

## Day 1 - What is a Lead?

As Digital Marketers we use the word so much. Get Leads, Convert Leads, This Lead, That Lead, and so on. However, what is a "lead" in the real sense?

That's what we are going to learn today.

There are a lot of people out there in the real world who would want to buy your products and services. You are here with a product or service that you want to sell. How are you going to reach out to your potential customers?

A lead is called a lead because it leads to a sale.

A lead is a connecting link between you (your business) and your prospect who is out there in the real world.

A lead usually consists of the following 3 things:

- Name
- Email ID
- Phone Number

Sometimes the leads do not contain the names. Sometimes it is either the email ID or the phone number.

The Email ID or the phone number helps you reach out to your potential prospect and have a conversation with them so that you can tell them about your products and services.

If you want to have a sales call, you need leads.

If you want to invite people to a webinar, you need leads.

If you want to invite people to an event, you need leads.

## **What are not leads?**

When we are talking about what are leads, it also helps to talk about what are not leads.

A lot of people focus a lot on building their social media following. But they are not your leads.

All these are not leads:

- Facebook Fans
- Instagram Followers
- Twitter Followers
- YouTube Subscribers

You are having a connection in someone else's platform and that is not going to be helping if you want to sell something to them. Many times, you will not be able to get 100% reach (or even 30%) because they are the users of the platform and not your users. Hence you will not be able to reach out to them on demand.

I am sending this message to you by email. And you are my user. I have direct access to you. This is my platform. I like to use social media sites to build brand awareness and get people into my platform. I don't want to stay on social platforms.

So that's it for today's lesson on what is a lead and what's not a lead.

Looking forward to seeing you at tomorrow's lesson.

## Day 2 - Do we need lead generation for B2C?

Welcome to Day 2 of your 100-day Lead Generation Course.

If your business doesn't need lead generation, then there is no point in trying to learn how to generate leads, right?

So when does a business not need lead generation?

A business doesn't need lead generation when it is selling low priced consumer goods that are simple in nature.

When consumers need not go through a tough decision-making process to buy something, and when they do not need a lot of time to decide, generating leads is pointless.

Here are some examples of low priced consumer goods:

- Candy
- Soap
- Pen
- Cookies
- Body spray

These FMCG (Fast-moving consumer goods) products are simple, low priced, and attract a lot of repeat buyers.

Companies that sell FMCG products do not need lead generation.

Imagine how difficult it would be if you had to generate leads for someone who is interested in a bar of soap, have a salesperson call them and convince them to buy the soap and close the deal.

It is not practical because the amount of profit that you make from the sale of the soap is not enough to pay for the sales person's time and you would end up making losses with the sales process.

It is also not required because the decision-making process for buying soap is simple. Only when a product or service is complex and has a lot of questions to be answered about it, a salesperson needs to be involved.

Many FMCG products are simple products and decision making is usually impulsive. In such cases, brands will engage in marketing activities to raise brand awareness about the brand and get a strong market positioning within the market that they are operating in.

For example, Gillette is a good brand for men's razor blades and they have a strong market position as the leader when it comes to razor blades. They do not generate any leads for the sales of their products. They just advertise and build brand awareness.

*(What would you do if you had salespeople that do not take a salary or a commission from you? Would you employ them to sell your low priced, simple B2C products? Probably yes. But in the real world, you cannot hire people at no cost. But you can close yourself digitally and use marketing automation to sell without any human effort. That's something we will look at in future lessons).*

Can you think of all the products and services that do not require lead generation?

In the next lesson, we will discuss if we need lead generation of B2B and Enterprise products and services. See you in tomorrow's lesson.

## Day 3 - Lead Generation for B2B and Enterprise

Welcome to Day 3 of your 100-day Lead Generation Course.

In yesterday's lesson, we talked about why it is not required to generate leads for B2C when the products are simple and low priced.

Consumers need not go through a long decision-making process to buy such products and most of the products are purchased on impulse.

There are cases where you will need to generate leads for B2C products, but we will look into it in future lessons.

Today let's discuss Lead Generation for B2B and Enterprise products.

Is lead generation required for it?

Absolutely yes.

Without generating leads for a B2B product or service it is very difficult to sell it.

The products are high priced and also complex in nature.

For example, if I have to sell my digital marketing services to a company, I have to generate leads.

The number of people who can be my potential customers is very low and I cannot do mass marketing or advertising for my services.

Do you think I would end up getting customers for my digital marketing agency if I put a billboard in a busy junction? It might help in brand awareness, but people are not just going to see an ad and buy a complex service with a 6-months contract.

When you are selling high-end services and products for B2B and Enterprise, lead generation is also easy.

You might be thinking that isn't lead generation difficult in such cases?

No.

Lead generation is easy - but the sales and conversion process is difficult.

To sell well, you need a brand, a personal brand, and a good offer combined with a strong sales pitch.

Let's look at an example from my own experience.

I sold a digital marketing funnel building service to a big publication. The publication was YourStory. I had a feeling that if they did digital marketing well, they would be able to scale up their revenues fast.

I wanted to get in touch with their CEO and I was able to do it. It took a lot of patience and persistence, but when I got in touch with her, I requested a meeting and I got it.

In the meeting, we pitched our services and we closed the deal along with some advanced sales and negotiation tactics.

Here, the lead generation was not difficult. We knew their contact details. But I was able to get a response from them because I had a personal brand for myself as a Digital Marketer and they have heard about me. I also did a very strong sales pitch and used my negotiation skills to close the sale.

Let's take another example of a company with products and services for high-end clients. Wipro serving HDFC Bank. If Wipro has to sell their software development services to HDFC, they will not be generating leads online nor will they advertise their services. They will get in contact with the right decision-makers.

Getting a response from the decision-makers and closing the deal is not easy, but the lead generation is not difficult. You just know who your target customers are and you get in touch with them. Your target customers will be very low in number.

So what I am trying to tell you here is that lead generation is NOT required via digital marketing if you are selling very simple B2C products (Lesson 2), or very high-end B2B and Enterprise products (this lesson).

Lead Generation is required when you are selling high priced complex B2C products or low priced B2B products. We will discuss this in the next lesson.

## **Day 4 - Lead Generation for High End B2C Products**

In lesson 3, we learned that we do not need lead generation for basic B2C products that are low priced and simple.

For example, if you are selling candy or a pen, it is a simple low priced product and doesn't need lead generation.

The sales cycle is short and the decision-making process is easy. Many of these products and services are bought on impulse.

Even if the end consumer makes a wrong purchase, it is not something to worry about. If I spend 10 rupees on a pen and if it doesn't write properly, I will not lose sleep over it.

My time is more valuable than going back to the shop and asking for a refund. However, when it comes to high-end B2C products, we need to do lead generation.

Let's take two examples of high-end B2C products.

What are the biggest purchases that a consumer will make in his lifetime? It is easy to guess.

The biggest purchase would be a house.

People end up spending their entire life savings to buy a home. The next biggest purchase that they will make will be a car.

Let's first think about buying a home.

### **The Process of Buying a Home:**

If someone is interested in buying a home, he/she will look at an ad and will call the number on that ad. Or they will look at an ad online, click on it, visit the landing page and fill out a form with their contact information.

This contact information becomes a lead for the seller. As we discussed in lesson 1, this is a lead because it leads to a sale.

This contact information is the connecting link between the buyer and the seller. Once the seller gets the contact information he will call the prospective buyer and schedule a site visit.

Without seeing the house in person, the buyer cannot make a buying decision. This is a complex product and once the purchase is done, it is difficult to reverse the transaction.

So the buyer will visit the house (or a model house if it is still under construction) and then will ask a lot of questions to the salesperson.

- Does it have a good water supply?
- Is this a good neighborhood?
- What about the facilities in this apartment building?
- What about the security and so on.

These are the questions and objections that the buyer has before he can go ahead with the purchase. The decision-making process can take anywhere from 3 to 6 months. The sales cycle is long in this case.

The seller needs to generate the leads, profile the leads, score the leads, and then close the sale with constant follow up. (All these strategies will be discussed in the future lessons).

Now let's take another example of a high-end purchase.

### **The purchase of a Car:**

After a house purchase, the next biggest purchase for an end consumer would be the purchase of a car. It is not a one time purchase but it can happen once in 3-5 years. Since it is a complex product, lead generation is required for this.

This is how the process would flow:



- The buyer sees an ad online for a car.
- He visits the landing page and downloads a brochure.
- He gives his contact details to download the brochure.
- Then he watches a welcome video.
- Below the welcome video, there is a link to request for a test ride.

The form asks a lot of questions such as:

- What car do you currently own?
- When are you planning to purchase the new car?
- Will you be buying it as an individual or as a company?
- When do you want to request for a test ride?
- Do you need financing for the car or will you pay the full amount upfront?

The questions that are being asked in the form is very important to score and profile the leads. The salesperson may not have time to call every lead and give the test ride of the car to them.

He has to filter out the highly qualified buyers from the unqualified ones. Many car enthusiasts who don't have the money to buy cars would still request for a test ride.

The information filled in the form will help the salesperson to prioritize the leads. That's why lead profiling and scoring becomes important. In future lessons, I will show you how lead-profiling and scoring works in real life with practical tools.

You can see that in both the cases mentioned above the sale cannot happen without lead generation.

No one will see an ad and swipe their credit card to buy a home or a car. Lead generation and sales are required in this case because the buyer has a lot of questions that need to be cleared before the sale can happen. And that can be cleared only by a salesperson. And for that, the salesperson needs the contact information of the buyer.

That's why lead generation becomes very important. The same method can be applied for any B2C product that is high-end.

If you are selling an interior-design service or an appliance that is high priced, you need lead generation.

In the first few weeks, we will be focusing on the theory and fundamentals of lead generation which is very important. Without understanding the principles and fundamentals, the strategy and tactics will not make any sense.

If you are looking for tactics and strategies that you can apply immediately, please have patience, they are coming to you in the future lessons. If you understand the principles properly, you will be able to come up with your own strategies and tactics.

That's it for today's lesson on lead generation for high-end B2C products and services.

In tomorrow's lesson, we will talk about lead generation for low-end B2B products and services.

## Day 5 - What are Lead Generation Funnels?

In the last three lessons, we talked about lead generation for high-end B2C products and high-end B2B products.

We also understood that low-end B2C products that are simple don't require lead generation.

The effort that is invested in lead generation is not worth it because the profits that we make from each sale is not going to be enough to justify the efforts in lead generation and sales. Also many times, the end customers do not want to share their contact information and talk to a salesperson when they are buying something simple. They just want to make the payment, purchase it, and use it.

If they have to give the contact information and wait for a salesperson to get back, they might not like it. Imagine the last time you ordered something from Amazon. You just ordered it. We don't want to talk to someone in such cases even if someone is available to talk to. It takes time and time is limited. Time is money.

So lead generation is only required when the price of the product is high and the product is complex. Like a house or a car.

However, as a business, if you are generating a lot of leads then you will not be able to call all the leads and serve them.

If you generate 1,000 leads a day and you have 10 salespeople who can call only 10 leads a day then what will you do with the rest of the 900 leads?

If your sales team tries to pick leads randomly and call them, there is a high chance that a lot of these leads will not be interested. It would be an inefficient use of the time of the sales team. And you as a business cannot hire 100 salespeople because that would be too costly.

As a thought experiment, consider that you can hire 100 salespeople and each person calls 10 leads a day. And you are generating 1000 leads a day. What do you think would be the conversion?

Let's say out of every 100 calls to the leads, 1 person converts into a customer. At this conversion ratio, you are going to generate 1 sale per salesperson for every 10 days on average. That means each salesman can convert 3 leads into customers a month.

Recap of the numbers:

- Leads generated per day: 1,000
- Total salesmen: 100
- Calls per day per salesman: 10
- Calls per month per salesman: 300
- Conversion ratio: 1/100 (1%)
- Conversions per month: 30
- Conversions per month per salesman: 3

Now the biggest problem you will face is that 3 sales are not good enough for you to make enough profits and pay the salary of the salesperson.

The salary or the commission you pay the sales guy is going to be more than what you make as profits.

So what we need to do here is increase the conversion ratio of each salesperson.

Instead of each salesman converting 1 lead into a customer out of 100 leads, we need to get each salesperson to convert 10 leads into customers out of 100 leads. And this can happen only if you create a lead generation funnel.

There is no lead source in the world which will give you high quality leads out of the box.

Every traffic source online will send you all kinds of leads and we need to filter through them. It's like mining for diamonds. You need to process a lot of coal before you can find the diamonds. That's what a funnel does for you.

A funnel will filter out the high quality leads from a heap of leads and gives you the best quality ones.

Getting back to our example, remember we are generating 1000 leads a day and we do not have 100 salespeople. We have only 10. Each salesperson can call only 10 leads a day.

So what we need to do is find out what are the top 100 leads out of the 1000 leads so that we can assign 10 leads to every salesperson.

We find out the high quality leads in such a way that the buyer is in one of these 10 leads.

It's like predicting which area of the coal deposit will have a higher concentration of diamonds and processing just that instead of processing the entire coal deposit in that area.

That's why we need Lead Generation Funnels. The funnel is a filtration mechanism to find out the best leads that can be engaged with. With a funnel, we can get the same conversions with 1/10th of the sales team. The funnel does the rest of the work for us. That's why marketing automation is important. It cannot automate all the tasks, but it can make us more efficient.

Recap of the numbers with a funnel:

- Leads generated per day: 1,000
- High-quality leads identified: 10% (100 per day)
- Total salesmen: 10
- Calls per day per salesman: 10
- Calls per month per salesman: 300
- Conversion ratio: 10/100 (10%)

- Conversions per month: 30
- Conversions per month per salesman: 30

In the process, the funnel also builds trust with the leads and converts the cold leads into warm leads.

I hope in today's lesson you understood the importance of lead generation funnels.

In the next lesson, we will look at an example of how a lead generation funnel can be applied to B2C leads, and in the lesson after that, we will look at how the same technique can be applied to low-end B2B products as well.

See you tomorrow.

## Day 6 - How I Generate Leads for my Business

In the previous lesson, we talked about lead generation funnels and why they are important to filter out the high quality leads from the low-quality ones.

Filtering high-quality leads is important because when you are doing high-end B2C sales or low-end B2B sales you will have more leads and a good mix of low quality leads in it.

When you are generating leads via digital marketing a good mix of untargeted and uninterested leads will come into your system.

When you are prospecting for B2B leads and reaching out to businesses, you are generating very high-quality leads.

For example, Clever.com is software for schools for delivering education online. Their minimum pricing starts at \$5000 per year. Most of their customers are enterprise customers.

In such cases, they will just reach out to their target customers via a sales force and start converting the leads.

If you are towards the middle of the pricing spectrum you might not have that luxury. That's why we need lead generation funnels.

Before we dive deep into lead generation funnels and how they work, in today's lesson I want to give you an example of my lead generation funnel.

To create a lead generation funnel, you need a lead magnet. The lead magnet is the first part of the entire funnel. Without a lead magnet, you will not be able to generate a lot of leads through inbound marketing.

My lead magnet is my free digital marketing course with 25 videos. For people who want to learn digital marketing, I give away this course for free. But to sign up, people need to give me their name and email ID.

Once they give me their name and email ID, they become my lead. I created this lead magnet a few years back. Once my lead magnet was ready, I went ahead and started driving traffic to it.

First, I used search traffic to get the leads. I used to get more than 5000 visitors a month via the search engines to my blog.

I converted the visitors into leads using this lead magnet (the 25 videos free digital marketing course). Then I started driving traffic to the lead magnet using Facebook Ads. And then I started using Google Ads to drive the traffic.

Once they enter their name and email ID, their course will start. I deliver one lesson every day for 25 days. Until 25 days I do not sell anything. The videos are designed to provide value and build trust with the audience.

Trust building is an important part of sales. Without trust, sales cannot happen. In an offline sales model, trust is usually built via personal relationships.

If a salesman is good at his craft, he would build trust with his prospects and he would close the deals. But when you are generating 100s or 1000s of leads, you cannot have individual conversations with each person who is in your funnel. That's why marketing automation helps in lead generation funnels.

An automated sequence of emails builds trust with your audience on automation. You don't need to lift a finger. Setup the email sequence, get the leads and the trust-building happens automatically. But as we all know, without sales the funnel is not going to sustain itself.

"Sales" is the power source of the funnel. Sales give us transactions and transactions will give us profits.

When we make profits, we can reinvest the money back into the creation of lead magnets, back into traffic driving mechanisms like SEO, SEM, and Display Ads, and back into CRM and Marketing Automation tools that help us build trust with the audience.

So how do we sell in B2C when there is a funnel?

As we have discussed in the previous lesson, we need to pick out the high quality leads from the low-quality ones to engage them in a sales process.

That's where the concept of lead scoring comes in.



I score the leads based on their behavior. For example, let's take 2 leads. 1 lead is highly interested and there is a high chance she will buy. One lead is not so interested and has a very low chance of buying.

The highly interesting lead will open all my emails and read through all the lessons. The less interested lead will hardly open any emails. If I give 1 point for every email open and 3 points for every click inside the email then I can find out who are the highly interested leads and who is not so warmed up to my offer.

I would end up calling the highly interested leads and engage them in a sales process.

"Sales" is a separate topic in itself and deserves a series of lessons on its own but you get the idea.

The actual techniques of lead scoring will be discussed in future lessons.

That's it for today's lesson.

I hope you learned something new from the example I've given you.

Check out [LearnDigitalMarketing.com](http://LearnDigitalMarketing.com) and become my lead if you want to observe how I have developed my lead generation and engagement funnel.

See you in tomorrow's lesson.

## Day 7 - When do we need Lead Funnels?

In the previous lessons, we talked about Lead Generation funnels and I showed you an example of how I have built my lead generation funnel.

We have also discussed that high-end B2B and enterprise products do not need a lead generation funnel and low-end simple B2C products do not need leads at all.

Lead generation is required when you are selling a product that is high-priced, is complex, and the buyer might have a lot of questions before buying your product or service.

Please note that the requirement for lead generation and the requirement for lead generation funnels are not the same things.

Lead generation is required when the product price is higher. But when the product price is very high and the target market is very small, a lead generation funnel is not required.

A lead generation funnel is required when you have a balance between the two. Your products and services are not too cheap and simple, nor too costly and complex.

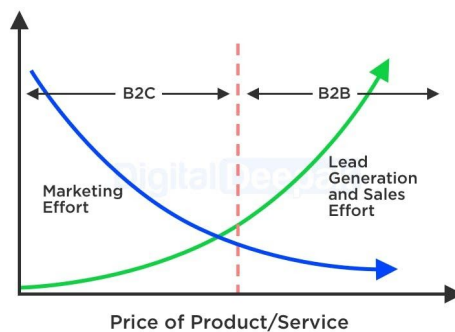
A funnel is required when you have B2C products at a higher cost and B2B products at a lower cost.

Examples of products and services where a funnel is required:

- High-end B2C Products like house, car, appliances.
- Low-end B2B products like software

So how can we visualize this?

I have made this chart which explains it clearly.



In the chart, you can see that there are two Y-axes.

The marketing effort goes down as the price of the product goes up.

The lead generation effort goes up when the price and complexity of the product increases.

When the price is too low, you don't need leads, so you don't need lead generation funnels.

When the price of the product is very high, every lead that you reach out to will be a very high quality targeted lead, and you do not need a funnel in that case.

For example, Infosys, a large enterprise IT company, would reach out to people who are the right fit for their services. They would already have a fair idea about their target customers. Pinpointing the lead is not a problem at all. They would do cold-emailing, meet, and connect with the right people in conferences and also reach out to them via referrals. The sale is more dependent on the sales effort than the marketing effort.

**When do we need lead generation funnels?**

We need lead generation funnels when we are somewhere in the middle of the chart that I have shown above.

In the previous lesson, I talked about how I generate leads, nurture them, and filter them to engage with the sales process. My business (the training one and not the agency) is a B2C business. But the products (my training programs) are not low priced. They are starting from 10,000 rupees (\$150 approx). I cannot just market my products and brand and expect people to buy. That's why I create a funnel.

Let's take a look at one of the B2B products I have - OptinChat.com. It is a lead generation tool for website owners that collects names and email IDs of visitors. The cost of the tool is \$49 a month. The price of the product is not too high that I would have a sales team that reaches out to people directly and sells them. The profit from each sale wouldn't be enough to pay the sales team.

So even though OptinChat.com is a B2B tool, I market it in such a way that I would sell a high-end B2C product. There are too many prospects out there for a manual sales outreach to be effective.

I generate leads for OptinChat by giving the free version of OptinChat for free and I do webinars to sell the premium version.

In the next email, I will explain how the lead generation funnel for OptinChat (a low-end B2B tool) works.

The funnel generates the leads, nurtures them to build trust with them, and converts the cold leads into warm leads even before the sales process begins.

See you in tomorrow's lesson.

## **Day 8 - Case Study: B2B Lead Gen for OptinChat**

In the previous lesson, we learned why Lead Generation funnels are important.

Lead Generation funnels are important because if your product price is somewhere in the middle, you will need to generate a lot of leads but you can only engage with a small percentage of the leads.

The small percentage of the leads that you engage with should be the highly qualified ones so that they can convert into customers.

In today's lesson, let's look at a case study.

The case study is from my own app - OptinChat.

### **What is OptinChat?**

OptinChat is an app that can convert visitors into leads. There are many tools that can convert visitors into leads but OptinChat is different. Most of the tools have a popup on the screen which is irritating and doesn't provide a good user experience.

OptinChat shows a chat box that is non-intrusive. And the AI chat module chats with the user in a conversational way. It asks for their name, email ID, and more questions if required. All the details are collected and stored in a database. These details can be passed on to any CRM of choice. You can have a look at the tool at [OptinChat.com](https://OptinChat.com)

### **How I generate Leads for OptinChat?**

I have a freemium model to generate leads for OptinChat. Instead of only giving the pro version for a cost, there is a lite version for free. The free version of the tool has limited options.

Every person who signs up for a free trial of OptinChat is a lead for me. And I can use these leads to upsell the Pro version of OptinChat to them.

When someone signs up for OptinChat and deploys the tool on their website, it also shows that it is powered by OptinChat. This is a link back to OptinChat.com and I can generate leads via that.

As more people use OptinChat, the more visibility it gets and the more leads I can generate.

But not all the leads to sign up will deploy OptinChat on their website. They will sign up and sometimes forget about it.

### **The Email Sequence**

When people sign up for OptinChat, I start an email sequence for them. The email sequence is designed to educate them about OptinChat and convince them to deploy the tool on their website. This email sequence goes on until they deploy it on their website.

I do not talk about OptinChat Pro or persuade them to buy the premium version of the tool until they have tried the free version. Because if they have not taken any effort to deploy the free version then I can be pretty sure that they are not going to use the paid version anytime soon.

The email sequence will keep going on until they deploy the tool on their website, or unsubscribe from me. The sequence sends two emails per week. The sequence will have all these kinds of emails until they deploy it:

- The story behind the development of OptinChat
- How to use OptinChat
- Why OptinChat is better than other email capture tools in the market.
- Success stories and case studies of customers using OptinChat
- Features and benefits of OptinChat

Once they deploy OptinChat on their website, the next email sequence will start.

### **Email Sequence for Existing Users of OptinChat Lite**

Once the users deploy OptinChat on their website, they will be able to start collecting emails with it. They will experience the tool and discover how the tool is better than other tools.

Now it is time to convert them into users of OptinChat Pro.

There are many ways that a Lite user can be converted into a Pro user.

- They will upgrade without being asked to. They would want the Pro features.
- They will upgrade after we follow up on email and direct them to a sales page where the details of OptinChat Pro would be available.
- They will attend a webinar where I explain the features of OptinChat and then they will upgrade.
- They will upgrade when the sales team engages with to explain the benefits of upgrading to the Pro version.

Out of the 4 methods explained above, the first two methods do not require any lead selection because they are automated.

Inviting people to a sales webinar and doing sales calls with a team would require lead selection through the funnel. I would pick out high-quality leads who are engaging with my emails and using OptinChat.

I would do a webinar or do a sales call only to the people who have deployed OptinChat on their website. I would also look at the people who are having a high number of page views on their website. If they have a lot of traffic and if they are collecting a lot of emails, then I would make sure that my sales reps call them to convert them into Pro customers.

How to do 121 Sales and how to sell on webinars are concepts that we will discuss in the future lessons.

That's it for today's lesson. I hope you got an idea about how my lead generation and sales funnel works for [OptinChat.com](https://OptinChat.com)

I will see you in tomorrow's lesson.



## Day 9 - Types of Lead Magnets

It feels like yesterday when we got started with the 100-day Lead Generation Course and it is already the 9th day. Time flies fast.

I am having a good time writing these lessons and I hope you are having a good time learning them.

Before I jump into the next lesson, I would like to ask you:

- Are you finding the lessons useful?
- What have you learned so far?
- Tell me a bit about yourself, why are you learning lead generation?

### **Types of Lead Magnets:**

By now I am sure that you have a fair idea of how lead generation works for B2B and B2C.

By now you would have discovered that there is a lot of common ground between B2B and B2C when it comes to creating a lead generation funnel.

Whenever we talk about funnels and lead magnets, we will not identify it as B2B and B2C anymore. It's common for both.

Even my business has a mix of B2B and B2C. A lot of people who sign up for my digital marketing courses also sign up for my software tools.

You might be in a niche where you have a mix of B2B and B2C customers as well.

Even B2B companies that focus on outreach and prospecting will start generating leads in the long term when the demand for their products and services increase. That's why I am talking about funnels before we get into B2B lead generation techniques directly.

In the upcoming lessons, I will tell you about a lot of tools that will help you generate B2B leads directly, but before that, let's understand the types of lead magnets that will help us build lead generation funnels.

So here are the different types of lead magnets that you can use to get people to share their contact details with you. It's like an ethical bribe to get their contact details. In most cases, these are given for free or at a very low price such as \$1 or 99 rupees.

- Ebook
- Mini-course
- Trial of a course
- Trial of a software product
- Checklist or cheatsheet
- Template
- A form to get people to express interest in a product or service
- Request for a test ride of a car
- Request for a site visit of a real estate property
- Request for a free demo of a product
- Book a consultation call
- Membership to a community
- Report generator
- Resume generator
- Calculators
- Spreadsheets
- Mindmaps
- Register for webinars
- Recording of a webinar

- Slidedeck
- Quiz
- Survey
- Coupons
- Case studies
- Waiting list
- Applications (Internship, Jobs, or Memberships)

Out of the list I have given, here are some of the lead magnets I have used in my business (and some I am planning to use in the future).

### **eBooks:**

eBooks are one of the best types of lead magnets. Many products and services have the perception that if it is cheap then it is not going to be of high quality. Books and eBooks have a history of being cheap but at the same time, they can have life-changing information in it.

### **Mini-Course:**

The best performing lead magnet of all time for me is the 25 video course on Digital Marketing which has been hosted at [LearnDigitalMarketing.com](http://LearnDigitalMarketing.com). It has generated over a million leads for me since I started my training business in 2016.

### **Trial of a Product:**

OptinChat's Lite version of the product is like a trial for the pro version. People can use the trial version of my app for unlimited time but if they need more features they need to upgrade to the pro version.

**Webinars:**

I conduct webinars from time to time and when people register for the webinar, they have to give their name, email ID, and phone number. It becomes a good lead magnet. They also end up expressing interest in the product or service related to the webinar and it would be relevant for me to send them emails related to that product.

**Applications to a Program:**

If people want to join my Internship program, they first need to apply for the program. I do not accept Interns without an application. Applying for my internship program is a good way to generate highly qualified leads. There are many form fields that they have to fill up, almost 10, to complete the application. These fields give me options to customize the communication to them in my follow up emails. How to send personalized emails is something that we will learn when we get to marketing automation.

Apart from this, I have used Quizzes, Mindmaps, and Spreadsheets from time to time.

I hope this lesson gave you a clear idea about the different types of lead magnets that can be used for your business.

I will see you in tomorrow's lesson.

## **Day 10 - Traffic Sources for Lead Generation (Part 1)**

In the previous lesson, we talked about the different types of lead magnets that can help you generate leads. In this lesson, we will talk about the traffic sources for lead generation.

If you have a lead magnet, you need to drive traffic to it. Without traffic, your lead magnets are not going to generate the leads for you. If the lead magnets are the seeds and leads are the fruits, the traffic source is the water.

Once you have got your lead magnets ready, you can use a variety of different traffic sources to drive attention to your lead magnets. In this lesson, we will discuss some of the top traffic sources that I use for my business.

### **High Traffic Sources for Lead Magnets:**

Some of these sources are free and some of them are paid. I recommend that you get started with the free traffic sources and scale your way up to paid traffic sources.

#### **1. Organic-Search Traffic**

Organic-search traffic is the traffic that comes from the search engines. You do not need to pay for this traffic. Every search engine including Google has paid listings on their search and free listings. If you make sure that your pages appear in the search results for specific keywords then you will be able to tap into a lot of traffic and you do not need to pay for it.

The only problem with organic-search traffic is that your landing pages will not get ranked easily in the search engines. Search engines prefer content-heavy pages and they do not rank landing pages well. (A landing page is a page like [LearnDigitalMarketing.com](https://LearnDigitalMarketing.com) that collects the names and email IDs of visitors).

You should drive the search traffic to blog pages and then use a tool like OptinChat to convert visitors into leads. You will be able to convert 5 to 10% of your visitors into leads if you use a tool like OptinChat. (Landing pages convert better with 20-30% of the visitors converting into leads).

To get good search traffic into your blog pages, you need to have great content, backlinks, and good on-page SEO. The topic of SEO is very deep and you might want to take up SEO training from me if you want to learn SEO in an in-depth way.

## **2. Paid Search Traffic**

The second best method to get traffic to your lead pages is to get traffic from the paid search listings.

Paid search listing will cost money but if you know how to convert your leads into sales then you will be able to afford to pay for the clicks.

You can configure your paid search ads on a tool like Google Ads. With Google Ads, you can set up paid search ads on the Google Search engine.

Every search engine has a tool for advertising in the search engine. There are many niche search engines that will help you search for products within a niche. You can advertise in those sources as well.

The good thing about paid search traffic is that they will not hesitate to drive traffic to your lead pages. While it is difficult to rank your lead pages on organic search, there is absolutely no problem with paid search.

The only disadvantage of a paid traffic source like paid search is that you have to pay for it. But if you can get an ROI from the traffic - the biggest advantage is that you can scale it fast. It might take several weeks to months to start getting significant organic traffic to your website.

Paid search ads can scale fast. You can go from 1,000 visitors a day to 10,000 visitors a day overnight. You just need to increase your ad budgets.

### **Search Traffic is High Intent**

I have mentioned organic search traffic and paid search traffic first because these are the best and the most reliable methods of getting leads. And these leads are of high quality because the people who are searching for these things on the search engines have high intent.

If someone is searching for "learn digital marketing" and I am listing my digital marketing course in the search results (organic or paid) then I can be sure that I am going to get high-quality traffic.

There are many traffic sources to generate leads and that's why I have divided this section into parts.

In tomorrow's lesson, we will talk about Facebook Ads - an excellent source of traffic next to search engine traffic.

## Day 11 - Traffic Sources for Lead Generation (Part 2)

In the previous lesson, we talked about two major traffic sources. One is the organic search traffic and the other is the paid search traffic.

Search traffic will give you the highest quality of traffic because the traffic is high-intent traffic. People are searching for you and you appear in front of them (either as an organic search result or a paid search result).

The click-through rates and the landing page conversion rates will be high in this case because you are meeting your prospects midway.

Though search traffic is a good, high-quality source of traffic, there are two major drawbacks when it comes to search.

- The traffic can be costly if many advertisers are bidding for the same keywords.
- There will be a limit on how many people are searching for a specific keyword per day and your traffic is limited based on the keyword search volume.

That's why you should not be dependent on a single traffic source for your business. You need multiple traffic sources apart from search traffic. The next best source for traffic apart from search is display ads.

### **Display Ads:**

Display ads are text and banner ads that you see on other websites. Many of the display ads are controlled by the Google network itself (but they are not the only type of display ads).

Many website owners and publishers want to monetize their website traffic with display ads. They would deploy Google Ads on their websites.

If you are a publisher and want to run ads on your website, you can sign up for the Google AdSense program and run ads on your website. (I do not recommend this method of monetizing your traffic because the earnings per visitor will be quite low).



Though I do not recommend using display ads for monetizing your website traffic, it is a good way to generate traffic as an advertiser.

### **Benefits of Display Ads:**

- Unlimited source of high traffic to tap into
- Display Ads are cheap
- You can run text-based display ads or image ads
- You can do retargeting with display ads

### **Disadvantages of Display Ads:**

Display ads have a lot of benefits but they also have downsides. Here are the top downsides of display ads:

- The ads are shown to people who do not have the intent
- CTR (click-through ratio) will be less
- Conversions will be less
- Sometimes, you might get invalid clicks to your ads and you will still get charged for it. These are bot clicks and not real human clicks.
- Display ads are ignored by people (ad-blindness) and become less effective over time.

I use both search traffic and display traffic to power my business. In the previous lesson, we talked about the two major sources of search traffic.

In this lesson, let's talk about the three major sources of display traffic.

### **Google Display Ads:**

Google Display Ads are an excellent source of traffic because they don't just run image ads but also text ads. The text ads look like content on many websites and they get a good CTR. When you run search ads on Google, you can enable the display network along with it. Google will run a combination of search ads and display ads (called search ads with display select). Based on the search queries, Google knows the audience who are more likely to click on the display ads and shows the ads only to them. Such display ads are well-targeted and get a better CTR than generic banner ads.

**Facebook Ads:**

Facebook is one of the biggest display ad networks in the world. They run ads on the Facebook platform, but they also run the ads on Instagram and other websites (called the audience network). You have the option of running image ads or video ads. Many times image ads outperform video ads because all we want to do is to capture people's attention and get them to click on our ads to visit our web-pages. There are so many options and strategies within Facebook Ads that it is beyond the scope of this lead generation course to explain it completely. I recommend that you check out my Facebook Ads Mastery Course if you want to learn more about Facebook Ads.

**Native Ads:**

The third type of display ads I would recommend is native ads. Native ads do not look like ads but they look like content recommendations. If you have browsed around news websites, you would've noticed it. One of the downsides of native ads is that the ads are generally of very low quality. People advertise all sorts of things when it comes to native ads. But at the same time, native ads can give very low-cost traffic and they are great for branding. One of the Native Ads networks that I would recommend is Outbrain. There are many native ads networks but I would recommend Outbrain the most because it gives the highest quality traffic and they have placements of their ads in reputed publications and online magazines.

That's it for today's lesson.

I will see you in tomorrow's lesson.

## **Day 12 - Traffic Sources for Lead Generation (Part 3)**

I hope you are reading my lessons every day. Before we get started with today's lesson, I would like to get your feedback about this email course you are getting. Reply to this email and let me know. What did you learn from the lessons you are getting. I will be looking forward to it.

With that note, let's jump into the next lesson in your 100-day Lead Generation course. In today's lesson, we are going to talk about another traffic source that many people do not take seriously.

### **Affiliate & Referral Traffic**

You can give a percentage commission on your sales to your affiliates and referrals and let them promote your products.

If you are selling a digital product, you would be giving an affiliate commission only on the sales. You will not be giving any commissions on the traffic that is being driven to your pages. This is a free way to get traffic. You can have a retargeting pixel on your page and run paid ads to this audience to generate leads and sales.

You can also have a low-cost product that is meant to generate leads for your business. This 100-day course is a trip-wire product for my business. I am able to generate high-quality leads because only serious people will pay to join an email course.

You can create a product like this and give 100% affiliate commission for your resellers.

And I am going to do that now.

### **Live Example of Affiliate Traffic:**

If you feel that you have got good value from this course, you can promote this course at 100% affiliate commission.

*[Reply to this email and let me know if you want to become an affiliate to promote this course to others]*

You need an Instamojo account to become a reseller. Once you become a reseller, you will be able to find your link in the "Reseller" section inside your login.

For every sale that you refer to the 100-Day Lead Generation course, you will get 100% of the sale proceeds.

Right now the price is discounted for you, but the original price is ₹1000. You will get a commission of ₹1,000 on every sale. This is not just an example, but it is a real opportunity for you.

I just want to demonstrate to you live on how the affiliate method can be used for lead generation. When you are selling a digital product, there is no cost of replication. If you bring me 100 sales and take 100% of the commission, it wouldn't be a problem for me because I am not spending money on each additional customer I am getting into the course. There is a marginal cost for the CRM tool that I am using but it's not much.

You can also give tools for free (freemium) and then charge for the Pro version of the tool (like I do for OptinChat). Or you can have a lite version of a tool at a low cost and let people promote the tool at a 100% commission.

If you have a free tool, no one is going to go out of their way to promote it because there is no benefit for them. But if you have a tool that is giving away a 100% commission on the sales, people will do it because there is a profit for them. Incentives motivate people to take action.

### **Referral Traffic:**

You can create a referral campaign and get people to refer others to unlock offers.

Here are some tools that can help you generate referral traffic. It is similar to affiliate campaigns but there is no monetary commission involved in this.

- Glead.io
- Vyper.io
- KingSumo
- UpViral

You can use a custom tool as well. The idea is that you give rewards to people (mostly digital products) when people refer other people to your brand.

You cannot convert these referrals into customers immediately. You need to build trust with them using marketing automation and other techniques that we have discussed (and are going to discuss) in future lessons.

That's about it for this lesson.

I will see you in tomorrow's lesson.

## **Day 13 - Feedback Day**

Today, there is no lesson in the 100-day Lead Generation Course. We are taking a one-day break.

We will continue the rest of the lessons from tomorrow.

## **Day 14 - Revealing the CATT Framework**

Content > Attention > Trust > Transact framework.

The beauty of the framework is, it can be applied for brand building, affiliate marketing, coaches, course creators, products, services, and almost every type of business you can think of.

You can call it the four pillars of online marketing.

Yes, it truly is.

Lets get into the details.

But before we get there, let's take a moment to understand how marketing works.

Let's assume you have a product or service to sell (even if you aren't a businessman and a digital marketer, this is why the business has hired you)

Now how will you do that?

You start with identifying the target audience - the set of people who need the solution for their problems.

Then you either create content to reach them organically or run ads.

People are visiting your website.

What happens when you ask them for sale in their first interaction?

The same thing that'll happen if you ask a girl or boy to marry you on the first meeting.

The odds of this approach working is almost zero because people don't know you.

They don't know who you are, what you offer, why they should care about it.

First, you need to get them to know you - who you are, what you stand for, your expertise, why they should give a damn to whatever you are selling them, etc.

That means you should get their attention first, then gain their trust before you can ask them for the transaction, aka sale.

So how will you do this?

How can you make them pay attention, trust, and transact? What's the one thing that can help you achieve all the three?

**Content:** It's the centre of all marketing campaigns, and it's the first step of the framework.

To capture the attention of your target audience, you need content.

To gain their trust by showing them your expertise and how you can help them? You need content.

To persuade them to transact, you need to tell them why they need to solve their problem and how solving can change their life, and for that, you need content.

In short, you need to get your audience's attention and gain their trust before you can ask for the transaction. For all that to happen, you need content.



Let's put it in the order.

- Content
- Attention
- Trust
- Transaction

What are you getting there?

The CATT framework.

Now let's see how it applies to lead generation.

You cannot market to every one of your target audience because not every one of your audience will need whatever you are going to sell them.

So you need to identify those who either want or have a need it.

Let's call them leads.

And when you have the leads, you can put your marketing machine together to gain their trust and make them transact.

If they don't become your leads, you cannot send them a sequence of messages designed to increase the trust and persuade them to transact.

That's where the CATT framework helps you.

The first component of the framework is the content.

## **1: Content**

Like I mentioned earlier, content is the center of all marketing.

The content can be a blog post or a social media post or a podcast or a video to capture the attention of your audience.

The content here also points to the lead magnets that you offer your audience in exchange for joining your email list or becoming your lead.

There are 100+ lead magnets you can create in various formats.

The trick here is creating the right lead magnet that makes sense to your audience and convinces them to become your lead by joining your email list.

## **2: Attention**

Once you have created the lead magnet, you need to get your audience notice it or get their attention to it so that as you planned, they become your leads.

You need to drive your audience to your lead magnet. You can do this either organically or with the help of paid ads.

When your audience meets your lead magnet, the magic happens.

The magic transforms them from visitors of an unknown entity to your leads where you know their name and email id.

And that's where their journey begins.

## **3: Trust**

Now you need to gain their trust.

Trust is the most crucial element of the entire sales process. People don't buy from anyone randomly. People buy from people they trust.

When your audience became you lead, a relationship begins.

You need to make this relationship healthy and grow the trust to the level where they start considering doing business with you.

You can build trust through email sequences and retargeting ads.

Trust is a very fragile thing. It is built over time in small doses. You need to create a sequence of content that instills trust in small doses on a regular interval.

## **4: Transact**

And then we come to the final stage where the transaction happens.

But because they trust you doesn't mean they will buy whatever you are selling.

People don't give a damn about you or your product.

All they care about is themselves.

They should have a need strong enough to warrant the purchase.

So you need to understand whether your leads have reached the stage where they are ready to transact.

You can do it with lead profiling and scoring.

Lead profiling and scoring can tell you the right moment to make the offer and present your product or service.

When your audience is ready, present your product or service packaged in an offer they cannot resist, the next magic happens.

Your lead becomes your customer.

Isn't it what you want?

CATT framework can help you make it happen.

## Day 15 - The Lead Generation Formula (nCATT)

In yesterday's lesson, I revealed the CATT Framework to you.

That is based on the assumption that you already have a business.

What if you do not have a business yet?

What if you have not chosen a niche yet?

That's what we are going to talk about today and in the next few days.

Here's the formula for wealth.

Wealth =  $n^{\text{CATT}}$

$n$  is your niche.

Whatever your niche is the CATT framework will help you multiply the power of your niche.

Let's say my niche is lead generation. Let's look at how my niche is multiplied by the power of CATT.

**Content:** I have first developed the content (this 100-day Lead Generation Course).

**Attention:** I am driving high traffic to the landing page that sells this paid newsletter. I am driving attention. Without attention, I cannot get people to consume my content.

**Trust:** I am giving value to the people who have subscribed to my paid newsletter. I am developing trust with my audience (that's you).

**Transaction:** Once I have developed enough trust with my audience, I will convert this into a transaction. (You can expect that I will ask you to upgrade to my Lead Generation Mastery Course sometime in the future).

I can give this newsletter for free, or I can charge a small price for it (like I have charged you).

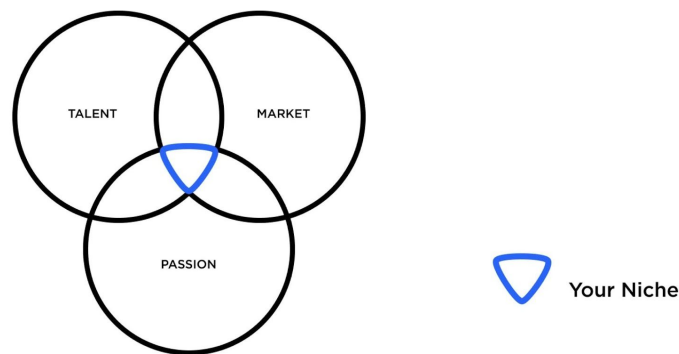
### Choosing your niche:

I chose lead generation because I have a *passion* for lead generation (it is a very interesting concept for me - that's why I am spending so much time in writing so much about lead generation).

I have a *talent* for lead generation. I have generated more than 1,000,000 leads for my business so far and have 400,000 active leads in my database right now.

There is a *market* for lead generation. People want to learn how to generate leads and you are here reading this newsletter because you want to generate leads for your business, your partners, or your clients.

This is the blueprint for choosing your niche.



So that's the lead generation formula.

Wealth =  $n^{\text{CATT}}$ .

Deciding where to compete is half your success.

## Day 16 - The Importance of Lead Magnets

Can you give me your name and email address?

Assume if you ask this to someone who doesn't know you, what would be the response?

He will give you a weird look and try to leave the place as soon as possible, won't he?

That's what happens in online also.

And that's the first challenge when it comes to generating leads.

People are really picky when it comes to sharing their contact details because they know that continuous messages will start pouring in their inbox once they do.

When someone asks for their name and email id, they prefer to run as fast as possible.

How can you overcome this challenge and get their details so that you can initiate a communication line with them, nurture, educate, and then persuade them to become your customer eventually?

You need to step out of your marketing shoes and step into their customer shoes?

Why would someone share their details? What is in it for them?

Because we, the people, are selfish.

When you ask for their details, that's the question they will have, and if you manage to give the right answer, you might succeed in the quest.

To convince someone to share their details, you need to offer them something in exchange, that is valuable enough for the audience.

"That something" is called lead magnets.

The lead magnet is the content component of the CATT framework.

It's the backbone of your lead generation campaign.

Your ability to generate leads at an affordable cost and the quality of the leads you get depends on the lead magnet you create.

But creating the right lead magnet is not an easy feat.

As soon as you sit down to create one, you'll face tens of questions.

What's the best lead magnet to offer?

Should it be in written format or video format or audio one or a tool or a freemium product or an image one?

Should it be a long-form content or short-form content?

Should I create one long-form lead magnet in one topic or several short-form contents across various topics?

Which lead magnet works better?

Which works better for a marketing agency or real-estate or SaaS product or software or web apps?

Which one is good for technology and high-tech products?

And so on.

There are 100s of lead magnet ideas out there, and you have to choose the right one.

How to choose and create the right lead magnet is the biggest question.

In this email, I will share the one secret that can help you create the best or right lead magnet every time.

Shall we get to it?

Let's do it.

We discussed earlier that whether your lead generation campaign work or not depends on your lead magnet.

If your audience feels what they get from the lead magnet is good enough to risk sharing their details, you'll get the leads.

Which means you need to create content that is valuable enough for them.

To create such content, you need to know your audience inside out.

### **You should know:**

- their dreams, wishes, and aspirations. What do they want to become?
- their problems, difficulties, and limitations. What's stopping them from achieving whatever or whoever they want to become?

Because only then you can create a lead magnet that acts as a bridge or tool that helps them achieve their goals by solving their problems.

Once you do so, your audience will sit up and listen to you because it is essential for them. It solves their problem and can help them reach their destination or goals.

When you sit down to answer the "what to offer" question, answer the following questions.

- What's the problem your audience facing right now?
- How solving the problem can help your audience?
- Why should your audience care about the problem and the solution?
- What's the smallest action or information that can help your audience immediately?
- How can you solve it with your content or lead magnet?
- Why should he listen to you?

What's the problem your audience facing right now?

For Example - My audience wants to learn digital marketing. But there is too much information out there

They don't know where to begin and what to choose. They are overwhelmed with the choices.

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## How solving the problem can help your audience?

A structured program can help them learn without wasting time browsing endlessly and start in the right direction.

Why should your audience care about the problem and the solution?

Starting right is critical for them. They can easily go in circles, spending days and days, and still end up not learning anything.

What's the smallest action or information that can help your audience immediately?

An overview of digital marketing that helps the audience to learn the different components of digital marketing can help because people can decide what they want to learn more.

How can you solve it with your content or lead magnet?

If I can create something that teaches them the basics of digital marketing and help them choose the right direction forward, I can solve their information dilemma.

Why should they listen to you?

Because I am a self-learner, I worked with different companies, and I run a successful blog. I've given TEDx talks. And I've used the same skills to grow my career and achieve my dream - of becoming independent, quitting the day job, and becoming an entrepreneur.

I am everything my audience wants to become.

That's how I created an irresistible and valuable lead magnet that helped to add 250 thousand people to my email list.

You can follow the same approach and create your perfect, irresistible lead magnet that'll make people drool over and instantly share their details.

Now, you have the lead magnet created. What's next?

You need to drive people to your lead magnet so that they can know more about it and decide whether to become your lead or not.

Let's talk about it in the next lesson.

## Day 17 - Driving Attention to Your Lead Magnets

So you got your lead magnet ready.

What next?

You know the answer.

You need to get people's attention to your lead magnet, which means you need to drive traffic to the lead magnet.

In this email, we'll briefly discuss it because this is something you all know very well and very proficient with.

To set up your lead generation campaign, you need

- your audience,
- lead capture and lead magnet delivery mechanism and
- a traffic campaign.

Let's talk about each briefly.

### 1. Audience

You should have this covered because you already know who your audience is and defined them while creating the lead magnet.

### 2. Setting up lead generation machine

Once you have decided the audience, you should set up your lead capture and lead magnet delivery mechanism.

This involves:

- a page that people can visit, learn about your lead magnet.
- A lead form your audience needs to fill before they can access your lead magnet.
- A thank you page where you deliver the lead magnet.
- An email software or CRM tool where you store the leads.
- An integration connecting your squeeze page to the email software

**Squeeze page:**

The squeeze page or landing page is where you put up the details about your lead magnet.

You can use one of the landing page tools like OptinMonster or Unbounce or tools like Thrive or Elementor.

There are plenty of tools out there. You can learn more about them in detail in my digital marketing tools training program.

You can pick whichever suits your need and budget.

**Lead Form:**

Your lead-form plays a crucial role in your lead generation performance.

The number of leads and the quality of your leads you get is directly proportional to the number of fields in your lead form.

If you want more leads, you should limit your lead form to one or two fields max. You can ask for an email address only or the first name and email address.

But if you are a B2B business with a longer sales cycle, you might need to collect more details like name, email, business type, website name, profession, number of employees etc.

As the number of details, you ask increases, the number of leads you get decreases, but it also increases the quality of the lead.

**Thank you page:**

The third component is the thank you page that comes after people fill in the details.

What goes on this page depends on how you deliver the lead magnet.

If you are delivering the lead magnet immediately after the form is filled, your thank-you page can give the download link or a link to access the lead magnet with instructions on how people can access the lead magnet.

If you are delivering it via email, you can instruct the leads on how to confirm their email subscription to get the lead magnet and whitelist your email address.

You can also use this page to ask them to connect with you on different social networks.

Or you can share testimonials from your happy customers.

This probably is the most underrated page ever been used in lead generation.

### **Email or CRM tool:**

The next is the email or CRM tool.

You need to communicate with your leads, aka email list.

You need to send them emails - indoctrination sequence that introduces you and your product or services to them, a nurturing series that educates them about the problem and solution, and a sales sequence that persuades them to make the purchase.

You need an email platform or tool to send the emails, tag the audience as they interact with your emails, and so on.

You might need a simple email platform or a full-fledged CRM depending on your business, sales cycle, etc.

The last thing is integrating all these pieces.

You need to connect your squeeze page to your email tool and thank you page etc.

You need to automate the entire process, so when your lead submits their detail, his details are posted to your CRM or email tool, and he or she also gets the lead magnet delivered.

Most of the landing page builders and email tools have the facility to integrate these things.

But if your tool doesn't have native integration, you can connect them and make them talk with external apps like Zapier.

And there you go.

Your lead capture and the delivery machine is ready.

And you don't need to worry much about the cost of setting up this machine. You can set up this mechanism or system without spending much or even free.

The email tools are free up to a certain number of leads, and landing page tools are free to start with some traffic limitations. And so on.

Ok, so, you have the lead magnet and the lead capture/delivery machine ready.

### **3. Traffic**

Next comes the attention, aka traffic part.

You can choose either the less-cost, more-time consuming organic approach or more - cost but quick results paid approach to drive traffic to your landing page.

I'd recommend the paid approach because it can help you validate your lead magnet idea and audience quicker, helping you make sure you are on the right track.

Because the organic route takes a while to get the results, and it might delay validating your idea.

It might be crucial to validate your idea as early as possible because if your idea or audience is wrong, you might have wasted your precious time on the wrong idea.

Regardless of the approach you choose, you also have to select the platforms or networks and formats.

You need to decide whether to focus on Facebook or Twitter or LinkedIn or Instagram as your primary channel for organic or paid promotion.

You also need to decide whether you want to go with text first content approach or video first approach or audio first approach for organic approach.

That's it.

You are ready to drive traffic to your lead magnet and build leads.

With that, you are half-way on the lead generation game.

And the next two components are the one that decides whether you get the results you want or not.

In the next email, let's talk about trust, the essential component of any successful lead generation machine.

## Day 18 - Building Trust with Your Users

Let's talk about trust.

Trust is the invisible unit of measurement we use to choose our friendship, relationship, and purchase decisions.

It's the beginning and end of almost everything.

We begin a relationship when we trust someone to be good, and we end the same when the trust is broken.

Whether it is sales or friendship or love or respect or whatever exists out there, trust is the foundation.

Trust is a weird currency.

It grows slowly, very slowly.

Every act of positive impressions adds 1 to the trust level.

If someone answers our question, we add 1 to their trust score. When they help us in some manner, we add another 1 to their account and so on.

But a single act of negative impression can impact the trust immensely.

When someone makes an irrelevant or hurtful comment reduces 10 from their trust score.

When they do something we don't appreciate, another 10 is reduced. When they post an abusive or insensitive rant, another 10 goes poof.

When they ask for the sale before the right time, another 10 goes out.

And so on.

That's why it takes years to build trust and one small mistake to lose all.

The worst thing is, once lost, it is very hard to regain trust.

If people don't trust you, they won't feel like you have their best interest in mind or that you will deliver on your promises.

They won't trust you to solve their problems.

To put it simply, if people don't trust you, they won't want to buy from you.

That's why trust is the one metric we marketers need to be conscious of.

If you need to grow your brand, you need to build trust among your new fans so that they go out, talk about you, and get you more fans.

If you need to land a job, you need to gain your interviewer's trust so that he takes the risk of hiring you. Because if you mess up later, he will lose his reputation.

If you need to land a client, you need to gain your prospect's trust so that he entrusts you with the task.

If you need to sell a book, you need to gain the trust of your audience that you are the right person in the topic of choice to listen to or learn from.

If you need to sell a course, you need to gain the trust of your audience that you can help them learn whatever you are teaching and get results from it.

If you need to date a girl, you need to gain her trust that you are an excellent person to go out with.

Trust is the critical element of converting a prospect into a customer.

So, as a marketer or a businessman, why do you need to gain trust? Why do you need to focus on it?

Let's assume your audience took the bait and decided to share their details with you and become your lead.

Their trust score will be something like 0 or 1.

You cannot persuade them to buy whatever you are planning to sell them.

Because measure the cost of purchase using a formula like

Cost of the purchase = how much they trust you (x) the benefit of the product.

And if the price is less than the cost of price derived from the above formula, they purchase.

It doesn't matter how beneficial the product is or how low the price is, if the trust value is zero, you aren't getting the sale.

If your product is low priced, a small amount of trust with a decent list of benefits is good enough to close the sale.

Assume it's a 99 product, it is a minimal cost to your lead or audience. Even if you aren't an established expert in your niche, you can sell it to them as long as it offers at least one significant benefit to the audience.

If you are selling a 499 product, you need to be an established expert, and your product offers a decent list of benefits to make the sale possible.

But if you are selling a 4999 product, you need to be perceived and respected as a mentor or an expert with proven results, and the product should offer a transformation for sale to happen.

As the product price increases, you need more trust and more benefits to make the sale happen.

But as discussed, regardless of the price, for sale to happen, you need trust.

So, how can you grow trust?

The best way to gain trust is by educating and nurturing your leads.

Like I mentioned earlier, when the lead joins your list, the trust score stands at 0 or 1.

As you tell them about you,

why you decided to create the product or the service,

how it helped people to become better or get better results

and so on, the trust score gradually grows.

As you talk about the problem, your audience is facing,

how the problem is stopping your audience,

how their life will change when they overcome the problem,

how you were facing the problem and

how you struggled with the problem, and so on, the trust score moves upward.

As you introduce how you come across the solution,

how you tested it,



how you made sure it works for others too,  
the results people got from applying the solution,  
how they got faster results, more time, and so on the trust score improves.  
That's what a lead nurturing sequence can do.

So what is a lead nurturing sequence?

It is a carefully designed series or sequence of content delivered to the audience at a specific interval.

It could be a mix of emails, blog posts, ebooks, case studies, videos, testimonials, etc. delivered through email or retargeting ads.

Emails work best because they are guaranteed to reach your audience's inbox while everything else isn't.

The nurturing sequence content has only one goal - to educate the customer and move him from one stage of the customer journey to another so that you can ask for the sale at the right time.

But how will you know when is the right time to ask for the sale? How can you measure how much trust have you gained?

That's what we are going to discuss in the next email.

## Day 19 - Getting the Sales (Transaction)

We have reached the final component of the CATT framework.

It's the most crucial part because whatever we learned so far is to reach this stage.

It's time to make the audience transact.

Before we get there, let's quickly recap what we have learned so far.

We discussed the importance of lead magnets and how to create the right lead magnet to help you attract quality leads.

Then we discussed how to drive attention to your lead magnet, 5 components of effective lead capture and delivery machine, 2 traffic generation approach, and the 2 essential choices you need make before driving attention to your lead magnet.

Then we discussed trust - how trust influences the purchase decision, how trust score works, how to grow your trust using the lead nurturing sequence.

Now it's time to make them transact.

You've done everything possible to gain the trust of your audience. You want to present your offer.

But the problem is you don't know whether it is the right time to ask for the sale.

If you ask for the sale too soon, you might lose the trust, and your lead might even stop hearing from you.

If you ask for the sale late, the audience might have purchased the solution from someone else, or their need might have passed on.

So you need to present the offer at the right time to the right audience.

Because that's when a transaction happens.

Transaction happens when the right offer is presented to the right audience at the right moment.

But you need to identify the right audience and the right moment.

How can you do it?

That's what we are going to discuss in this email.

You can identify the right audience and the right time through lead profiling and scoring.

### **Lead profiling:**

Lead profiling is the process through which you collect as much detail as you need to decide whether he or she is the right audience.

For example, at the early stages of the digital marketing learning curve, people who want to become digital marketers and people who have just started their digital marketing career and want to grow are the right audience for my training programs.

When people enter my email list, all I know is their name and email ID.

I don't know whether it is a student or a professional or an entrepreneur or a competitor.

If I present the same offer to everyone, it's not going to work.

All of them have different reasons for choosing the program and want to solve various problems by joining the program.

So I need to know a bit more about my leads and categorize them accordingly.

### **How I do that?**

Once a while in between the nurturing emails, I'll ask them to tell me whether they are a student or working professional, a beginner or intermediate or expert, entrepreneur or something else, and so on.

Based on their response, I tag and segment them.

After some time, I ask them where they come from, their educational qualifications, the current income level, how much they want to make, and so on.

With every response, I slowly build their profile.

Through lead profiling, I learn how many of them want to become freelancers, who want to start their agency, become SEO specialists, and so on.

The more I know, the better I can segment my list and send relevant content to them.

Do you know what happens when people get relevant content that talks to them, focusing on their problems?

Their trust in me grows faster, and they reach the transact state quicker.

That's how I profile my leads, and you can do the same.

First, you need to know what details you need to identify your right audience and prepare a plan to ask for those details without making it sound awkward or intrusive.

People are susceptible to sharing their details, so you need to be very careful while asking for additional information.

A small mistake is enough to make them click the unsubscribe button.

With the lead profiling, you can know more about your audience enough to identify your perfect audience to make the offer.

But you still need to know when to present the offer.

You can learn it with a lead scoring process.

### **Lead Scoring:**

As you can understand from the name, lead scoring is the process by which you can know whether your audience is progressing to the transact state or not and how much have they progressed.

Lead scoring can be done based on how people are engaging with your nurturing sequence and other content.

When people open your emails, you assign them a score and increment it with every email open.

When people click on your emails, you assign them another score and increment it with every link click.

When people watch your videos, again, you assign them a score and increment it.

You can add different scores to different content based on its importance in helping the audience progressing to the next level of their customer journey.

### **For example:**

- For the case study content consummating, you can give them 10 points

- For every how to email or blog post 5 points
- For every educational video 5 points
- For testimonial content, 10 points and so on.

And when your lead stops opening your emails, you can reduce their score for every unopened email, and you can do the same for every link they stop clicking, every case study they skip and so on.

By doing this, you'll have a clear idea of how your audience is engaging with your nurturing content.

When your lead reaches a particular score, the threshold score and you can move them into the sales sequence where you present your offer to them in a structured manner asking for the sale.

The sales sequence could be a series of emails or sideways sales letters.

You can present the offer following some of the famous, proven sales or copywriting frameworks like AIDA or PAS.

And that leads to the sale.

Let me recap what we discussed in this email:

We discussed:

- How to use lead profiling to segment your perfect audience,
- How to use lead scoring to identify when your lead arrives at the right moment to present the offer and
- How to present the offer asking the sale using the sales/copywriting frameworks out there.

In the next lesson, I'll share the steps of a successful lead generation campaign.

## Day 20 - Building Your Lead Generation Machine

Let's build your lead generation machine.

We discussed the importance of lead generation, CATT framework, and how to use the CATT framework to generate quality leads at a profitable cost.

We discussed how content, attention, trust when combined, lead people to transact.

This email lets us connect everything we learned so far and discuss how to build your lead generation campaign or machine.

Build your lead generation machine in 12 steps.

### **Pre-campaign work:**

Before you start working on your lead generation campaign, you need to set the foundation.

It involves two steps.

### **1. Setting up your goals**

Every campaign should begin with a set of goals.

Writing down what you want to achieve from your campaign is an excellent way to measure whether the campaign is successful.

So before you begin the campaign, you should define your goals set like:

The number of leads you want to acquire. You should begin the campaign with an expected number of leads. This goal will help you measure whether you were able to get to it or not.

The preferred cost per acquisition. Likewise, you should also have the desired CPA again to measure whether you are getting the leads at the price that can get you a profit.

The expected conversion rate can help you measure your lead capture mechanism - like landing page, lead form, CTA etc.

And the ad-related metrics like cost per click, click-through rate etc.

You should also have goals like the number of conversions you expect from the leads you generate from this campaign - it could be sales, free trial to paid account upgrades etc.

The first set of goals helps you measure the lead generation campaign performance, and the second set of goals enables you to measure how the generated leads are performing.

Because we don't want to generate any leads but to generate quality leads who will become our customers.

Isn't it why we are generating leads?

## **2. Your target audience**

The next step is to define your target audience for your campaign and ideal leads.

Why am I mentioning two audiences here?

The target audience definition will help you set up the campaign, and the ideal leads definition helps you qualify the leads and measure the campaign performance.

Your target audience definition originates from your ideal lead definition.

Starting with the right audience definitions is critical for the success of your lead generation campaign.

For example, if you want to get people who are working as digital marketing professionals with 2+ years of experience, you should target people digital marketing professionals, excluding students and beginners.

Assume you targeted everyone interested in digital marketing as your target audience.

In this case, you'll get people who want to become digital marketers, who are learning digital marketing, who have just started their career and people who are fulfilling your actual lead requirements.

You'll end up getting a lot of low-quality leads because the number of people who want to become digital marketers and learning digital marketing is more compared to the number of working professionals with 2+ years of experience in digital marketing.

And that's why you need to get your audience definition right if you want to generate quality leads.

After completing the pre-campaign steps, we can move on to the content part of the CATT framework.

## **Content**

The content part of the framework contains two content pieces - the warm-up and lead magnet content.

Let's discuss both.

### **3. Create your warm-up content**

Warm-up content is a blog post or a social media post or a video or a podcast, which attracts your target audience and funnel them to your lead magnet.

You probably have defined the two audiences, as discussed in the previous step.

Let's continue with the same example.

Assume you want to generate leads of people who have 2+ years of work experience in digital marketing.

To get those leads, you want to target only digital marketing professionals who are working and repel those who want to become digital marketers or learn digital marketing.

In this case, you can create a warm-up content relevant to your preferred audience and filter out the rest.

The warm-up content can also be used to create interest in your lead magnet.

For example, if your lead magnet is about time management tips for digital marketers, you can publish a warm-up content that talks about time management mistakes digital marketers to make and how it hurts them.

Creating such warm-up content can help you generate interest and need for your lead magnet and improve your lead magnet campaign's performance.

### **4. Create your lead magnet**

The next step is to create your lead magnet offer.



To generate leads, you need to offer something valuable to your audience in exchange for their details.

In the earlier lessons, we discussed lead magnets in detail. So, I'll keep it short here.

The best question you should ask before creating your lead magnet is - what does your audience want?

If you keep the pulse of your audience's problem, you could create a lead magnet that solves one of their burning issues and converts them into leads.

Or you can create a lead magnet that is part of your main product or service and funnels your audience towards the purchase.

For example:

Assume you are selling a time management tool for digital marketers.

You can create a lead magnet that talks about time management like "5 ways digital marketers can manage their time effectively" or "10 time management tips for digital marketers" or "8 time management mistakes digital marketers make."

People who sign-up for this lead magnet are unknowingly raising their hands, accepting that they have time management problems, and it qualifies them as the quality lead for your product or service.

That concludes the content part of the framework.

Let us move on to the attention part of the CATT framework.

### ***Attention***

Attention is where your target audience meets your lead magnet so that they can become your lead.

The attention part contains 4 steps:

- setting up your lead capture mechanism,
- promoting your lead magnet offer,
- testing the components of the lead generation campaign, and
- optimizing the campaign and mechanism.

Let's continue discussing them in the next email.

## **Day 21 - Building Your Lead Generation Machine (Part 2)**

In the last lesson, we left at the four parts of the CATT framework's attention component.

Let's continue from there.

### **5. Set up your lead capture mechanism**

So you've created the lead magnet.

Before you promote it to your audience, you need to set up a lead capture and delivery mechanism.

In the fourth email of this sequence, we discussed setting up your lead capture and delivery machine in detail.

Lead capture and lead magnet delivery mechanism involves setting up your landing page, lead form, and connecting it to an email tool or CRM. You also need to set up a thank you page to deliver the lead magnet.

Your landing page informs your audience what the audience gets in exchange for their details, what problem it solves, and why they should get it.

Your lead form should ask for the minimum information you need about your audience to become your lead.

An email tool or CRM helps you communicate with your leads, and a thank you page can help you deliver the lead magnet or inform how to get the lead magnet.

### **6. Promote your lead magnet**

Once you setup your lead generation machine, it's time to promote your lead magnet.

Choosing the right traffic source is critical for the success of your lead generation campaign.

You can choose either an organic method or a paid method to promote your lead magnet.

I recommend a paid option because it helps you get enough visitors in a specific period and makes it easy to test and optimize the campaign.

But if you are getting a good number of organic visitors to your website regularly, you can go with the organic traffic route.

Choose your primary traffic source based on where the majority of your target audience hangs out regularly or the channel your audience use to find your content.

While choosing the traffic source, pick the content format your audience prefers to consume or expect from you.

For example, if you dominantly publish blog posts, run a text ad. If you publish videos, then run a video ad and so on. It helps your audience to connect with it and see it as an extension of your regular content.

## **7. Test the components of your campaign**

You've set the campaign, and leads have started coming in. You might think you are done.

But not yet.

The game has just started. There is a lot more to do before you can consider relaxing a bit. There is a lot you can fine-tune and optimize to improve the performance of your campaign.

Your organic content or the paid ads, landing page elements like the headline, lead form and CTA, your thank you page, etc.

Each one of them involves several metrics. Your CPA, CTR, conversion rate, email confirmation rate, the overall number of leads you get from the campaign, and so on.

You might get some of them close to the goals you decided in the first step, and some might be falling short.

You can tweak the components of your lead generation campaign, split test them against the originals, pick a winner, and improve the performance metrics.

You can test ad creatives, headlines, lead forms, landing page images, CTAs, button colours, landing pages messages and so on.

You can try different versions, split test them and find out the winners.

Testing is a critical component of your marketing success.

## **8. Optimise the components**

Testing tells you what's working and what isn't.

Through testing, you can find the winning version and use it to optimize the components for the best results.

For example, assume your ad is getting 3% CTR, you can change the ad creative or the ad copy and bump it to 5% or even 10%.

By optimizing the ad and improving the CTR, you can improve the overall performance of the campaign.

Similarly, assume you are getting a 1% conversion rate on the landing page, you can tweak your headlines or the CTA or reduce the number of fields in the lead form and bump it to 2% or 4%.

Imagine what it can do to your overall campaign performance.. it can increase the number of leads you get, thus reduce your acquisition cost.

As you test each component of the campaign finding the best performing version, you can use them to improve the overall performance of the campaign.

And that completes the attention part of the CATT framework.

## ***Trust***

Next comes the trust part of the framework.

We already discussed how trust plays a vital role in converting your leads into customers. You can read about it in the 5th email of the sequence.

The leads might know you or not. They may need your solution or not. The best way to gain their trust is by nurturing them.

## **9. Nurture your leads**

Tell your leads about you, your experience, how you struggled with the problem like your leads, how you come across the solution, and how your product helped your audience overcome their challenges achieving their dreams and aspirations.

But don't let it be all about you.

Focus on their problems.

Send emails with helpful content solving their problems, educating them about different solutions available to them, and so on.

You can send them via emails or links to your existing content pieces, and videos or specific content you created for this campaign.

The more you focus on your audience - helping them solve their problems, people's trust in you will grow.

As the trust grows, your audience will slowly move to the final stage of their journey where the magic, transaction happens.

### ***Transact***

We've reached the final part of the puzzle.

It's time to close the sales, converting your leads into customers.

The transaction involves three steps:

- Profiling your leads to pick the right ones,
- Scoring them to find the right moment to present the offer, and
- Closing sales.

We discussed this in detail earlier in the 6th email of the sequence, let's quickly connect it here.

## **10. Lead Profiling**

As you know, sales happen when the right offer reaches the right audience at the right moment.

Profiling is where you collect additional details about the audience that'll help you to find the right lead to present your offer, asking for the sale.

When the lead joins your list, you know one or two details about them. You can use your nurturing sequence to ask a bit more about them without sounding nosey and use it to tag and segment them.

## **11. Lead Scoring**

Lead scoring helps you identify the right moment to present your offer.

When people become your lead, they might be in different awareness levels.

As they progress through your nurturing sequence, their awareness levels will also change.

Some might reach the stage where they are ready to make the purchase decision and wait for the offer to arrive.

Some might still be waiting for a bit more information or time to make the decision, and some might not be interested at all.

Scoring helps you identify who is all ready for the offer and present them at the right time.

## **12. Closing the sale**

And the final step is to present the offer and close the sale.

All you need to do is present the right offer. The right offer is where the benefits of the program significantly overtake the cost of the purchase.

You need to package the program or service in that manner.

You got to value stack the benefits of the product or service so that the price you ask is 1/10th of the benefits they get from the program.

Don't forget to add bonuses that can help them get the most out of the purchase and make their life better and simpler.

Finally, add scarcity by making the offer available to the audience for a limited time or limited units.

Voila...

Sit down and see the sales rolling in.

And there you have it.

A 12-step lead generation machine you can use to generate, nurture, and convert leads.

It is the same process I use to grow my email list and business. I've used the same method to set up a lead generation for multiple companies and clients I worked with.

Even if you are an absolute newbie and never generated a single lead ever before, you can follow this process to build your lead generation machine.

Remember, taking action is the key to getting results.

# Day 22 - Lead Generation Mistakes You Should Avoid

Most of the common mistakes people make can be categorized into three:

- Landing page related mistakes.
- Offer related mistakes and
- post-lead-generation, aka email marketing mistakes.

Let's discuss them in detail.

First, let's start with landing page related mistakes.

The landing page is the particular page you create to capture leads. It's the page you use to offer your visitors a bribe to join your email list or become your lead.

## **Mistake #1: Not having a landing page**

The first mistake is an obvious one - people don't use a landing page.

Some marketers even recommend not to use a landing page because it involves technical steps like setting up a landing page, lead form, connect it with an email tool or CRM, writing emails and so on.

I agree that it involves all those things mentioned and requires a bit of technical talent.

But it doesn't mean you need to become a landing page specialist.

You can easily hire a freelancer to do it for you for a reasonable fee. In the gig-economy, finding a freelancer is easier than ever before.



Of course, you can use the built-in lead capture mechanism of ad platforms like Facebook ads. You will get more leads, but you will also get poor quality leads.

See, the job of an ad is to capture your audience's attention, get them to notice your offer, and send them to your landing page. When you use it to generate leads, the quality might suffer because you are packing too much in the ad.

With a dedicated landing page, you can focus on explaining the bribe or the lead magnet or the benefits of joining your email list etc. to your visitors.

Remember, your audience doesn't care about becoming your lead or what you offer. They are worried about sharing their details and getting spam messages. They don't want to sign up at all.

You need a landing page to alleviate their concerns, break their resistance and convince them to trust you with their details.

### **Mistake #2: Having a "me too" landing page**

Some marketers realize landing pages are essential, and they create a "me too" landing page following their competitors or some templates.

Or they set up a basic landing page with a headline, a text block, and a lead form with a CTA button.

A landing page is not something you set up in such a manner.

Your audience and your offer are different from your competitors or other templates out there.

If you are offering the same thing everyone is offering, then your audience doesn't have a reason to choose you and become your lead.

Your landing page targets a specific set of your audience, offering a specific offer solving a specific problem. It is almost unique for your campaign.

You need to communicate why they should become your lead, why they should care about whatever you are offering in exchange for their details and how it can solve their problem or help them become better.

### **Mistake #3: Ad/landing page message mismatch**

You've done a great job with the ad.

You promised them a kickass solution in the ad.

Your audiences are excited.

They want it. They clicked and landed on your landing page.

But they don't see it on the landing page. They don't see anything you mentioned in the ad.

The landing page isn't matching the ad at all. Your audience is disappointed and leave. You didn't get the lead and wasted a click.

Your ad and landing page should be on the same page, communicate the same message.

Your landing should give a slight push to an already interested audience and convince them to sign up.

### **Mistake #4: Not having a CTA or having a poor CTA**

This is the next classic mistake I see people make out there.

Some people don't even have a CTA on their landing page or think using a button with "submit" as the CTA is enough.

Unfortunately, it isn't.

Your job is to motivate your audience to overcome the resistance to share their details.

Each phrase or word you use on the landing page should help him do so—every word matters, including what you use in the CTA button.

Using "submit" as your CTA isn't harmful or wrong. But using a relevant CTA can improve the performance and get you more leads.

### **Mistake #5: Poor Design**

People create landing pages that look as if done by an amateur.

Your landing page is your salesperson talking to your audience.

Imagine if someone dressed in rags is trying to sell you something or asking your details in exchange for something, how will you react to it?

Obviously, you'll not pay attention and try to move away as soon as possible, won't you?

That's the impression people will get from a poorly designed landing page.

The landing page tools and add-ons available can help you design a decent landing page without a designer.

### **Mistake #6: Not optimized for mobile.**

I know it is impossible to accept and believe this.

People are no longer desktop/laptop first when it comes to access the content.

They use multiple devices, especially mobiles a lot to interact with your campaigns.

If your landing page is not optimized for the mobile, then your campaign is set to fail.

See you in the next lesson.

## **Day 23 - Lead Generation Mistakes You Should Avoid (Part 2)**

Let's talk about offer related mistakes in this lesson.

But what is an offer?

Offer is the lead magnet or bribe or solution you offer to your audience in exchange for their details or persuading them to become your lead.

Your offer decides the performance of your campaign - how many leads you get and how good those leads depend entirely on your offer's quality.

Creating an irresistible offer is probably the most challenging part of building the lead generation machine, and that's where many marketers make mistakes.

### **Mistake 1: Not telling what the offer is**

If you don't tell your audience what the offer is - what your audience gets in exchange for the details, your audience will not know it or become your lead. It is simple and straightforward.

I know I've repeated it a couple of times already in the series so far because there is nothing much more important than this.

Remember, your job as a marketer is to make it clear for the audience to understand what they get in exchange for their details.

If your offer isn't clear for the audience, they aren't going to decode, understand, and become your lead.

He or she will close the browser tab and get on with their life. You lost a lead and potentially a future customer.

Make it clear to the audience - what your offer is and why your audience should care about it.

### **Mistake 2: Focusing on features instead of benefits**

This is the second-most-common mistake marketers make.

Marketers think that a massive list of features will convince the audience.

They go on talking about the features after features of their offer or lead magnet or software or app or product or service.

Unfortunately, it isn't.

People don't buy features.

People don't buy a program or course because it has 100 videos or 30 hours of videos or 50 cheat sheets or other bonuses.

People don't buy a book for the number of pages or the cover design. People don't buy things because what is in it for them, what it does for them.

People buy a program because of what it can do for them or because it can make them smarter or help them get a better job and earn more.

People buy for the benefits and results.

If you want to persuade someone to exchange their details for whatever you are offering them, you need to tell them how "your offer" can change their lives, make them better, or help them achieve something.

Which means stop talking about the features and start telling them the benefits.

### **Mistake 3: Irrelevant Offer**

This one is another lead killer.

People think if they create a lead magnet, the audience will take it and give their details.

As soon as someone wants to generate leads, they rush some lead magnet, set it up, and expect it to work.

That's not how lead generation works.

People don't exchange their details for anything or everything. They do so for something valuable to them or can help them.

The entire concept of lead magnet exists for that reason.

You need to create something people will want or need and will give their details.

This means you need to make the right offer, which makes sense to your audience.

Assume your audience wants to lose weight. You cannot offer them a guide to exotic foods and expect them to join your email list.

But if you offer them the guide to exotic foods they can eat without worrying about gaining weight, people will gladly join your list in exchange for the guide.

Your lead magnet or the offer should solve your audience's problem or answer your audience's question or help your audience to do something smarter, faster, getting quicker results.

Free alone doesn't work. It should be a "valuable something free" in exchange for the details.

#### **Mistake 4: Not having a variety of offers**

You cannot have one lead magnet and hope to build a quality lead list.

Even if you are expanding your audience and reaching new audiences, your lead magnet will start losing its attraction.

Also, if you are creating ebooks after ebooks as your lead magnet, you'll be missing out on people who prefer content in audio or video formats.

You should have a variety of lead magnets.

You should have ebooks, infographics, webinar recordings, audio recordings, checklists, and so on.

Because no one offer fits all.

#### **Mistake 5: Poor Ask vs Offer ratio**

What you offer and how much details you ask should have a reasonable ratio and relevancy.

For example, you cannot ask your audience to fill 10 fields in a lead-form to access an ebook or checklist.

People sometimes go overboard and try to collect as many details as possible in exchange for a poorly designed guide or ebook.

At the same time, you cannot let people have an in-depth research report or case-study for just a name and email.

You should make sure you are collecting relevant professional and business details before giving them such valuable materials.

Of course, asking for more details will reduce the number of leads you get, but it will improve the quality of leads if you are doing it the right way.

Striking a balance between the ask vs offer is a challenge.

I recommend you to approach it backward.

Before you decide on the number of details you are going to ask your visitor, ask yourself:

- What are the details you need to collect to identify the right lead?
- Is it possible to break the form into two stages so that people don't feel overwhelmed with it?
- Is it possible to collect some of the required details afterward?

Choose the minimum number of details you need to begin.

And then ask the question:

- What could be the right lead magnet you can offer to convince people that it is worth providing you with the details you ask for?

That's it.

If you avoid the mistakes we discussed in this lesson, you'll create the right lead magnet or the offer that will get you the number of quality leads you want.

In the next lesson, let's talk about the email marketing mistakes people make.

## **Day 24 - Lead Generation Mistakes You Should Avoid (Part 3)**

There are two stages in any lead generation campaign: pre-lead and post-lead stage.

Pre-lead is what happens before someone becomes your lead, and post-lead is what happens once someone becomes your lead.

In the last two emails, we discussed the common mistakes people make during the pre-lead stage.

Those mistakes impact the performance of the campaign like conversion rate, cost-per-acquisition, and the number of leads.

Post-lead mistakes are the mistakes people make after the lead is generated.

They impact how the lead progresses in their customer journey and whether they become your customer or not.

What you do after the lead joins your list, how you interact, and how to educate them defines whether the lead becomes a customer.

This is where many marketers struggle and fail.

### **Mistake 1: Letting the leads go cold**

This is the biggest mistake marketers make.

Most marketers ace the lead generation game. They probably have learned and mastered at least one traffic source and know how to drive quality traffic to their lead generation campaigns.

With the help of the right lead magnet and capturing mechanism, they get the leads.

But that's where their struggle starts. They aren't sure how to proceed with the leads.

They struggle with email marketing and nurturing campaigns.



Either they send a few emails in the first three days or send an email or two once a month.

The leads go cold, and that's the end of their lead generation campaign.

All their efforts to generate leads go waste because the leads won't be making a purchase or becoming customers.

People let the leads go cold because they don't have an email marketing plan or a nurturing sequence, which is the second mistake.

## **Mistake 2: Not having a nurturing sequence**

Lead nurturing is the only way to convert your lead into a customer.

You want to convert as many of them as customers because you only make a profit when the sale happens.

If the sale doesn't happen, you end up losing whatever you spent to generate those leads.

And for sale to happen, they need to know what you sell, why they should care about whatever you are selling, and how it will improve their lives.

When someone becomes your lead, they probably won't have many ideas about you or your product or what's in store.

You need to introduce who you are, what you've created, why it matters to your lead, how it has helped people like your leads, and so on.

After that, you need to send them 5 must-read contents, which helps your leads move towards the purchased end of their customer journey.

We call it a nurturing sequence because it nurtures a lead to become a customer like you nurture the seedling to become a tree.

Email marketing works when you send them in a sequence and at a regular interval.

You can neither send them more or less. You cannot send them 10 emails in a week and then not send anything for a month.

Remember, you are building a relationship with your leads. A relationship is essential to build trust, and trust is a must for sale to happen.

### **Mistake 3: Treating Email Like a promotional channel**

There is one thing that is worse than not having a nurturing sequence and letting your leads go cold.

That is treating email marketing as a promotional channel and start sending promotional emails.

Many marketers send emails about offers, deals, discounts, and other sales pitches. Nothing else.

No value addition. No nurturing or educating the leads about the problem or solution or the product.

People don't want to receive more promotional emails.

If you aren't adding value, your leads will get tired of receiving mindless promotional emails and hit the subscribe button.

You lose a lead and a possible customer.

Remember, the best sales or promotional email is the one that doesn't sell but makes the reader look for the purchase link.

Add as much value as you can, which makes the user look for the purchase link.

Keep in mind - emails aren't painkillers. You cannot use them when you need them.

Emails are like vitamins. It works well when it is consumed regularly.

### **Mistake 4: Not segmenting the emails**

Even the smart marketers who nurture their leads falls short when it comes to segmenting their leads.

They know the value of their emails and have crafted some quality nurturing email sequence.

But they treat all their leads the same.

All your audience, aka leads, aren't the same. They don't interact with your emails in the same way.

Some consume your emails, click the links, watch videos, read blog posts, and don't.

Every piece of information they consume helps them progress in their customer journey, moving towards the purchase.

If you don't segment, you won't know who is progressing and who isn't responding to your messages.

If you send all emails to the entire list, they lose their effectiveness and fail to produce the desired results.

You should send nurturing emails - the 5 essential contents to people who joined your list recently.

You should send your sales sequence to those who've reached the purchase end.

You should try sending reactivation sequence to those who aren't responding to your regular emails and understand whether they are still interested in your product or not.

If you want to know more about segmenting, you should read the emails I sent earlier on lead profiling and lead scoring.

### **Mistake 5: Content that doesn't resonate**

This is another most common mistake we do.

We approach content creation through the marketer's perspective and not through the audience's point of view.

There is a mile-gap between what we see and what our audience want.

The purpose of the email or content marketing is to communicate with your audience, help them overcome their challenges, and solve their problems.

If you aren't creating content, aka emails that speak to your audience about their issues, it's not going to resonate with them.

If it isn't resonating with your leads, they aren't going to open, read and act on them.

If they aren't reading and acting on them, they aren't going to become your customer. You aren't getting the sale. Everything you worked so far fails and goes waste.

That's it.

We've covered more or less all the mistakes marketers usually make when it comes to lead generation.

Of course, this isn't the complete list of mistakes.

But if you avoid making these mistakes we discussed in this short 3-part email series, you'll do a lot better than 90% of marketers out there.

How can you avoid all these mistakes and create a profitable lead generation system?

What if you can follow a playbook that guides you through each step of the lead generation system?

What if you can follow it to create the right lead magnet, set up an effective lead capture mechanism, and design a powerful nurturing sequence?

## Day 25 - Engaging Your Leads with Email Marketing

"Money Is In The List"

Till then I wasn't giving much thought about emails and list building. I was just focusing on writing blog posts and sharing them on my social profiles.

When I read "Money is in the list" it struck me hard.

Why am I not building a list?

I didn't have an answer for that.

But, then I decided to build a list.

Now, I have 400,000+ people on my list, and it's the channel that drives my sales and revenue.

I'm planning to grow my list to 1 million people by next year.

So, what changed?

Well, I realized the power of email marketing.

If you don't have a list or not thinking about building a list, stop everything you do, and start building your list.

Because "The Money Is In The List."

If there is one popular saying in digital marketing that's true, it got to be this.

And, it's not just because of money.

1. Email is the #1 preferred communication channel. At least 91% of the consumers check their email on a daily basis and 72% of the consumers prefer email as their source of business communication.
2. Email drives more conversion than any other marketing channel, including search and social combined. If you are more focused on conversions, you should focus more on email.

3. Emails also have higher click-through rates and higher ROI than any other channels. You are 6x more likely to get a click-through from an email campaign than you are from a tweet.

4. When it comes to purchases made as a result of receiving a marketing message, email has the highest conversion rate (66%), when compared to social, direct mail, and more.

5. A message is 5x more likely to be seen in email than via Facebook. The organic reach days are over on Facebook. If you want to reach more of your fans, you need to pay.

6. About 53% of emails are opened on mobile devices, and 23% of readers who open an email on a mobile device open it again later. If you add the fact, 88% of the smartphone users actively check email on their phones, email becomes the best channel to reach the mobile audience.

7. You own your list. This is the most important reason to build a list. On Facebook or any social network, your account could be suspended or deleted at any time, for any reason, without notice. You could lose all your fans in an instant, and all the efforts you have put could go waste. However, when it comes to email, you own your email list. No one can take those leads away from you.

It should be clear by now that email marketing is probably the most powerful channel when it comes to customer acquisition, retention, and conversions.

So, are you ready to dive into email marketing and boost your conversions, sales, and revenue?

Wait for my tomorrow's email: How To Start With Email Marketing?

## Day 26 - Getting Started with Email Marketing

Let's start.

I'm sure after reading yesterday's lesson; you'll be excited to start with email marketing and using it to drive sales and revenue for your business.

But how exactly do you get started? What are the steps you need to take to get up and running with email and ensure your campaigns are a success?

In this lesson, I'll walk you through the steps of getting started with email marketing and ensure your first campaign is a success.

Let's start.

### Step 1: Set Your Goals

I guess you would be a little disappointed to read step 1. You would have wanted to sign up for an email marketing tool and send your first email.

But, it's not how it works, and you know that too.

Before diving in headfirst, you should take a moment to think about your goals and what you want to achieve with email marketing.

Because, it's the goal that'll dictate everything else you do - the type of campaigns you send, whom you send, what content you include, and how you measure the performance.

Most people start by signing up for an email marketing tool and then don't do anything else. The culprit is not having goals.

Without a destination to reach, you wouldn't be able to pick a route to travel. (I always wanted to write such zen-like sentence)

Email marketing, being the single most powerful channel to reach your audience, can be used to achieve a number of different goals. So, it's worth spending your time thinking clearly about the results you want to achieve with it before jumping in.

It could be anything.

- Driving new signups for your product or service
- Generating and nurturing leads for your sales team
- Driving more attendees for your event or webinar or
- Generating more sales

## **Step 2: Build Your List**

Now you've decided on your goals. It's time to build your list (or grow your list if you already have one).

All you need to build a list is a simple formula and the right email marketing tool.

An incentive (also known as the lead magnet) + easy signup option = big email list.

Let me explain it.

To build a list, there are only two components you need to get right.

The lead magnet and a simple signup process.

Let us talk a bit about these components.

### **1. The Lead Magnet**

People are skeptical by nature. They don't want to share personal details like email addresses and mobile numbers. There is an intrinsic resistance to share such details.

The lead magnet is the incentive you need to give to your prospects to break the resistance and share their email address with you (thus giving you permission to send them emails).

The lead magnet can be anything.

- An Ebook
- A webinar
- An email course
- A free course
- A case study



- An infographic

You need to remember one rule. The lead magnet you choose should be relevant to the goal you want to achieve.

## **2. A simple signup process**

People are lazy by nature. Unless you make the signup process as simple as possible, they won't be signing up even if your lead magnet is worth a lot.

(Pro Tip: You can use this to filter and get more targeted signups. We'll talk more on this in another email)

Do you remember Amazon's most famous and patented one-click checkout process?

The tool:

You also need the right email marketing tool to capture and build your email list. I recommend MailChimp / MailerLite as the free option to start with. But, choosing the right email marketing tool is a big decision, and I'll write a more detailed blog post on it.

Let's take my case.

Once I wanted to build a list, I wanted to offer an incentive that is irresistible and valuable. So, I created the Free Digital Marketing Course with 25 videos.

And then I created the simple signup process. You enter your name and email address. Nothing else.

The 25 video Free Digital Marketing Course and the simple Name and email signup form have helped me to build a list of 200,000 subscribers and growing it.

### **Step 3: Pick A Right Campaign Type**

Congrats again!

You are halfway through it.

You've completed selecting the goal and building the list.

Now is the time to pick the right campaign type that'll help you achieve your goals.

There are several types of email campaigns you can use, but we will focus on the top 2 here.

1. **Newsletter:** This is the most common type of email campaign used by both b2b and b2c businesses. A newsletter is a great way to keep in touch with the list of people who already know you. It'll help to place your product or services top of mind and drive people back to your website.
2. **Announcement Emails** This is something you're really familiar with. You would've seen it in action on my list. Whenever I publish a new blog post, I send an email to the entire list announcing the new content I just published.

If you were part of my free digital marketing course list, you might have received the new lesson announcement emails. This is a great way to announce your list about the new content or product or service you've launched. It instantly drives a massive traffic to your business (depending on the size of your list).

I get tens of thousands of visits each time I mail my list announcing my new blog post. Both these email campaigns can be used to drive visitors to the website, get signups to new products, create awareness, and nurture your leads.

#### **4. Set-Up & Measure Your Campaign**

We've reached the final step of the email marketing setup process.

Now it's time to put email marketing in action and measure the performance.

**Setting up the campaign:**

Log in to your favorite email tool and set up your first email campaign (following their specific instructions).

Start the campaign.

**Measuring Your Campaign Performance:**

Once your first email is out of the door, getting opened and clicked, you'll be able to track and measure the performance.

You can track the performance in two places - your email marketing tool and your website analytics tool.

You can track a variety of metrics like open rates, click-through rates, unsubscribe rates, and bounce rates, etc. from your email marketing tool.

You are all set to start your email marketing campaigns.

Well, I know this email just covered the overview of starting with email marketing.

But worry not.

In tomorrow's lesson "How To Build Your Email List," you'll learn a lot about building your email list.

And rest in the subsequent lessons.

## Day 27 - Building Your Email List

Do you know what the most profitable online click is?

It's not clicking "add to cart" or "buy now" or "confirm your order" buttons.

The most profitable online click is clicking the "subscribe" button.

Because, when done correctly, for every \$1 invested, email marketing generates an average return of \$38.

That's a whopping 3,700% ROI.

But, as we discussed in the previous lesson - how to start with email marketing, you need to have a list to enjoy all the benefits email marketing has to offer.

So, let's go and build your email list.

You need three things to build the list.

- An email service provider
- An offer and
- An email capturing mechanism.

Let's discuss each.

### **1. Email service provider:**

It's a real pain to choose the right email service provider. There are 100s of services you could use - from cheapest to the costliest.

I'd recommend you to choose something that fits your requirements, budget, and skill level.

You need a service provider who offers few basic and important features like, segmenting your subscribers, tracking email metrics, broadcasting emails, customizing emails, and email automation.

Here are the few email marketing tools I've used (using) that I recommend you to check.

- **AWeber:** AWeber is one of the oldest and well-known email services provides on the market. They have one of the best customer support teams. They blow everyone else away with quality, speed, and options.
- **MailChimp:** MailChimp is one of the most popular email services on the market and starter friendly. They have the best starter friendly plan. If you have less than 2,000 subscribers and send less than 12,000 emails, you don't have to pay anything.
- **Drip:** Drip is one of the latest entrants to the email marketing platforms on the market. It's known for its most advanced automation capabilities. It's not tailored for beginners, but more advanced users.
- **ConvertKit:** It's another newest email marketing platforms on the market. It's simple and easy to use with a clean and easy to understand interface.

## 2. The offer:

Why would someone subscribe to your list? What is in it for them?

This is the most important factor that'll build or kill your list.

Your audience cares about themselves first. They need a reason to subscribe to your list.

Here are a few ideas that'll help you to create a better offer that'll skyrocket your list growth.

- **Free Courses:** This is what I did to build my list and grow it to 400,000+ subscribers. I created the free digital marketing course containing 25 videos that cover most of the digital marketing components. It worked like a charm because people loved and amazed at the value they receive in exchange for their email address. Now, most of the digital marketers in India are also following this technique to grow their list.
- **Free Webinars:** This is one of the techniques that work great for course creators. If you are a course creator and want to build a targeted email list,

you should use this technique. Create a webinar that solves one or few major problems faced by your audiences and offer it free to your audiences. You'll be adding a couple of thousand people to your list in no time. The webinars are also a good option to get sales too.

- **Giveaways:** This is another tactic I've tested recently which worked well. If you want to get a lot of subscribers in a short period, giveaways are a perfect match. It works even better if you give the option to share the giveaway for more entries, as it creates a viral effect. Neil Patel and many marketers also use this method.
- **Lead magnets:** This is probably the oldest technique for list building. Here, you create an ebook or an infographic or a video or something the subscriber gets in exchange for his email address (and name). It works well when the lead magnet offered is short, actionable, and solves one problem for the audience.
- **Content upgrades:** This is the latest hot trend that's rocking the digital marketing world. You write an amazing blog post and create a bonus content relevant to the blog post that'll make the blog post even better and offer it in exchange for the email id. Brian Dean of Backlinko used to this technique and reported 785% increase in subscriptions.

### 3. Capturing emails:

You have the offer in place and have signed up with the right email service provider. Now, it's time to capture the emails.

There are several techniques and methods to capture the email ids. I'll share a few here.

- **Landing pages:** Landing pages, also known as squeeze pages that are specifically designed to capture email ids is one of the most common methods to capture email ids.
-

email ids of people who are interested in my free digital marketing course. Keep it clear, simple, and focused. Make your call to action button big and post it above the fold. Match the headline of your ad to the headline of your landing page.

- **Entry pop-ups:** These pop-ups activate when a visitor enters your site. This type of form often blocks the view of the majority of the screen, forcing an engagement. Remember, there is a chance that the visitor will be annoyed and leave. Making the pop-up appear five seconds after the visitor arrives on page produces the best results [\\_\\_\\_\\_\\_](#)
- **Exit pop-ups:** These pop-ups appear when your visitor's mouse moves toward the "back" or "close" buttons. Exit pop-ups are usually the last-ditch efforts to engage a potential subscriber and prevent the loss of a good lead. Don't use both text and image on pop-ups. Stick with one for the best results.
- **Optin chat:** This has become my favorite email collection method recently. Pop-ups annoy us a bit because they interrupt us. What if, we change that with a chatbot that is fuelled by AI-based rules. That's how the [optinchat.com](https://optinchat.com) module works. You can customize the questions and responses based on rules and provide the right message to the right audience. This bot behaves conversational and non-intrusive. Its conversational abilities convince users to share their email ids. I've seen some amazing results with these bots.

So, now what happens when you have the email ids?

You can start your email campaigns. But before that, you need to write a few emails to make it work.

In the next lesson, we'll discuss How To Write Better Emails

## Day 28 - Writing Great Emails for Email Marketing

Imagine...

Your inbox is filled with a torrent of responses to an email you sent yesterday.

Your audience loved it. And a few of them even bought your products.

That is the power of writing great emails.

After growing my email list from zero to more than 400,000+ subscribers, I'm going to show you how you can do it, too.

Let's get started.

First, you need to understand the anatomy of the email.

Two elements are constituting an email.

- The subject line
- The body copy

Remember, each of those elements of your email has a single job.

### **Part 1: The subject line has only one job - to get the email opened**

There are two main types of subject lines...

**Blind:** A subject line is written to appeal the curiosity and intended to maximize the open rate.

Though this type of subject line can get more open rates, it could fail to work if the email body copy is not supporting it.

**Direct:** A subject line that tells the benefit directly and qualifies the reader before opening.

Though this type of subject line gets you fewer opens compared to the blind subject lines, it increases the chances of click-throughs because the reader already knows what is inside and by opening the email he shows his interest.



I prefer direct subject lines because I don't want to trick my readers to open the email and end up disappointed.

## **Part 2: The body copy has only one job - to get the reader click the CTA**

Just like the subject line you can choose either curiosity or direct benefit approach in your email body copy.

Like with the subject line, the curiosity-based email copy may increase your click-through rate (tricking the reader to expect something) but often decreases the conversion rate on the landing page (because it doesn't match the expectations set by the email copy)

If you noticed my emails, I prefer to use the direct benefit approach which tells the reader what to expect on the landing page. This could be a less fancy approach, but in the end, it works well for me.

Now, let's move on to some writing tips.

**1. Write for your audience:** Your email copy will not convert if it is not written for your audience. Think like your customer. For each of your targeted emails, consider the needs and wants of your readers that might motivate him or her to act on your message.

Your customer or audience receives tons of emails each day. With each email he will be asking questions like:

- Who is sending me this email?
- What do they want me to do?
- How will it benefit me?

When you answer these questions, you'll be speaking directly to your audiences.

**2. Be personal:** Email is first a communication channel, and most of the marketers fail to treat it like one. The print media ads stopped working because they lacked the personal touch and spoke to everyone.

You wouldn't want the same to happen to your emails.

Create a personal connection with email contacts through segmentation and tagging

Use "you", "me" and "us" in your copy and avoid "I." People don't want to hear you bragging about "you."

Write in plain language, as if you're talking to your audience. Remember, email is a communication medium first.

**3. Match your Email Copy with your Subject Line:** We discussed this earlier also. Remember, your readers are bombarded with spam, and irrelevant email content on a daily basis. They will be skeptical by nature.

You need to nurture trust in them by keeping your subject line closely aligned with your body text.

Don't break their trust by creating an overly-compelling subject line that doesn't match the content.

It's better to write your subject lines after you've written your content. It'll help you to craft subject lines that are true to the content.

**4. Format the mail copy for Skimmers:** In today's world of information overload, people are impatient to read every email they receive.

They are trained to skim the content to see if there is something that captures their attention.

If you format your content easy for scanning, the more likely your audience might read your email, and give you conversions.

- Keep your main points bolded and bulleted
- Keep your sentences short
- Make your call to action clear and simple

**5. Be useful:** This is very important. You cannot email them when you need something from your readers.

Be genuinely helpful.

When you help your readers to learn something new or improve their lives, they'll be more reciprocating and receptive to your emails.

It will help you get more opens, more clicks, and eventually more sales.

**6. Ask questions:** You wouldn't be able to have a face-to-face conversation with your reader without asking questions, would you?

Apply the same to your writing. Asking questions increases engagement from your reader and it also doubles their attention.

**7. Don't be boring:** One of the cardinal sins of writing is boring.

It not only shows your lack of interest in the subject but also forces your subscribers to leave you.

Editing your email copy ruthlessly could help you to remove the fillers and be straight to the point.

**8. Have a clear call to action:** Don't expect your readers to understand what you want them to do. Tell them exactly what you expect them to do next in clear words, and also remind them why doing so is in their best interest.

**9. Leverage the power of the PS:** People have lesser attention spans and would appreciate it if you can remind them about the salient points of the email.

And they will read the PS without fail.

You can use the PS to communicate the essence of the email or even make them reread the email.

Hope these tips help you write better emails.

In the next email, we will discuss email automation.

## Day 29 - How To Use Segmentation & Email Automation

Would you tell the same message to everyone?

You wouldn't, right?

It would be so awkward.

It applies to email marketing also.

Even though people subscribed to your list, they are different.

They may have different needs and expectations.

Sending the same message to everyone will not yield the best results.

The success of email marketing relies on delivering the relevant message to the right audience.

That's where email segmentation and automation comes into play.

Why do you need segmentation?

The modern email service providers allow you to tag and segment your readers based on the actions taken by them.

You can segment your readers based on their interests, demographic, and professional status.

You don't have to collect all the details during the signup process.

You can collect the demographic and professional details by crafting a smart welcome email sequence or using a survey or quiz.

And you can tag the interests by content consumption and behaviors.

For example, I can tag you as a reader interested in email marketing if you've opened and clicked my emails about email marketing.

Once I tag you, I can send you emails only when I have something related to email marketing.

And when you receive content relevant to your interest, you'll engage with them - open them, click them, and even share them.

If you are in the e-commerce business, you can even segment the audience based on their past purchase, the amount spent, frequent buyers, and one time buyers.

These segmentations could help you to power up your email game.

And that's just beginning.

What if you could not only send relevant, engaging emails to your customers but also does it automatically?

It would be great, right?

That's what email automation can do for you.

Let's learn a bit more about email automation.

The automated emails fall into two categories.

- Event-based trigger emails and
- Drip-feed email content

They can be used independently or together depending on what you want to achieve.

For example, when you have an email course, you could send an event-based trigger email (in this case triggered by the sign up) that enrolls the subscriber to a drip-feed that delivers the course content at the intervals you set.

I use this combined strategy in my free digital marketing course. When you sign up, you'll receive an event-based trigger email - the welcome email which then adds you to the drip-feed that delivers the course content.

Let's now dig a bit deep into these two types of automated emails.

### **Trigger emails:**

Emails that are triggered based on your subscribers' behavior (or lack of it) are called trigger emails. These are the most common types of automated emails, and

these emails remove a lot of time-consuming process of creating and sending everyday messages.

Trigger emails include: Welcome emails, onboarding emails, and getting started with your product or service emails.

Abandoned cart emails: Milestone emails (birthdays, anniversaries, and specific milestones)

You can also send triggered emails based on the actions taken by your audience, and it's called behavioral email marketing.

According to MarketingSherpa research, 39% of marketers believe that sending emails based on user behaviors is their most effective email strategy. The behavioral email marketing strategy also helps in lead scoring and understanding where the audience is in the buying cycle for b2b businesses.

### **Drip - feed emails:**

Drip-feed emails deliver a series of messages based on a timeframe specified by you. The purpose of the drip emails is to move the subscriber to the next step in your funnel.

And when done right, drip-feed emails can be a source of extra revenue too because they nurture the prospect and make them trust you enough to buy something when you ask them.

Drip-feed increases the engagement because the content is delivered at an interval that makes it easy for consumption by the audience.

That's in short what email automation is.

You learned the "how" now let us see why you need to consider email automation for your business.

1. With automated emails, you can send highly relevant and timely messages that nurture your leads.

2. Email automation makes it possible to create personalized email campaigns on a large scale.
3. Email automation allows you to send relevant content to the interested audience and increases engagement. It gets your emails opened, read, and clicked.
4. Value-based drip-feed emails keep your business on top of mind and help you sell easily.
5. You can set it and forget it (well, not exactly). It'll keep working, nurturing, and converting your prospects on autopilot.

Hope you got the power of segmentation and automation and how it could improve your email game.

In the next lesson, let's learn about Email Optimization.

## Day 30 - How To Optimize Your Emails For Great Results

Over the last few days, you've learned about why email marketing is the best DM channel, how to get started with email marketing, how to build your email list, how to write great emails for your email marketing campaigns, and how to use segmentation & email automation.

If you missed any of the lessons, I recommend you to take a moment to check them.

And, now it's time to email optimization.

Optimization is the key to get the maximum out of your marketing campaigns, and you know that.

Whether it's your AdWords campaign or Facebook ads campaign, there is always some room to optimize the performance and results.

It's the same with email marketing too.

But before you dive into optimization techniques, you need to measure the performance to know how your email marketing campaign is performing.

So, what to measure? Which metrics are essential to understanding the performance?

There are plenty of metrics you can track. I'll list them all with a brief note about each one.

### **1. Click-through rate:**

It is the percentage of people who clicked one or more links in the email they received. You can either take the total clicks or unique clicks to calculate the % provided you use the same approach consistently.

This probably is the single most important metric to track because it tells you how good your emails are.



## **2. Conversion rate:**

The percentage of people who clicked on a link in an email and completed the action that is measured as a conversion. It could be a purchase or completing a lead form.

Remember, it's a tricky goal because the goal of the email is to get the reader to click on the links and conversion is the goal of the landing page.

But if the email failed to set up the reader to complete the desired action, even the best landing pages cannot convert them. And, in the same way, even the best-written emails cannot guarantee a conversion if you send the reader to a poor landing page.

You should keep this in mind while measuring the conversion rate.

## **3. Bounce rate:**

It's the percentage of total email sent that isn't delivered to the intended inbox. There are two types of bounce rates - hard bounce and soft bounce.

A hard bounce is the result of an invalid or closed email address that can't be fixed, and the soft bounce is the result of temporary issues like mail server problem or full-inbox.

ISPs use bounce rate as a key factor to determine the email sender's reputation and having too much of a bounce rate could place you in the spammer's list.

## **4. List growth rate:**

The rate at which your email list is growing is another email marketing metric that tells you when you hit the saturation level.

## **5. Email deliverability rate:**

This tells you the percentage of emails sent that reached the recipient's inbox. It's an important metric because it tells you whether your emails are passing the SPAM test or not.

## **6. Open rate:**

The percentage of the people opened the email they received. The email marketing community has a split verdict on the validity of this metric. But, I'd recommend you to track this metric because it gives an idea of how good is your subject lines.

## **7. Disengagement rate:**

These are the subscribers who stopped opening, reading and clicking your emails. You should either consider running an email campaign to reactivate these people or consider removing them from the list.

A low engagement rate can force the email clients to send your emails to the junk folder if it's not fixed soon.

## **8. Unsubscribes rate:**

This tells you how many people are finding your content poor or irrelevant. Beware, this should always be seen with the disengagement rate because most of the people who find your emails irrelevant usually don't go through the unsubscribe process, but usually, stop opening and clicking them.

## **Optimization Techniques:**

Now, you know the metrics that matter, let's move on to the optimization techniques.

### **1. Open rate optimization**

If it's not opened, it won't be read or clicked. So the first you need to optimize your emails to get them opened.

Tips to get more opens:

- Optimize your subject lines. Test different subject lines and see which words are resonating with your readers.
- Try different sender's names and see which one works better. Researches have shown that emails sent from personal sender's id tend to work better.
- Try different times to send emails.

## **2. Click through optimization**

The goal of the email is to get clicks. If it's not getting clicked, it's almost a failed campaign.

Tips to get more clicks:

- Write a better call to action. They should persuade the reader to click.
- Segment your list. Relevant emails to the right audiences can double the click-through rates.
- Make emails mobile-friendly. Almost half of all emails sent are opened on mobiles and optimizing them for mobiles can get you more clicks.

## **3. Email deliverability optimization:**

If you cannot get your emails delivered, your email marketing campaigns will not work well.

Here are some tips to improve your email deliverability:

- Don't buy lists. Buying lists mean your recipients don't know you and may mark your emails as junk which will hurt your deliverability rate and reputation.
- Remove your hard bounces. Check your list regularly for hard bounces and remove them from your list.
- Focus on engagement. High engagement will get your ESP to love you and get your emails to the primary inbox instead of junk folders.

When you follow the mentioned optimization tips, your email marketing will get you the best results.

## Day 31 - Content: The Center of Everything Marketing

You know that atoms are the center of everything in this universe

But do you know what the center of the marketing universe is?

What is critical to succeeding at these times?

### **Content**

Yup.

Content is the center of every form of marketing.

Good content is critical to success in this content-driven times.

Without it, your marketing campaigns will end up like Thugs of Hindostan

It was probably the most anticipated movie of 2018

It had an excellent cast. Amitabh, Aamir Khan, and Katrina.

It opened with a bang. A record-breaking, biggest opening day collection

And a couple of weeks later, it's out of theatres. No one wants to run it.

Can you believe it?

All because of poor content. The audience was disappointed. They voiced their disappointment and brought the movie down.

You might be wondering how it is related to digital marketing.

It does.

Let me explain.

Assume you have a website with poor or mediocre content.

You can spend hundreds of thousands on SEO. You'll find it hard to build organic backlinks. You'll struggle to rank it on Google.

And in the end, your SEO expert will blame it on the content.

And even if you somehow manage to rank, people may not be sticking with your website. They'll bounce as soon as they landed on the site. You'll get nothing.

You can spend thousands on Google ads or Facebook ads.

But if you don't have the right content that drives all those visitors to the next step of the funnel, your campaign will be a disaster. Your marketing spend goes down the drain.

If you aren't creating content that connects with your audience and gets them to share and comment, your social media campaigns will not work.

You may have the massive and most responsive list. But If your content is not engaging your audience, your email campaigns will not work.

You might have the best-designed landing page, and If your content is not persuasive, answering your readers' questions, alleviating their doubts, your landing page will not work.

You may have the best product in the world. But if your product descriptions fail to inform its features and benefits to your audience, you'll not sell a single thing.

You may have the best-targeted ad campaign, but If your ad copy is not capturing the attention of your audience, your ads will not get clicks.

In short, without the right content, your marketing will cease to work and will not produce you the results.

That's why we say content is the center of everything marketing and it is critical to success.

And it is more important than ever to produce the right content

Because it's a tough world out there.

1. The competition is mounting.
2. People are getting more marketing messages than ever

Grabbing their attention is vital, and it is impossible to do it without the right content.

If you don't want your marketing campaigns to end up like Thugs of Hindostan, you need good content.

Actually, you don't just need good content. You need good content marketing.

In the next lesson, let's talk about what content marketing can do to you.

## Day 32 - The Power of Content Marketing

Well, content is the center of the marketing-verse.

But, is it really that powerful?

Can it really help businesses to succeed?

That's what we are going to see in this email.

Content marketing is the panacea for all your marketing problems.

Yup. Trust me.

Throw me a marketing problem.

### **1. Do you have traffic problems?**

Do you want to rank in the top of Google search results? Do you want to get more clicks for your ads?

Content marketing can solve it.

A well-researched, well-written blog post or webpage can help you rank in the top of search results and bring you an avalanche of traffic.

Write, publish, and promote a lot more of such blog posts or articles. You'll never have to worry about traffic again.

I've received 500,000 visitors to one single blog post in a couple of weeks.

### **2. Do you have lead generation problems?**

Do you want to double your leads without increasing the cost?

Content marketing can solve it.

A right lead magnet that helps the target audience can double your visitors to leads conversion rates.

Create an ebook or a checklist or a short video or a webinar, whatever that works for your audience. You'll have a constant stream of leads flowing in.

### **3. Do you have engagement issues?**

Do you want to get more likes, comments, and shares? Do you want more replies?

Content marketing can solve it.

Create social posts or emails that focus on empathy and creates a connection with your audience. Your engagement will skyrocket.

### **4. Do you have conversion issues?**

Is your conversion rate sucks? Does your landing page fail to convert?

Content marketing can solve it.

Address your audience's problems, illustrate how your solution can help them, and reduce their concerns with the right content. Your conversions rates will quadruple.

### **5. Do you want to move the buyers from one stage to another stage?**

Content marketing can help you.

Use the right content to change your visitors' awareness level and buyer stage.

Nothing else works better than content.

### **6. Do you want to get more out of your marketing spend?**

Content marketing can help you.

A good copy can be your solution. Write better headlines and ads. Use better images. You'll get more clicks and leads.

### **7. Do you want to build a brand?**

Content marketing can help you. Focus on creating content that solves your audience's problems, which allows them to get better, and that gains their trust. Your brand will automatically grow.

Name your marketing problem...

Content marketing can solve it.

That's the power of content marketing.

That's all sounds excellent. But what will it do for you?



### **1. Do you want to grow your career?**

Become a content marketer.

The demand for content marketers is increasing. Every business and company is looking to hire content writers and content marketers. Growth is assured.

### **2. Do you want to safeguard your future?**

Become a content marketer. The format may change, but the need is not going to change. Content has been used to sell for several hundreds of years and is going to remain relevant for a hundred more years. Your future as a content marketer is safe.

### **3. Do you want to live your life laptop lifestyle?**

Become a content writer or copywriter. You can write from anywhere and earn. You don't need to work 9 to 5 or commute in high traffic. Pick your place and time and live life, the laptop lifestyle.

### **4. Do you want to earn a recurring income?**

Put your content writing and content marketing skills to build your list and promote it. Write content promoting other people's products and earn a passive income even while you are sleeping.

And that's what content marketing can do to you.

In the next lesson let's talk about the most significant difference you need to understand that will help you make an important decision.

## Day 33 - Content Writer and Content Marketer

Have you heard?

"It takes two to tango."

And it applies to content marketing too.

It takes two to succeed in content marketing - a content writer and a content marketer.

I know you might be wondering...

What's the difference between a content marketer and a content writer?

What to become? A content writer or a content marketer?

I'll clarify it in a moment.

### **Content Writer:**

This one should not be hard to understand.

A content writer is the one who writes the content piece. It's as simple as that.

To become one, you should be able to write. Not just write, write effectively to make a connection with the audience.

And there is a lot you can do in content writing.

You can be a...

- **SEO Content Writer:** It is one of the most in-demand skills when it comes to content writing. You should be able to write target keywords focused content that'll rank on top of the search engine results and drive traffic organically.
- **Social Media Writer:** It's the one who can write engaging social media posts that get comments and shares. It's an art to write short content in such a manner. With organic reach diminishing, this is one of the essential skill required for social media success.

- **Subject Matter Expert:** He/She is the one who knows a topic deep enough to create authoritative content like detailed how-to content, ebooks, white papers, pillar blog posts and more.
- **Lead Generation Writer:** It is someone who writes content focusing on driving action like creating sales or generating leads. This is the skill that generates money for the business.
- **Advertising Copywriter:** It is the one who writes ad copies, sales pages, landing pages, etc., This is different from the regular content writing skill.
- And so on.

With the evolution of content formats like the podcast, videos, Instagram stories, Facebook stories, and all, the need for content writing specialists is growing.

You can choose to become the type of content writer that suits your skills.

You can choose to be a freelancer or a full-time working professional.

You get to choose what you want to be.

### **Content Marketer:**

It's a lead position.

The content marketer is a more significant role that comprises strategizing, planning, ideating, creating, promoting, and reporting.

You'll be picking the goals, how to achieve the goals, what content is required to meet the goals, how much promotion is needed and how the content pieces are performing individually and overall.

You'll be wearing multiple hats while being the content marketer.

You'll be responsible for the success of your content marketing campaign.

And you don't need to be a content writer to become a content marketer. Being a content writer is a plus and allows you to do your job better, but it's not required.

And businesses are looking for content marketers who can drive their content marketing efforts and produce results.

If you love content marketing, but not comfortable with content writing, then this is your option.

So, what do you want to become?

## Day 34 - Content Marketing Challenges (Part 1)

Have you ever wondered about it?

You might have seen a lot of SEO professionals, Adwords specialists, and Social media specialists.

You might have even seen plenty of affiliate marketers, bloggers, and analytics specialists.

But, you wouldn't have seen a lot of content marketers and content writers who are thriving.

Right?

Have you wondered why?

It's because of two challenges:

- The challenges companies face when it comes to recruiting content marketers and writers.
- The challenges you face while becoming a content marketer or writer.

You need to understand both of them.

You'll know why at the end of this email.

Let's first know the challenges faced by the companies.

1: Finding a good and affordable content writers are the first and foremost problem for the companies. Because there aren't plenty of content writers and it's hard to identify the good ones.

2: The second challenge is finding content writers with a marketing mindset.

Even if companies manage to find good writers, it's hard to get the ones who also understand the marketing side of the content like the awareness levels, psychological triggers, etc.,

3: The third challenge is creating quality content that provides value to the audience.

It's again because of the lack of good content writers who can produce such quality content and content marketers who can come up with the content ideas that matter to the audiences.

4: The fourth one is deciding what to produce.

Because to do it, you need a good content marketer, who knows how to research and find what precisely the audience wants.

5: The fifth is, making sure the content reaches the right audience.

How to get the content found by the right audience is the question for many after they manage to create the content. That's where an experienced content marketer — someone who knows how to promote the content, is needed.

6: The last one is measuring and proving the ROI of content marketing to the stakeholders.

Businesses need to justify every marketing \$ spent and how it produced a profit to the company. And to do it for their content marketing investment, they need a capable content marketer.

It's not the end of the challenges. There's plenty more.

In short, the real challenge is finding good content writers and content marketers.

Which means, they need more of you.

You, the content writer, or the content marketer.

You could be the solution.

But you are also facing challenges...

The challenges that are stopping you from becoming the solution.

Let's talk about it in the next email.

For now,

Think about how good it would be if you can become the solution for the companies.

What it could do to you, and the benefits you could get.

## Day 35 - Content Marketing Challenges (Part 2)

Three challenges.

That's what stopping you from becoming either a content marketer or a content writer.

That's what I learned from your responses to my previous emails and the Facebook post I made recently.

But before getting to it, we need to fix one basic thing.

Many of you want to become a content writer or a content marketer.

But, a lot of you believe that you aren't up to it, or you don't have the skills.

That's a LIE.

You have the skills and potentials to become a content writer/marketer than anyone else.

Surprised?

Let me explain.

**1.** How many questions have you answered in your school days without even knowing the actual answers?

How many times you have written pages and pages of answers with just the understanding of the subject and guesswork.

I have done it a lot, and I'm sure plenty of you did the same.

See...

You have the content writing skills in you.

You can write.

And to be honest, you can write a LOT without working too hard.

**2.** How many times have you come up with stories for not doing the homework or turning up late to the school or not completing something you should've completed?

How many times have you come up with stories aka excuses for not doing something that your parents expected?

If you are like me, it would be more occasions than you can count.

Right?

Well, then you got storytelling skills.

And storytelling makes you a better content writer and marketer.

**3.** In your school days and college days, How many times have you cooked up larger than life stories to impress your friends?

Might have been a handful, right?

That means you got the storytelling and persuasion skills.

And that makes you a better content writer and marketer.

**4.** How many times have you guessed how a movie is going to end or what the next scene is going to be?

How many times have you narrated the story [of the movie] to your friends and family?

How many times have you narrated something that happened to you to someone else who wasn't there?

I'm sure you would have done it a lot of times and done it really well.

That means you got the skills to narrate something, interestingly.

And that's another essential skill for a content marketer and writer.

Don't you see it now?

You have all the required skills to become a better content marketer or content writer.

And still, you think you aren't good enough to become one.

That shouldn't be the case.

Let me emphasize it again:



You got enough to become a content marketer.

You are a natural content marketer.

You have been doing content marketing since your school days.

Trust me.

In the next lessons, let's dig into each of the challenges you mentioned and how to overcome it.

## Day 36 - What to write about?

"It's pure habit. I write from probably 7:30 till noon most days."

That's what Stephen King said when he was asked about how he writes.

It's not just Stephen King.

Almost all famous writers have such routines or rituals.

If you are wondering how it relates to content marketing/writing and this email, you'll learn it in a bit of time.

There has been a little gap in this series.

But, the gap was good.

I received a ton of valuable feedback from you all, from thank you to the one thing that's stopping you.

So, before I reveal to you how you can become a content marketer/content writer, I want to address the issues many of you mentioned in those responses.

Let me start with this.

Amit Sharma & Princess A [and a lot of others] were wondering what to blog about?

What topics to start upon?

Let's tackle it in this email.

I assume you want to become a content writer.

You want to start writing.

And you are wondering what topic to choose to write.

I believe "the topic" is an invisible handcuff that's holding you.

Because to start writing, you don't need a topic, especially in the beginning.

Let me ask you this.

Did you choose your major before joining the school?

No, right?

You joined the school.

You learned the alphabets and words before making sentences.

Then you moved on to the next level.

You learned the subjects from the foundation before you chose whether to become an engineer or something else.

Right?

Becoming a blogger or becoming a content writer works in the same way.

It looks something like this:

- Step 1: Start writing
- Step 2: Write regularly
- Step 3: Polish your writing
- Step 4: Master a topic or style. [aka become an expert in a subject]

Unless you have already completed the first three steps, you shouldn't be bothered about the topic.

And I believe many of you haven't done so.

Because jumping to the topic selection gives you a valid reason to procrastinate and delay the writing part as long as you want.

Doesn't it?

Don't do it.

Your first task is to write.

Then to write regularly.

Then to become a good writer.

And only then you should worry about the topic.

So start writing.

Don't delay for another day.

Don't wait for nature to send you a sign.

Don't wait for a message to come from above.

Open a document or take a paper or whatever that suits you and start writing.

Write about anything.

What you just witnessed, how you want your day to be, how much do you want to become a content writer, why it matters to you, what you want to achieve, your dreams, wishes, things you like, things you hate, your favorite movies, books, actors, songs, moments, places, school, subject, teacher, and so on.

You have plenty to write about.

So, start writing.

Set a goal and write.

Like, write for 50 minutes or write 500 words a day.

If 500 words are too much to start with, then start with 400 or 300 or 200 or even 100 words a day.

Stick to it for a week.

Then increase a bit. Stick to it for a week.

Then increase.

And stick with something you are comfortable with.

Do it daily till it becomes a habit.

That should be your first goal.

Because the habit is what you need to succeed.

That's how you can become the Stephen King of content marketing.

Because to succeed in content marketing, you need to be consistent.

You need to create and stick to a schedule. You need to be like a clockwork.

If your audience knows when to expect new content from you, they will visit your blog/website to read it.

If your clients know that you won't miss the deadline for sure, you'll get more work. You can charge a premium and earn more.

Because discipline trumps skill most of the time.

And skill+discipline is the surest combination to succeed.

While you are at it, you'll notice that you are revisiting certain topics regularly or you like to write about certain topics.

And there you have it.

The answer to your question - what to write about.

Those are the topics you love to write about.

Because that's where the magic happens.

Many people choose to write about something they are passionate about.

But, it isn't required to become a content writer.

Smart ones prefer to write on the topics where demand exists. All they need is a little research to support them.

Since they have mastered the writing part, the topic will not be an issue.

So, forget about the topic, competition, and other stuff.

Start writing.

## Day 37 - Do you need confidence for writing?

Many won't accept it.

Many won't even say it.

But Ajudie is courageous enough to accept and mention it.

"Lack of confidence is a major setback in pursuing a writing career."

And I heartily agree with him.

When I first considered blogging aka writing, I wasn't confident that someone or anyone would read my blog posts.

That was holding me from starting the blog until a beautiful day I opened the Word document and started writing.

Actually, I was so fed up with the thought that I decided to write, no matter whether someone reads or not.

And eight years later here I am.

Whenever I receive an email that says "lack of confidence" is what stopping him or her from doing it, I couldn't stop wondering about me.

What would've happened if I didn't muster the energy to break the thought to write my first blog post?

I honestly don't know.

Probably I would have remained a civil engineer and building apartments or villas or something else across the country.

You wouldn't have heard about me, and I won't be writing this email to you.

Well, enough about me. Let's get to the issue.

What makes you feel less confident?

### **1: English isn't your first language**

Many of us feel that our English isn't good enough to become a writer.

But, it's not a qualifying criterion to become a content writer.

If it is, then everyone in Britain, the US, Australia, and other English speaking countries should be great writers.

And, that's not the case.

Having English as the first language isn't a prerequisite to becoming a writer.

Anyone and everyone can master a language and become a writer.

All you need is a strong desire to become one and willing to put the effort to become one.

Your English is good enough to start, and as you write, you can learn and improve.

## **2: You aren't good enough to write**

We discussed this already in an earlier email.

No one is better equipped to write than you.

Not many have heard or told more stories than you.

Not many might have watched more movies or tv shows than you.

Not many would've written more pages of answers in exams than you.

You are a creative person, and you have the gift of narration.

You aren't just good enough. You are way better than the others.

If it isn't you, then not many can become a writer.

## **3: You don't know where to start**

You didn't know the alphabet when you joined the school, and yet you are here reading this email.

You didn't know how to ride before you put your foot on the pedal of the bicycle, and today you might be riding a bike or car to the work.

You didn't know what a computer is, and today you are using it like someone born with it.

You weren't an expert in digital marketing when you were in the school, and here you are either working as a digital marketer or aspiring to become a digital marketer.

See, you don't have to know where to start.

All you need is to start.

You already know how to write.

So, just start writing.

#### **4. But, I'm still not confident...**

Let me tell you this.

You and I aren't different.

We almost have the same backstories.

If I can do it, you can.

You probably can do it even better than me because you've more help than I had when I started.

But, you have to come out of the trap and try it once.

It's not going to happen overnight.

It's going to take a while.

You have to be patient.

You have to keep trying.

You'll be more confident as you write more.

Remember, you might be fearing about water. But without jumping into the water, you cannot learn to swim.

It's the same with writing.

You cannot gain confidence if you don't start.

So set the worries aside and start.

Start today.



## Day 38 - What is the right order?

Have you been there?

Sometimes you feel like writing.

Words rush like a fresh stream of water.

But, then you wonder...

What's the right order to write them.

That's it.

The flow stops.

Words dry up.

And the blank page stares at you.

The moment is gone.

Prashanth is having the same trouble.

He gets plenty of ideas and words but wonders what's the right order to write.

And that is stopping him proceeding further.

It's a common mistake many of us do.

We tend to overthink when it comes to the simplest tasks, and we make them big enough to stop us from proceeding further.

What should be the title of the post?

What's the right word to use?

What image should I use?

How to open the post?

How to conclude the post?

What should be the H1 and H2 tags?

We tend to think about all of them even before we put the first word on the document.

And in search of answers to those questions, we miss our train of thought.

We miss the opportunity to write a good post.

The solution is simple.

Don't worry about the order or anything else.

When the words flow, just write them down.

Whether it's the introduction or the middle or the conclusion, don't bother about it.

Write it down.

Because you aren't writing in stone.

Writing is not like constructing a building.

It isn't something you can't fix once you have finished.

The first draft is always rough.

That's how it is supposed to be.

And that's how it is even for the best writers.

It's like the unearthed diamond.

The magic happens in the editing.

That's where you polish what you've written.

That's when you should wonder about the right order and rearrange your sentences or the information flow.

Not in the beginning.

In the beginning, focus only on the creation.

On the other hand,

If the words aren't flowing and you want to write, then start with an outline.

Create an outline of what you want to write.

It's the crudest representation of your thoughts.

You can start with the leanest outline and then add items to it.

Then start writing about each of the items listed in the outline.

You can rearrange the order anytime when it makes sense.

You can edit them as many times as you wish.

Like I mentioned earlier, none of it matters in the beginning.

All it matters is starting.

Starting to write.

Forget everything else.

When you want to write, just start.

Everything else will follow.

## Day 39 - Do I Need SEO Skills?

"But, Don't I need SEO skills?"

"Even if I write good quality content, if it's not matching SEO requirements or if keywords are not there, then who'll read my content?"

That's the question from Gopal.

It's an important and valid question.

It needs to be addressed.

I'm glad that he asked. Let's get to it in this email.

Before we go deep, here's the direct answer.

Yes, you need SEO skills and keyword knowledge to get your best content found.

Otherwise, no one will read your content.

But, wait...

Don't panic.

You don't need to become an SEO expert.

You just need to understand SEO basics. And it's not that hard as you think.

Stay with me.

Let's forget SEO for a moment.

Assume you are planning to write something.

You are writing it for an audience, aren't you?

How will they find the content?

How will they search for it in search engines?

They have to enter some keywords in Google to get the results.

What would be those keywords?

Can you list them?

They are your keywords.

If you aren't sure about them, you can find them with a little help of research.

For example, imagine I'm writing this email as a blog post.

My target audience is people who are wondering whether they need SEO skills to become a content writer or not.

How will they search for the content?

They will search like

Do I need SEO skills to become a content writer?

Is SEO skills required to become a content writer?

How to do keyword research for content writing?

Now, I remove the common phrases.

SEO skills for content writing

SEO skills to become a content writer

Keyword research for content writing

These will be the keywords I should focus.

But, I don't worry about putting the keywords in the content.

Because when I write the post focusing on answering the question "SEO skills required for content writing" the post will automatically contain those words.

So when people search for those keywords, my post will rank.

And that's what I recommend you do.

Keyword research doesn't require any special skills.

All it requires is common sense.

Aah... SEO.

I haven't forgotten.

Let's continue with my example post.

So, I want to answer the question about SEO skills to become a content writer.

I'll write the headline like, "Do You Need SEO Skills To Become A Content Writer."

And I'll start the post with the same question and lead it with the answer "Yes."

Then I'll go on to explain how to optimize your post to rank well on the search engines, just like I'm doing now.

I'll split the post into three sections of keyword research, on-page optimization, and link building.

I'll give them subheadings like SEO Skill for content marketing #1, #2 and #3.

And I'll explain each section.

Then I'll conclude it with how easy it is to optimize the content to rank well in the search engines without sweating about SEO skills.

Now, let's look back on what I did.

I wrote the headline including the relevant keyword and made it interesting.

Then I created subheadings including the keyword and organized the content into logical blocks.

The content automatically had the keywords included because I was focusing on writing the answer to the question.

And my friend, now the post is optimized.

It has everything to rank well on the search engines.

Your SEO is taken care of without needing to become an SEO expert.

You can polish it as you write more.

And you'll become a lot better than other SEO experts :-)

Again, it's not too difficult to do.

All you need is common sense.

Remember, every content writer can become an SEO expert, but the other way around is challenging.

But, if you are still worried about the SEO part, wait for our upcoming content mastery program.

Sanjay will help you with in-depth sessions on keyword research, on-page optimization, and everything else.

## Day 40 - What's your choice?

"I don't have time."

"I don't know how."

"I don't have any support."

"I don't know where to start."

"I'm not sure..."

"It's not the right time..."

"I'm just not ready yet..."

"If only..."

Excuses...

And plenty of excuses.

The excuses keep coming...

You have hundreds of excuses and reasons not to do something.

Or to procrastinate the action.

But, all you need is one reason to do something.

"I want to be a winner."

"I want to change my life."

"I want to improve it."

"I want to be better than yesterday."

"I want to be an achiever."

Just one reason.

That's going to decide whether you are going to stay where you are or move to the next level.

It's your choice.



You can choose what you want to do.

Do you want to complain, give excuses, and toil living the same life?

Or

Do you want to stop complaining, take action, and change your life for the better?

It's your choice.

But, you need to decide.

Because that's when everything starts.

Everything starts only when you decide to take action and change.

Till then, nothing happens.

Nothing can make the change happen.

Not even the world's best teachers or courses or motivational speeches or quotes can make the change happen.

You can spend the days and months reading the best materials out there...

You can have the best courses from the best teachers...

You can have the greatest mentor...

But, they are all powerless until you don't act.

They can help you only when you choose to act.

In the past emails,

I've answered your questions...

Busted myths...

Gave you motivation...

And in the next few emails, I'm going to tell you how to become a content writer or content marketer...

But they all will be powerless if you aren't ready to act.

So, how many of you are ready to take action and change?

How many of you are ready to become the content writer or marketer?

How many of you are ready to make 2019, your best year ever?

You got to decide.

And you have to do it now.

Because a new year is almost here.

It's the right time to start fresh and make amends.

So, decide quickly.

## Day 41 - Why you should read more?

I almost started sweating and feeling dejected.

The clock was ticking.

The blank Google Doc was laughing at me.

I've been staring at it for a while.

I've been typing a few words, deleting them, typing again, and deleting.

I've been doing it for almost an hour.

It wasn't happening.

The words aren't coming.

And the clock was ticking.

It's time to schedule the next email to you.

And I was playing the staring game with the blank document and losing it spectacularly.

That's what I was doing yesterday.

I was struggling to put the words.

I almost lost the hope that I could write one for you.

I got tired of it.

Then I decided to take a break, do something else hoping it would help me somehow.

That's when I saw the book on the desk.

"TED Talks by Chris Anderson."

It's been sitting there for a while waiting for me to open and read.

"Why not..."

I started flipping the pages.

That's when it caught my attention.

"The boy with the lion-heart."

Said the subheading.

What?

It piqued my curiosity, and I started reading.

It was the story of the boy from Kenya who accidentally found that moving lights were scaring the lions, and went on to design a system of lights that would turn on and off in sequence creating a sense of movement.

He did it with solar panels, a car battery, and a motorcycle indicator box.

And the story got so popular that Anderson decided to invite the boy to give a TED talk.

It was a short one but amazing.

I wanted to know more.

I Googled about him and read more about the story.

I watched his TED talk.

It was a perfect idea that spread like wildfire.

It took him from the remotes of Kenya to the TED stage in front of the world and helped him to share the story.

That's what an idea good enough to be shared and appreciated.

It got me thinking.

A connection to writing formed instantly in my mind.

I closed the book.

The words started flowing and didn't stop until I poured my heart out.

That was the email you read yesterday.

Many of you appreciated it.

It wouldn't have happened if I didn't read the book and came across the story.

Reading made it possible.

And that's the first secret to become a content writer.

You got to read.

Read a lot.

Books.

Blogs.

Research papers.

Blogs related to writing.

Blogs related to your niche or topic.

Competitors blogs [if any]

Or

Anything.

Read.

Make it a habit.

Read for 30 minutes a day at least.

Our brain handles around 34 GB of data a day.

The more you read, you are giving more information for the brain to process and store.

And the more information it stores, it can connect more of them and retrieve more when you need to write.

Because the output is always proportional to the input you give both quality and quantity wise.

The more you read, the more you can write.

And the better books or blogs or information you read, the better you can write.

Like it happened to me yesterday.

Since the story was so good, it resulted in a better email.

And it helped me to write today's email too.

It became an excellent prelude to today's email.

That's how reading contributes to writing.

That's why reading is essential to writing.

That's why reading is the first step to become a good content writer or writer.

## Day 42 - Why Do You Need Clarity?

Let assume you start reading a lot.

You are accumulating information.

You are having lots of ideas.

And words are floating around you, waiting for you to pick them and put them on the blank sheet in front of you.

But you are finding that it is not that easy.

You are now having a new problem.

You don't know which idea to pick first and write.

You are wondering what to write.

Even if there are plenty of ideas and words, you aren't able to write.

You are confused.

And that stops you.

You need to overcome it to become a content writer.

Or

Sometimes you pick a random idea and start writing.

You publish it or email it to your readers.

And no one gives a damn about it.

It goes unnoticed.

You feel dejected.

Your effort has gone to waste.

It hurts you.

You lose motivation.

It slowly kills the budding writer inside you.

I'm sure you don't want that to happen.

You got to avoid it to become a content writer.

So, how can you pick the right idea to write or write something that people want to read and appreciate?

To do so, you need to understand why it happens.

You are unable to pick the idea because you aren't clear about one thing.

Your content goes unnoticed because you aren't clear about the same thing.

You aren't clear about your audience.

You aren't clear about who you are writing for.

You are missing the clarity.

When you don't have it, you can't decide which idea to choose.

Or...

When you write without it, you are writing for no one or everyone.

And when you do so, your content fails to make a connection.

That's why you struggle to get your content noticed.

And that's why you need clarity.

You should have the clarity on

Who are you writing for?

Why are you writing?

What problem are you solving for the reader?

How are you going to help your reader to get better?

And...

Why should the reader care about it?

When you have clear answers to all those questions...

Your content will be compelling.



Your audience will make an instant connection with it.

Your audience will appreciate it.

You'll get comments, shares, and likes.

If you want them to happen, you need clarity.

Because...

Without clarity, none of it will happen.

You won't be able to decide what to write.

You won't be able to write effectively.

You won't be able to become a content writer.

So, get clarity first.

Understand who you are writing for and why.

Everything else will happen automatically.