



Customer Acquisition

- Lead Generation

- Lead Nurture

- Lead Qualify

- Lead Conversion

Customer Retention

- Product Success

- Relationship Building

- Create Longevity

- Brand Loyalty

Customer Conversion

- Qualify Desire

- Invite & Inform

- Offer "Proven Path"

- Convert & Launch

Simple close: "Is this what you were looking for? Great, let's get you started."



Non-negotiables

1. **Your Beliefs** must be a 10

Do you have limiting or expanding Belief Systems?

- Product/Company/Industry
- Size of the market
- Personal story with the products
- Your personal ICAN Mindset

2. **Your knowledge and understanding must be a 10**

Do you understand the pain points of your Ideal Customer? What do they want?

- Can you speak to the specific benefits for your customer? (What's in it for them)
- Do you know what unique features make your products special in the marketplace?
- Do you know the questions to ask to allow the customer to sell themselves?



1. Lead Generation

Who am I looking for? How can I find them?

Active Marketing – you initiate the connection – interruption marketing

- Face to face: Introduce yourself – limited to your location
- Social media: Conversations/connections – gives you global reach
- Digital Marketing: Lead magnet – ads, social media posts, FB lives, workshops, call to action = lead capture → give something of value to capture contact info required to build a relationship
- Attraction/Content Marketing: Create content that people want, invite them to connect (Share your stories, talk about life, challenges and successes)
- Referral Marketing – Networking, actively asking for introductions

Passive Marketing – search marketing

- SEO: Website (will Google searches find you)
- Word of mouth

2. Lead Nurture

Relationship building – People do business with people they know, like and trust!

- Quality – offering something of value (solving a problem, something that matters)
- Quantity – repetition makes familiar - name recognition – 7-10 exposures
- Focus – focus on what they want, what they need, what helps them

3. Lead Qualification

Identifying who is READY, WILLING and ABLE – to say yes

- Ready – you must be “Top of the Mind” when your customer’s timing is right - NOW
- Willing – the customer’s need or desire is big enough that they are willing to pay the price
- Able – your customer has the resources or can get the resources to say yes

4. Lead Conversion

“Is this what you were looking for? Great, let’s get you started.”



Ideas from our ICAN Community

Question: What do you currently do for lead generation and lead nurture?

Answers:

- Join FB groups and add new friends
- Warm Chat
- Network groups
- In-person networking
- Social media
- Out to eat
- Join FB groups
- Booths at vendor events
- Ask for Referrals
- Connect on Instagram
- Talk with people walking the dog
- Facebook lives
- Tell my success
- Create a QR code
- Clubhouse
- Talking with people that I "meet" out and about
- Reels
- Ask current customers to host a class
- Instagram connections
- Funnels
- Videos on YouTube, Stories
- Getting involved in community
- Meetup.com
- LinkedIn
- Live interactions
- Networking groups
- Chat to people at the supplements aisle at the store
- Strangers at the airport
- Talk to people at the gym
- Fun posts...showing how my life has changed!
- Wearing t-shirt to attract curiosity
- Scavenger hunts
- Offer a free sample
- Text a picture we took together
- Text or Calls
- Invite to classes
- Gifts