

Lead Generation System Outline

1. Define Your Ideal Client (ICP - Ideal Customer Profile)

Before starting, know who you are targeting:

- **Demographics:** Industry, company size, roles (e.g., small construction companies needing AI tools).
- **Pain Points:** Challenges your clients face (e.g., inefficiency, high costs, lack of automation).
- **Goals:** Desired outcomes (e.g., streamlined operations, cost savings).
- **Platforms:** Where they spend time online (LinkedIn, YouTube, niche forums).

2. Create an Organic Content Funnel

Liam Ottley emphasizes the importance of an **organic content funnel** to consistently attract leads. Here's how to build it:

a. Attract with Valuable Content

- Publish niche-specific, high-value content that resonates with your audience.
- Examples:
 - “5 AI Automations to Save \$10k for [Industry] in 2025.”
 - Case studies showing how your AI tools delivered results.
 - Short explainer videos or reels showing simple AI tools in action.
- Platforms:
 - **Discovery-based:** Use platforms with strong discovery algorithms (YouTube, Instagram Reels, TikTok).
 - **Search-driven:** Optimize content for SEO on Google or YouTube.

b. Convert Rented Audiences into Owned Audiences

- Add a **Lead Magnet**:
 - Free resources like:
 - An industry-specific checklist (e.g., “Top AI Automation Tools Checklist”).
 - A tutorial video series.
 - An automation template for free download.
 - Offer these in exchange for email addresses or SMS contact details.
- Call to Action (CTA):
 - “Download the guide now!”
 - “Subscribe for weekly AI tips!”

3. Build an Email List (Owned Audience)

Collecting emails is crucial to own your audience. Use these tools:

- **Email Marketing Platforms:** Mailchimp, ConvertKit, ActiveCampaign.
- **Lead Capture Pages:** Create simple landing pages with clear value propositions.

4. Nurture Leads with Consistent Value

Nurturing involves staying top-of-mind with your audience and building trust:

- **Weekly or Bi-weekly Emails:**
 - Educational content: How AI solves their challenges.
 - Success stories: Short case studies with clear results.
 - Insights: Share trends in AI for their industry.
- **Personalization:**
 - Segment your audience based on their industry or interests.
 - Tailor emails to address their specific needs.

5. Transition Leads from Cold to Hot

Understand the audience temperature:

- **Cold Leads:** Provide educational and problem-aware content.
 - Example: Blog on “How AI Saves Time for Real Estate Agents.”
- **Warm Leads:** Offer solutions, such as how your agency works.
 - Example: A webinar on “How to Automate Operations with AI Tools.”
- **Hot Leads:** Present a clear CTA to convert.
 - Example: “Book a free strategy call.”

6. Use Social Proof to Build Trust

Showcase credibility to reduce friction:

- Client testimonials and reviews.
- Real-world case studies with measurable outcomes.
- Videos of satisfied clients.

7. Close with Strong Calls to Action

Every piece of content should guide the lead toward action:

- **Soft CTAs:** “Subscribe to learn more,” “Watch our latest case study.”
- **Hard CTAs:** “Book a free consultation,” “Sign up for a personalized demo.”

8. Track, Test, and Optimize

- Use analytics to measure effectiveness:
 - Track website visits, email open rates, and click-through rates.
 - Use tools like Google Analytics, Hotjar, or HubSpot.
- Test different formats, headlines, or CTAs to see what resonates best.

By following this system, you'll create a predictable pipeline where leads are continuously attracted, nurtured, and converted.