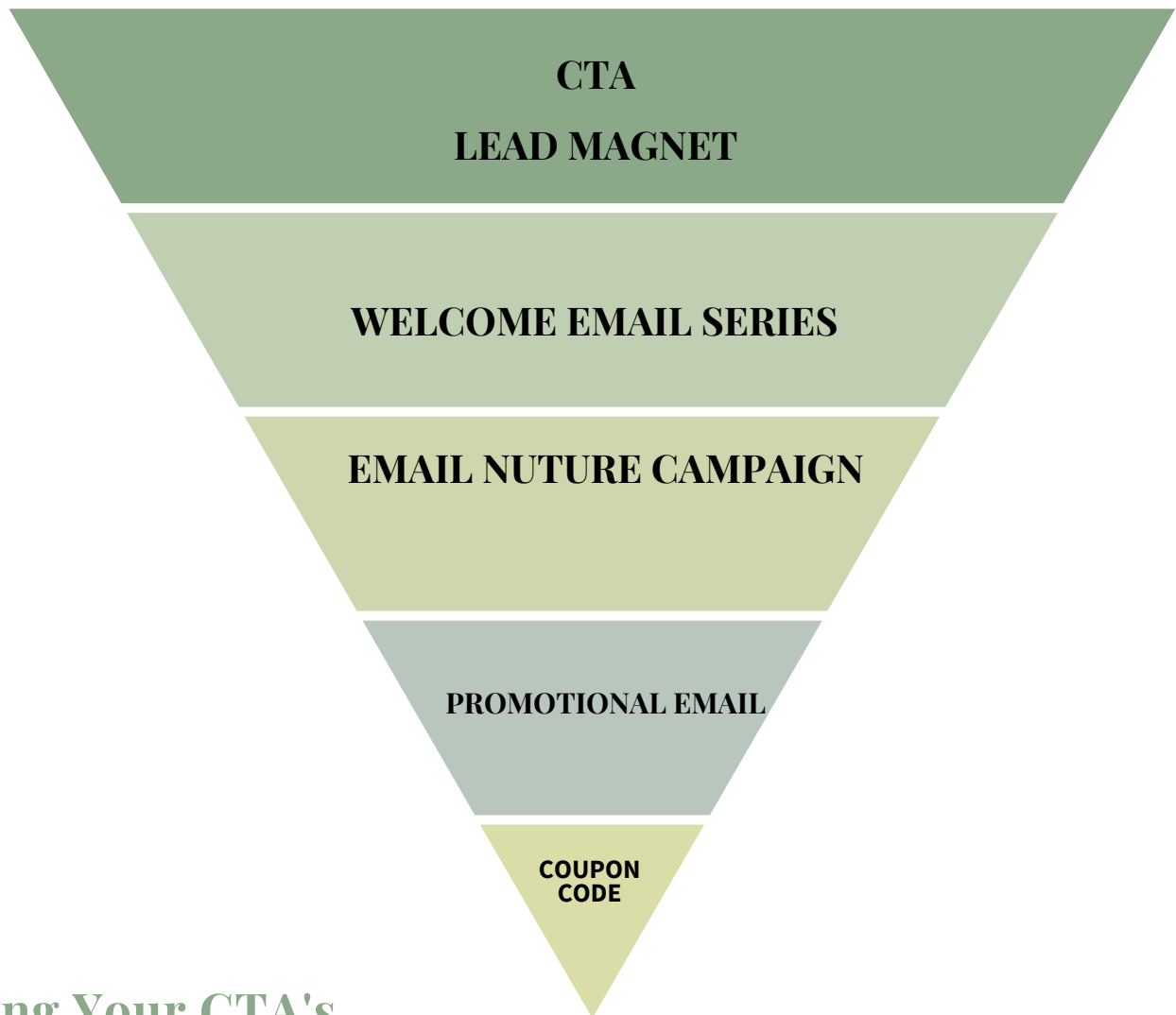
Another issue some entrepreneurs face once they get subscribers on their email list, they don't have a plan or an email campaign in place.

Most of the times these subscribers end up on a list and just stay there until you figure it out, and by that time when you do have something of value to offer them, they are dis-engaged or they have unsubscribed.

This is why it is important to have an email campaign in place that drips out email content over a period of several days.

Email Nurture Sequence

Building A Quality List Comes With Creating The Steps That You Are Taking Your Leads Through To Become Paying Customers



Planning Your CTA's

Building a quality list depends upon the content that you are providing to your target audience. This takes planning and providing them with a solution or steps towards achieving the solution.

You're not giving away everything you are just providing them with one solution and then giving them content based on their area of struggle.

Once they have achieved a result from your free content you can then offer them to go deeper through your products and services.

Worksheet Questions

Use the next sheet to answer these questions



Worksheet

Use this worksheet to get clear on what goals you need to focus on when creating campaigns for new and current leads.

WHO IS YOUR MAIN PRODUCT OR SERVICE FOR ?

WHAT IS ONE OR TWO SOLUTIONS YOU CAN GIVE IN A PDF, VIDEO, OR AUDIO FILE?

WHAT IS THE GOALS YOU ARE TRYING TO ACCOMPLISH?

WHAT IS THE TIME FRAME FOR YOU TO ACHEIVING YOUR GOALS

Worksheet



Use this worksheet to map out the resource you will create to gain leads on your email list.

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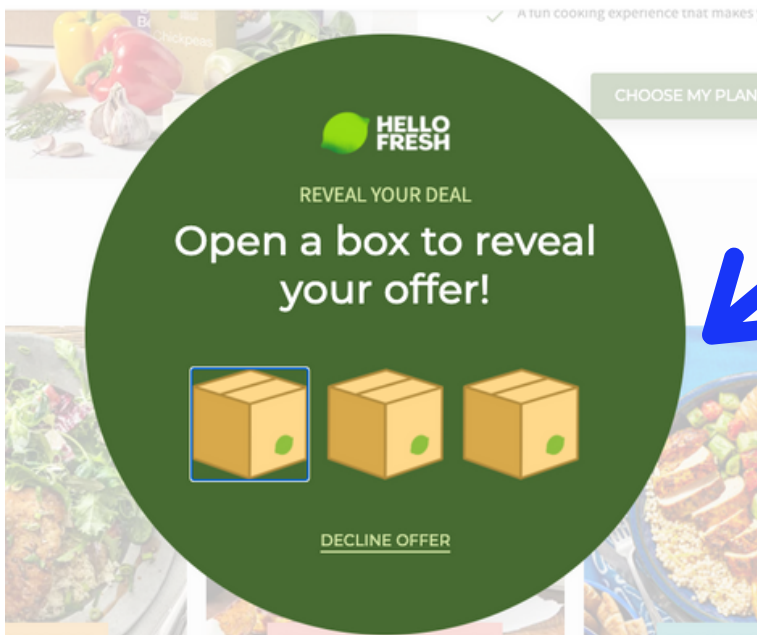
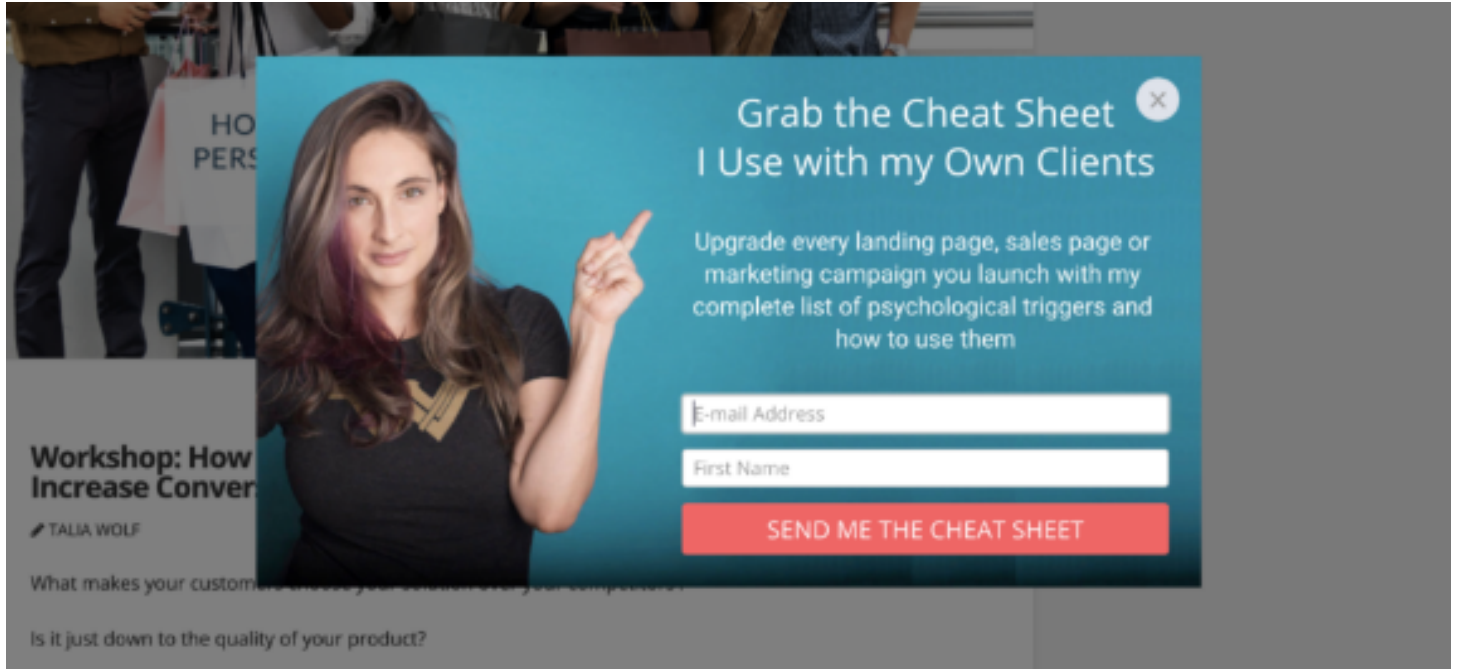
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Example Lead Magnets

To Get Leads On Your Email List Create Forms That Will Get The Attention Of Your Audience



How Can You Make Your CTA Stand Out?

Example CTAs

To Get Leads On Your Email List Create Forms That Will Get The Attention Of Your Audience

NEW ITEMS

Download Catalog Today



What Is Your lead Magnet About?

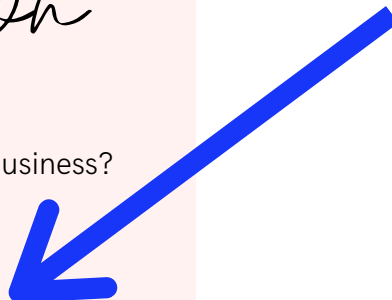


Generation

Are You Attracting Quality Leads For Your Business?
Download Free PDF

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How Will They Access The Content/Info



Checklist

Follow these guidelines when creating your call to actions.

Key Elements	Your CTA
<input type="checkbox"/> Who Is Your Resource For? Get clear on who you are creating the resource for (women entrepreneurs...)	
<input type="checkbox"/> Is Your Headline Clear? Does your headline present the problem that your target customer is having?	
<input type="checkbox"/> Does Your Image Standout? Does your image or video relate to the issue you are highlighting?	
<input type="checkbox"/> Is The Offer Clear? Readers should be able to tell at a glance what the offer provides. Is it an ebook? A free trial or free webinar.	
<input type="checkbox"/> Is The CTA Above The Fold? If you have a website visitors should not have to scroll down to see a call-to-action on a page. In reality, most won't.	

Execute the Plan

Now that you have the steps it's time to implement them, so you can see the results you desire.

Thanks for downloading this resource and I wish you all the success in your business.

Michele xx

If your ready to take it to the next level I have a training on
"Creating Lead-magnets & Opt-ins
that gets conversions and as a bonus I included 30 Canva lead magnet
templates to get you started

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