



## Leads 101 Recap

As female entrepreneurs, we face common challenges such as:

- Chasing prospective clients
- Lowering prices to attract clients
- Lacking organization
- Messaging not clear

WHICH OPTIONS BELOW CAN HELP YOUR BUSINESS?

### STEP 1 Attracting Potential Clients

- Lead/squeeze page
- Lead magnet
- Website

### STEP 2 How to Manage Leads

- E-books and guides
- Free webinar or online class
- Giveaway/contests
- Embed forms on your website

### STEP 3 Nurture Your Leads

- Email list
- Relationship building
- Listen, help, and respond to leads

## Action Steps



Do a Website Review



Hire a web designer



Create a lead page

NEED HELP GETTING STARTED? SCHEDULE A CONSULTATION [HERE](#)