Twitter Thread by DotComCJ

DotComCJ
@DotComCJ

>> How To Start a Lead Gen Agency <<

This step-by-step process will help you sign $5K - $20K clients in NO TIME.

Learn how to:

■ Find Leads
■ Book Meetings
■ Sign Clients
■ Scale Processes

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1/ Make sure you understand the lead gen process.

You NEED to know your shit before you pitch ANYTHING.

A few services you can offer to generate leads:

> Cold email
> LinkedIn outreach
> Facebook ads
> SEO

The list goes on.

Just perfect one of them & you're SOLID.

2/ Find a niche to pitch your services to.

NICHE DOWN.

Use this doc to find an "untapped" niche:

https://t.co/aYptSNsZw6

I'd suggest choosing 1-3 to start with.

& focus ONLY on these.

3/ Find leads for outreach:

Sign up for a free @IcyLeads account at https://t.co/mz2kYnEko1 to find key decision-maker contact emails for outreach.

You can find emails from the list of niches provided above & filter out job titles such as:

> CEO
> Founder
> Marketing

Etc.

4/ Once you have a list of leads to pitch your services to:

It's time to write your cold email outreach sequences.

Your cold emails should speak DIRECTLY to the prospect you're reaching out to.

You can find some winning cold email templates here:

https://t.co/bCFTMrqiVv

5/ If you'd like to take a step further & personalize these emails:

That's completely up to you.

I'd suggest hiring VAs to write one-liners that catch your prospect's attention instantly.

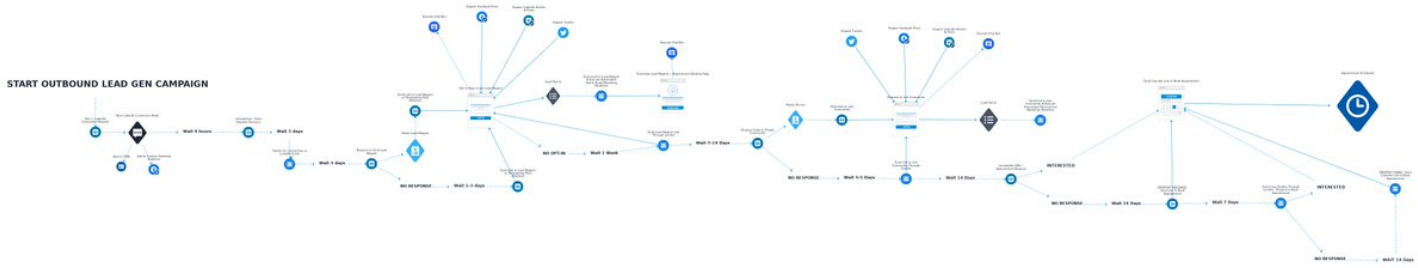
You want a sequence of emails to continuously EDUCATE your prospects.

6/ You can even tie this with LinkedIn outreach using the Icy Leads API & Zapier.

I personally like to automate my LinkedIn outreach 1st.

Then transition to the email sequence AFTER the LinkedIn connection.

Refer to the funnel below to understand how this works:



7/ Why's this work so well?

Because if you have a LinkedIn profile funnel in place

Your prospects already know what you're all about.

Here's a guide I put together on LinkedIn profile funnels:

https://t.co/6gV6Rp4kkJ

8/ Once you've launched your outreach campaigns:

It's time to BOOK MEETINGS.

Now that your prospects are educated through your cold outreach sequence

& once they book the meeting:

They're already SOLD.

You've already pre-educated them through your outreach sequence.

9/ Once the meeting is booked, it’s now time to CLOSE THE DEAL.

How?

A strategy session.

You take them through what they’re doing wrong.

& how your solution can ACTUALLY help them solve their problems.

Ex. SEO audits, Facebook Ads Reviews, etc.

10/ Once the client is signed:

This step-by-step process is super easy to DUPLICATE.

Also helps if you’re testing more than 1 niche at a time.

I teach all this in The Ultimate Omni-Channel Sales Prospecting Course.

Grab it HERE for ONLY $47 ■

https://t.co/FDNindOnYu