

THE 1-2-3 OF
**GENERATING
MORE LEADS**

FOR YOUR BUSINESS



A WHITE PAPER

Contents

- 1 [Executive Summary](#)
- 2 [Introduction: What is Lead Generation?](#)
- 3 [The 1-2-3 of Generating More Leads for Your Business](#)
- 8 [Allie Casazza: From Overwhelmed to Overcomer](#)
- 9 [Capturing Leads Through Direct Mail or Print Advertising](#)
- 12 [Conclusion](#)
- 13 [About Your Sponsor](#)

1

Executive Summary

Lead generation is essential for a healthy business.

Lead generation allows you to deliver marketing messages, engage uninterested individuals, and move the curious toward commitment. Without incoming clients, you have nobody to sell to. But how do you create a lead, and where do prospective customers come from?

In this white paper, you'll see that lead generation is as simple as 1-2-3! Learn to understand your audience, employ strategies to draw them in, and create actionable incentives people can't resist.

2

Introduction

New customers are the key to a growing business.

Just like you need food to fuel your body, you need incoming customers to power your organization. Without leads, the conversion funnel dries up, and your brand stagnates. That's why snagging quality customers is a top priority.

What is Lead Generation?

A lead is a person who indicates interest in your product or service, and lead generation is the process you use to capture contact information from prospective customers.

Customers can't buy from you if they don't know who you are. And they won't buy from you if you don't capture their attention. To be successful in reaching your sales goals, you must start with a larger pool of people than those who will eventually become clients. How can you do this?



The 1-2-3 of Generating More Leads for Your Business

While marketing can be complicated, the fundamentals of lead generation are as easy as one, two, three!

1. Scout Your Audience
2. Use Tempting Bait
3. Set the Hook

Let's unpack these a bit.

1. Scout Your Audience

Knowing your audience helps you shape content and send messages people care about. Once you understand WHAT to say, audience identification shapes HOW you say it – using a voice that profoundly resonates with buyers' emotions, attitudes, and beliefs.

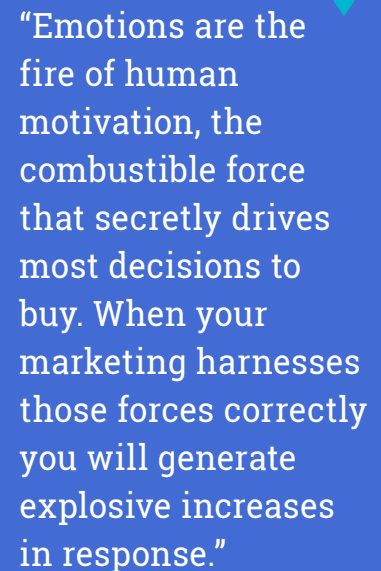
Imagine you were hunting an animal in the wilderness. You might look for clues of its location, like fecal droppings or footprints. But avid trackers do more than just follow their prey; they anticipate where an animal will appear and position themselves accordingly.

Scouting your audience helps you identify people's desires or pain points, so you show up in the right place with the right message at the right time. This requires more than bare-bones demographics or blurry buyer personas; it seeks a personal understanding of where people are coming from.

Do you have this deep identification with your ideal customers? Try answering questions like these:

- ▶ What does Cindy love to do?
- ▶ What time/energy hindrances keep her from doing this more?
- ▶ What tasks does Mike handle with excellence? What is he most proud of?
- ▶ What does he struggle with every day? What makes him feel insecure or ineffective?

Answering these questions allows you to create hyper-specific content that resonates with customers' needs.



“Emotions are the fire of human motivation, the combustible force that secretly drives most decisions to buy. When your marketing harnesses those forces correctly you will generate explosive increases in response.”

Gary Bencivega

Three Scouting Strategies

Want to drill deeper in your market research? Here are three simple starting points:

1. Read specific comments from online reviews of similar products.
2. Study group forums where your target customers are discussing their problems (Quora, Reddit, Facebook groups, etc.).
3. Conduct personal interviews, asking questions like:

How do you do you feel when _____?
What's the hardest part about _____?
Before you found _____ (solution), what doubts did you have?
If you could do _____, how would your life change?
What would make _____ better?

Five-star content provides more than information; it touches emotions. Use scouting strategies to uncover the heart of your customers. Seek to use their **exact** words when you articulate their problems paired with your solution.

As copy-writer Gary Bencivenga once said:

“Emotions are the fire of human motivation, the combustible force that secretly drives most decisions to buy. When your marketing harnesses those forces correctly, you will generate explosive increases in response.”

2. Use Tempting Bait

After scouting key customers, it's time to encourage growth.

To nurture leads along the buyer journey, you may need to create a trail of bread crumbs for them to follow. Gleanstar Research found that 25% of leads are legitimate and should advance to sales. But if prospects aren't coaxed along, you're likely to lose them. What lead magnets will your firm use to attract people and gradually grow their confidence?

Lead magnets are like bait you use to capture customer contacts. Though lead magnets vary, their goal is the same – **to build trust and create desire**. This requires an upfront investment on your part. What you give away for free today produces greater profits over time.

Here are ten freebies you might use to nurture prospects and capture their contact information:

- 1 A personal demonstration at a community event
- 2 A downloadable design template, WordPress theme, or screen saver
- 3 A testimonial from a satisfied customer (paired with a free trial subscription)
- 4 A "how-to" video on your website or social media pages
- 5 A product discount or a software license
- 6 A free book, marketing guide, spreadsheet, brochure, or self-help tool
- 7 A time-sensitive group coaching challenge
- 8 A podcast, blog, webinar, or Livestream event
- 9 A fun contest or a drawing for an irresistible prize
- 10 A mailer with a high-value coupon

As you create lead magnets, seek to educate prospects, gain credibility, and move people toward your business and its products.

3. Set the Hook

Do you sometimes hesitate to close a deal?

The better your hooks are, the more successful your sales will be! After you've lured prospects, it's time to set the hook and reel them in.

Your sales pitch should be short and sweet. Customers will not move into a fog because no one likes being confused. If you are unclear about traffic guidelines, you could smash your car; if you are hazy about a medication, you could poison yourself! Uncertainty drives people away because it makes them feel vulnerable.

Instead, offer your prospects a next step that is direct and inspiring. Strong hooks cast a compelling vision that leaves people asking one question: "but HOW?"



Like this:

Save \$500 a month and buy your next car with cash . . .
with our **Freedom Finder Debt Consolidation plan**

Increase your ACT score by 4 points in 4 months . . .
with **one-to-one Varsity Tutoring**

Own your own little piece of paradise . . .
Unlock the world with thousands of hassle-free timeshares

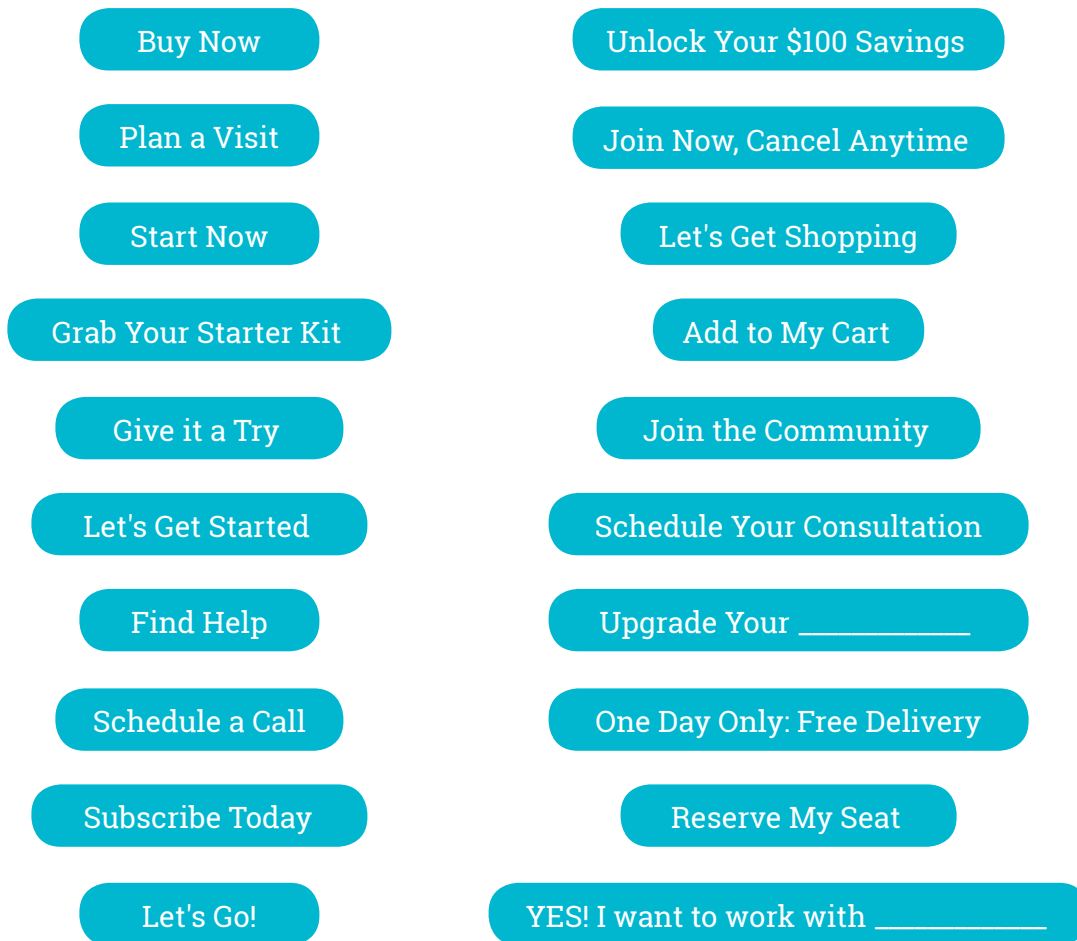
Account for EVERY CENT..
with **smart, secure bookkeeping**

Ditch the Paper..
Make payroll painless with Numetric's seamless digital time tracking

7

Businesses are meant to be transactional, and it's not pushy to ask for a sale. Try these closers on your website, sell sheet, or postcard:

20 Inspiring Call-to-Action Teasers



By adding clarity to your hooks, you'll build customer confidence, make your brand more memorable, and close more deals.

Allie Casazza: From Overwhelmed to Overcomer

Before 2015, Allie Casazza was an overwhelmed mom of 4 who battled to get through the tornado of each day.

Allie describes it like this:

"I thought motherhood was going to mean I'd get to enjoy my kids. [Instead,] all I saw was piles of dishes, an endless mountain of laundry, picking up toys, books, markers, jackets, shoes, empty water bottles, and paper artwork . . . There was so. much. stuff. everywhere."

During this transformational season, Allie decluttered everything – from clothes and kitchen utensils to boundaries and schedules. She found minimizing STUFF made space for abundant living. Her passion bloomed into a business that addressed the epidemic of chaos in the homes of many women. Today, Allie has built a 7-figure business as a best-selling author, podcast host of "The Purpose Show," creator of a step-by-step decluttering course, and a social media guru for over 50,000 superfans.

Beyond these lead magnets, Allie uses short-term coaching challenges (like her annual "Declutter Like a Mother" New Year's series) to generate interest. Offering short instructional videos and bite-size decluttering assignments, she motivates thousands of women to take charge of their space one decision at a time. Participants interact through a private Facebook group as they ask questions and post before and after photos. After this brief freebie session, Allie offers more comprehensive life management tools to those ready for more.



Capturing Leads Through Direct Mail or Print Advertising

On a psychological level, physical touch is processed by a part of your brain that connects with emotion.

Print marketing is powerful because it is tactile. Print removes barriers, makes lasting impressions, and generates leads you can't capture online. Since making a sale usually involves multiple touchpoints, using a combination of print and digital bait is a wise investment for any business.

Direct mail is an excellent tool for opening doors. According to the Association of National Advertisers, oversized envelopes have the highest direct mail response rate at 6.6%. Postcards come in second at 5.7%, followed by letter-size envelopes at 4.3%.

Making your print ads interactive can increase these response rates tremendously. Today's marketers use free samples, memorable website names, or product-oriented QR codes to give interested customers a quick and easy way to engage. To connect print and digital advertising, try to drive people to a landing page so they can see detailed information, watch a video, claim a discount code, or register for an event. Within 2-3 seconds, you can put tools in their hands while monitoring the number, location, date, and time when your scans occur.



Creating Actionable Incentives



To move people from print to action, find the best value-add possible. Is there something you offer that uniquely showcases your strengths while aligning with their needs? Bring an original proposal that is too tempting to resist.

Finding Success with Variable Data Printing

WeInvoice

Alex Wan is the co-founder of WeInvoice, a free online invoicing system. Wan has used direct mail to promote several new products, services, and events. After A/B testing and comparing several formats, Wan found the most success with postcards and self-mailers. Here's what he learned:

You'll probably benefit from a postcard or self-mailer if you're selling a product with low-profit margins and you need to keep your direct mail costs low. Postcards are attractive to the eye and can include short personalized messages, images, and graphics. Plus, you can utilize variable data printing to personalize them for each recipient.

We used to send a generic direct mail with the label 'Current Resident.' But when people only receive mail due to their physical location, no one feels respected. As a result, we decided to use names to help people feel recognized. Adding a human touch to direct mail has increased our response rates.

About Your Sponsor

Strong marketing combines crisp content and stellar graphics to inspire your prospects.

To snag quality customers, you need a range of high-quality lead magnets. Is it time to try some new bait? Once you've scouted your audience, we'll help you combine testimonials, coupons, or irresistible offers to create pristine offline marketing. Nothing communicates confidence like tactile, stunning print products.

Ready to craft the right message, for the right people, at just the right time? Nothing communicates confidence like tactile, stunning print products.

Contact Us

Positive Printers, Inc.
3555-A Centre Circle
Fort Mill, SC 29715

803-802-3345
positiveprinters.com

