

Ep 4: Lead Gen in this New World

Pivoting to spark customer interest



- Do a bit of research into how your consumer is currently vetting and making choices.
 - How are your consumers now making choices in your industry?
 - How can you infiltrate this decision making process by offering something of value?
- Make sure your website is solid.
 - Check-out Episode 1: 4 Monumental Website Mistakes
- Do good for the community.
 - How can you do good for the community in which you serve while still benefiting your business?
 - How can you share without being exploitive?
- Offer something of value to incentivize for action to be taken now.
 - What tangible value can you provide that will make customers engage with you now?
 - How can you authentically do this through your network without it feeling like a mass-marketing stunt?
- Up your customer service.
 - How can you create more emotional connections between you and your customers?
 - How can you make your customers word-of-mouth ambassadors for your business?

Areas to address immediately are:

1. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete