Lead nurturing one page plan

1. Your ideal prospects

[Enter text – Note who you most like working with and their pain points]

2. Solution to your prospects' pain points

[Enter text – Enter what your good or service does to help them or improve their life]

3. Your prospects' habits

[Enter text – Record your prospect's preferences and behaviors, what media they consume and where they hang out online and offline]

4. Their relevant triggers

[Enter text – Determine what causes your prospective customers to look for information about your industry]

5. Your positioning

[Enter text – Identify what makes you unique or different from the competition in the eyes of your prospects]

6. How you will turn prospects into leads

[Enter text – Outline how you'll convert your list of prospects into leads]

7. How you will nurture your leads

[Enter text – How will you build a trusting relationship with your leads so they recognize your value and your expertise?]

8. How you will turn your leads into clients

[Enter text – How you will get them to take the next step and ensure they think of you when they're ready to take the next step]

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In this concise blueprint, we'll walk through the essential steps of marketing, including defining your ideal prospects, identifying triggers, positioning your brand, and nurturing leads from the prospect point through to becoming a client.

Here's what you need to consider:

1. Your ideal prospects

Outline the customers you like to work with the most. They're most likely be those customers that pay on time, don't ask for discounts, appreciate what you do, refer their friends or colleagues, and generate positive word of mouth. Then find common characteristics such as where they live, what they do, what they pay attention to. You want to find more of them. Then outline their pains.

2. Your solution to your prospects' pain points

Once you've identified an ideal prospects pain point, write how your good or service solves their pain point or otherwise improves their life. Dig deeper to identify the underlying reasons for the pain point. Are there process inefficiencies, communication breakdowns, technological limitations, or external factors contributing to the problem? Understanding the root cause will guide your solution.

3. Your prospects' habits

This identifies where your prospect hangs out, both on and offline. Here you'll go into what media your prospect consumes, what social media platforms they're on, who they go to for advice or guidance, and where they look or search when they make purchasing decisions. This helps you determine where you should focus your marketing efforts.

4. Their relevant triggers

Relevant triggers refer to the events that cause potential customers to act. These triggers cover everything from searching online for something relevant to your industry to deciding to purchase from you. For example, on January 1 people might make a resolution to get into shape, which triggers them to look online for help with achieving that goal.

5. Your positioning

Your positioning is what determines your copy, messaging, and design. It defines how your business will be perceived by your target market and your audiences. Ideally, you want your positioning to be that you are the first at something, the best at something, or in some way unique. Your unique value proposition—the value your business has the competitors don't—will shape your positioning. Other factors include your business persona (such as innovation, customer service, professionalism), your benefits, your attributes (such as quality, affordability, luxury, reliability), and your brand promise.

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6. How you will turn prospects into leads

A prospect is an individual or business that has shown a basic level of interest in or need for your product or service but hasn't engaged with your business. They know they have a problem, they don't know you have the solution yet. A lead shows a level of engagement or interest in your business, such as giving you an email address, reading your content, and following your social media. Steps you can take to turn prospects into leads include creating engaging and useful content such as blog posts, e-books, guides, infographics, quizzes, webinars, and expert interviews.

7. How you will nurture your leads

Nurturing leads involves building a relationship with people that have interacted with your business by providing them with valuable information, guiding them through their decision making, and highlighting your value. This tends to involve more personal communication, such as email marketing, educational content focused on their pain points, drip campaigns, follow-up phone calls, exclusive offers, and retargeting ads.

8. How you will turn your leads into clients

This involves turning people who have engaged with your business into people who are willing to pay for your good or service. In this step, you'll continue building the relationship but may offer tailored proposals, reach out to address their objections, provide demonstrations and trials of your good or service, create a sense of urgency, and follow up with leads who haven't acted.

Note. This is a guide only and should neither replace competent advice, nor be taken or relied upon as financial or professional advice. Seek professional advice before making any decision that could affect your business.