

Lead Generation Toolkit — Read Me First

Build a simple lead system: clearer offer, faster follow-up, and a weekly sales rhythm.

Outcome

- A clear offer you can explain in 20 seconds.
- A lead tracker so nothing is missed.
- A follow-up cadence (7 touches).
- Copy/paste scripts for calls, emails and SMS.
- A weekly rhythm that keeps pipeline healthy.

Implementation steps (do in order)

- Complete the Offer Builder (choose ONE best customer + ONE core offer).
- Start using the Lead Tracker for every enquiry/quote immediately.
- Run the Follow-Up Sequence for every unbooked enquiry/quote.
- Do the Weekly Rhythm Checklist every Monday.

Minimum weekly habit (15 minutes)

- Sort leads by 'Next Action Date'.
- Call/message the warmest 10 first.
- Follow up all quotes older than 48 hours.
- Update statuses: Active / Won / Lost.