

How to get more engaged leads **FAST!**

...especially for coaches



Step 1: Be Precise

Within your coaching business, you might not be getting leads because your audience don't feel like you're talking to them

To have a convincing impact on your audience, you can't be vague; you have to be precise.

The more precise you are about your offer, the better you can communicate how you're solving their problems.

It is a question you have to ask yourself: Am I solving the problems of ambitious and successful women who find it hard to date, or are they women who were married and got divorced and want to date?

Whatever it is, pick just one highly specific market and make a solution.

In fact, with that, you can charge higher.

And you might think, "Oh, my program is well-targeted".

And I'll reply that this is only step 1 to making an irresistible offer to get engaged leads.



Step 2: Make an offer

Any offer worth being made should be made irresistible.

Because why make an offer if people can easily reject it?

But you can as well take a good offer and make it irresistible using these same steps.

The first step is to understand the audience.

Most people know the problems of their audience

But they don't understand the problems

You're like, huh? Let me explain.

To understand them, you must know:

The dream outcome of your prospects (a potential or likely customer or client): This is the result your prospects expect to get from your product or service E.g Finding fulfilling and lasting love as a career woman

How to list out all perceived problems

The question is: what is every single intricate step they're going to have to do or take in order to see success with your product or service? E.g;

- Going on dates
- Expand Your Social Circle
- Be Approachable
- Practice Effective Communication
- Seek Common Interests

How to interpret the problems

To interpret the problems, the question is: What are the negative thoughts that a potential customer could have towards a step in your product or service, i.e., going on dates? A prospect could say it's

"Not worth it."

"I won't be able to stick with it."

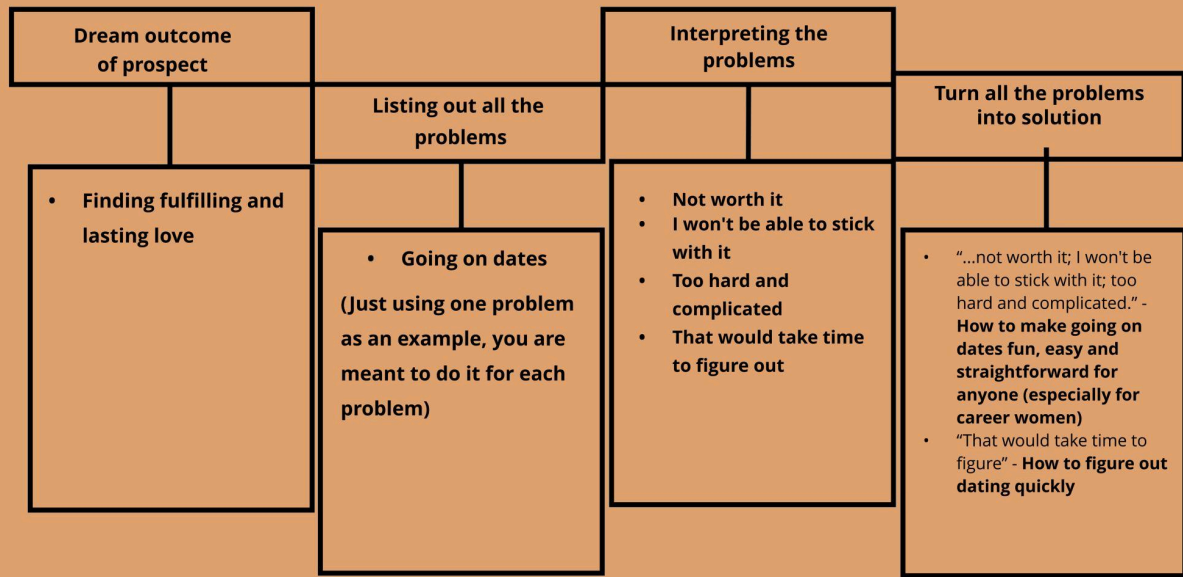
"Too hard, too confusing."

"That would take time to figure out."

Turn all the problems into solutions.

"...not worth it; I won't be able to stick with it; too hard and complicated.": **How to make going on dates fun, easy and straightforward for anyone (especially for career women)**

“That would take time to figure”: **How to figure out dating quickly**



Step 3: Pick a Valuable Offer

You most likely understand your prospect's problems because you were probably once like them, but what you're offering to solve their problems might not be valuable.

I'm sure by now you know that there's a difference between understanding a problem and being able to solve that problem.

So to make an offer valuable, it must follow Alex Hormozi's value equation rules.



Where;

Dream outcome meaning is the end result meaningful to them in context to their problems

Perceived likelihood of achievement: do they think they are actually going to succeed? What is the risk of not getting the results?

Time Delay: How long will it take them to see the final result or progress?

Effort and sacrifice: What additional costs or inconveniences must they incur to achieve the result?

The aim of this is to increase the dream outcome (selling the outcome) and perceived likelihood of achievement (testimonials, statistics)

Decrease the time delay (optimizing the time to get to the final result or see progress), and reduce the effort and sacrifice (reducing the work on their path).

So you should grade every solution you make with this equation and weed out the low-value ones. Then, and this is very important, you should choose the solution with the highest value and profit margin (the one with the lowest cost with highest perceived value by your audience)

Just to give a picture of what a valuable offer should be, it has to be something that your competitors or others in the market charge for.

And if you offer it for free, it might seem over the top, but a person who is willing to pay with time is more likely to pay with money later and even referrals.

Step 4: Design a landing page

It is a standalone web page created for a specific marketing campaign.

You might think, Oh, I know all about landing pages and free offers. But you might not be getting leads because you're not optimizing them to their best possible potential.

A landing page isn't a one-time thing where you launch and wait for leads.

But designing a landing page or a pop-up for your offer, which would now be called your lead magnet, doesn't have to be complicated.

As long as you've followed the steps above to create an irresistible offer, the key thing to keep in mind is that it should be clear what you want them to do and attractive in appearance to your target audience.

A landing page consists of three common things:

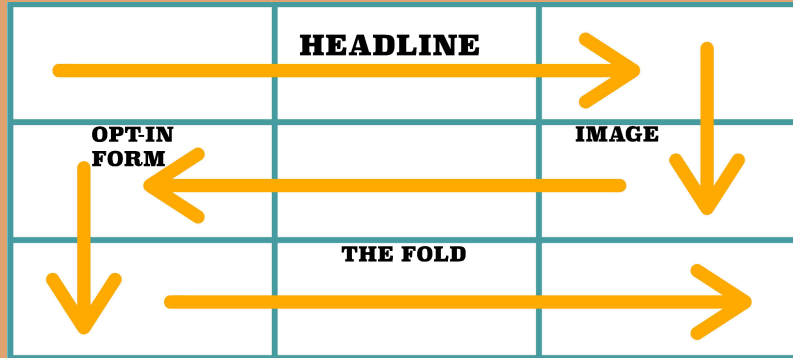
- Headline
- Image(s)
- Opt-in form (It is a web form that allows visitors to subscribe to receive emails.)

Your headline is a combination of your solutions, and make sure it obeys the value equation, but sometimes you can include a testimonial on your landing page for the perceived likelihood of achievement.

For example: How to make going on dates fun, easy and straightforward for anyone (especially for career women) to find fulfilling and lasting love in 3 months or less

Your image can paint a picture of their dream outcome or be snippets of what you're offering (pdf, video).

Opt-in form: This is where the prospect inputs their contact details; it shouldn't be tedious. Name and email are enough, and the instructions must be clear in order to avoid any confusion.



People don't read; they scan, and it is recommended to place important parts of your lead magnet on the paths that they scan. The fold is the point you scroll from; if a testimonial is part of your value proposition (the unique benefit or advantage that a product or service offers), it should be above the fold.

You can make a landing page without the need for a graphic designer or web developer; they are email service providers (ESP) with built-in landing page templates like MailChimp, GetResponse, and Aweber. Some of them even use AI (artificial intelligence) to make landing pages based on your data.

TIP: Test the image and headline every week for maximum optimization.

Step 5: Nurture engaged leads:

Now you have leads on your email list.

You should have created an automation (use of technology to send emails to a list of people automatically) with an email service provider to send a welcome email, which should give them what you offered in the lead magnet.

Then warm them up to enjoy it.

And set the tone for your upcoming emails.

It shouldn't be more than 100 words.

After that, you'd want to provide a series of value emails—about 2-3 emails—to really build that trust, and it could include podcast episodes, success stories, blog posts, and tips to solve their narrow problems.

Then you hit them with the 9-word.

Are you still looking to [4 word desire]?

...make your love story?

...find long-lasting love?