

 Worksheet

Attract More Leads to Your Business

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Attract More Leads to Your Business

Identify your target market and bring in new leads

Identify and attract your target market



Who are my ideal customers?
(use demographics and other details you have gathered)

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What do they care about?
(efficiency, ease of use, time, etc)

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Where do they “hang out?”
(social media, online, conferences, etc)

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What would be attractive to them (what is the “apple” that they would enjoy)?
(educational materials, coupons, contests, etc)

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How can I make a “corral” for potential customers who are interested in the attractive offer? (database, spreadsheet, CRM, etc)

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