

# Everything You Have Learned About Lead Generation is Wrong!

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# Housekeeping

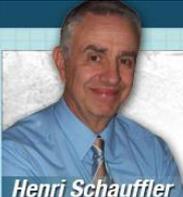
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- **Turn off Cell Phones!**
- **Close Laptops**
- **If possible, please wait for the break**
- **Write down questions**



# Who Is This Guy?

home | about | blog | contact | member login

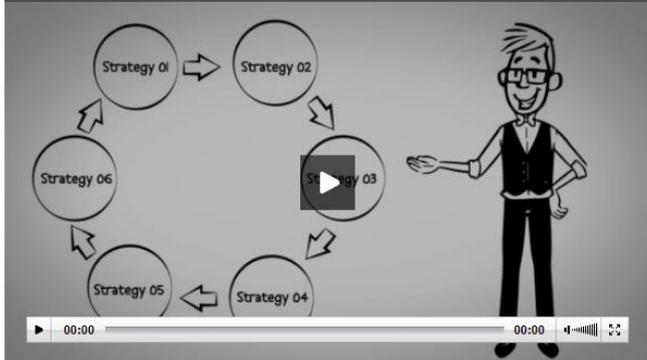


**EVERYTHING YOU'VE EVER HEARD ABOUT  
GROWING A SMALL BUSINESS IS WRONG!**

*Henri Schauffler*

More Leads   More Conversions   More Transactions   Higher Prices   More Profits  
Build A Million Dollar Business   One-On-One Coaching

**Everything You've Ever Heard About  
Generating Leads For Your Business Is WRONG!**



The 3 Biggest  
Lead Generation  
Mistakes Small  
Businesses Make...  
And How To  
Overcome Them All

First Name

Email Address

www.FocusMarketingInstitute.com

# The Five Growth Drivers

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**More Leads**  
How We Generate All The Leads  
Your Business Can Handle  
[Launch »](#)

**More Conversions**  
How We Convert Leads  
Into Paying Clients  
[Launch »](#)

**More Transactions**  
How We Convince Clients  
To Buy More Often  
[Launch »](#)

**Higher Prices**  
How We Increase Prices  
Without Losing Any Sales  
[Launch »](#)

**More Profits**  
How We Skyrocket Profits And  
Dominate Markets Like Yours

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A 3D illustration on a dark red background. On the left, a series of white steps form a staircase that recedes into the distance. Several white, stylized human figures are climbing the steps. In the foreground, a large, bright blue arrow points to the right, with a blue figure standing on it.

# More Leads

How We Generate All The Leads  
Your Business Can Handle

*Launch »*

# Today's Game Plan

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- Help you discover actionable strategies you can use - starting today - that will...
  - Increase the **quantity** of your leads
  - Increase the **quality** of your leads
  - Show you some **case studies** as examples
  - Show you a social media strategy on LinkedIn that is revolutionizing the way we do networking



# Today's Game Plan

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**Just one new idea  
that you put into  
action can change  
everything**



# Today's Game Plan

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- Consider a roadmap you can use this week to start improving your sales and marketing results



# Marketing Fundamentals

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- **Have something good to say** – *“Market-Dominating Position”*
  - **Say it to the Right People** - *targeting*
  - **Say it well** – *compelling marketing*
  - **Say it often** – *repetition*
- => *“Your prospects have a problem they don’t want, and want a result they don’t have”*
- => *“Enter the conversation in the mind of your prospect”*

# Marketing Fundamentals

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A simple formula for generating more leads  
(from Dan Kennedy)

**Market** (the target)

**Message**

**Media**

# Market, Message, Media

## Case Study: Chiropractor Specialized in “Fibromyalgia Diagnosis”

**When I walked through their door, I didn't care if I lived or died.**

I suffered migraines, chronic fatigue syndrome, heartburn, rashes, flu-like symptoms, food sensitivities, urinary problems, weight gain, immune problems, hypersensitivity, reactive hypoglycemia, depression and heart palpitations, all symptoms of fibromyalgia. Eating anything even healthful foods made me suffer. My life was really about suffering and I was ready to give up.

**Over the years I had tried everything...**

I spent tens of thousands of dollars on medical tests, drugs and hospitalizations that brought no relief and absolutely no improvement in my health. In fact, it continued to get worse. I tried alternative approaches, including other chiropractors, but this brought only superficial relief. My doctor suggested that I "might want to hook up with a fibromyalgia support group." I didn't want to be supported, I wanted relief!

**I groan when I see television commercials for the new fibromyalgia drug.**

I avoid such drugs because I now know they only mask symptoms and they can be dangerous, especially for people with their systems compromised by fibromyalgia. I learned that fibromyalgia sufferers often have abnormal pressure on their brainstems. Corrective chiropractic care works to relieve that pressure. No wonder I feel so much better! No wonder I'm pain free and actually getting well!

**Another torment has quietly disappeared from my life.**

I will not expect that chiropractic is an overnight cure (that's not what true healing is about), but I have seen mostly consistent improvement since my first chiropractic treatment 22 months ago. I am back

on a mostly normal diet, and I just made a long car trip absolutely pain free. Early in my care, the fatigue disappeared. The migraines and depression almost never happen. Now I am living a life I thought I'd left behind forever. I feel that chiropractic is absolutely the only hope fibromyalgia patients have of regaining their health.

**One phone call and \$27 is a small investment, but it could change your life.**

Wouldn't you like to find out if the underlying cause of your fibromyalgia could be helped by chiropractic? Dr. Brad will help you understand why you suffer and could change your life too! The first visit will take just 30 minutes. **And if you mention my name, Kate, you will get your exam for only \$27 (normally \$250).** If Dr. Brad can help you, your first adjustment will be scheduled at a follow-up visit after he analyzes your exam findings.

**Yes! I want a Complete Exam**  
Dr. Brad will give a complete exam, including x-rays if needed. (\$250 value)  
**Call 507-WELL (9355)**



DR. BRAD FACKRELL, D.C.

Ask to meet Kate. She shares your hope for a healthy future.

KATE

=> 3 leads  
per month  
running  
newspaper  
fliers (\$2k)

# Market, Message, Media

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## Refocus: Chiropractor / Fibromyalgia

- **Market:** women 18 – 85, massive pain throughout body
- **Message:** If you're misdiagnosed, you're suffering needlessly
- **Media:** Cable TV, Facebook PPC, direct mail, radio



# Refocus: Chiropractor

Offer:

**FREE Report**

**The Secret To Total  
And Complete  
Fibromyalgia Relief**



**Fibromyalgia**

**The Little Known Secret To  
TOTAL AND COMPLETE  
FIBROMYALGIA Relief**

**How To End Fibromyalgia Suffering Now!**

*"I've Lived With Constant Throbbing, Debilitating,  
And Sometimes Excruciating Pain And  
Nausea For Years.  
My Doctor's So Called Treatment Was  
'Pain Killers.'  
Now, I'm Off The Drugs  
And My Pain And Nausea Are Gone"*

Read this special report today.  
Learn how to use natural methods to end your  
chronic Fibromyalgia pain.

Inside this FREE report you'll discover:

- ✓ The Dirty Little Secrets that the FDA has been hiding for years about pain medications!
- ✓ What to do right now if you suffer from ANY Fibromyalgia pain whatsoever.
- ✓ By going to some doctors, you could make your pain worse.
- ✓ What you absolutely **MUST** know about using drugs and pain killers for pain relief.
- ✓ The most successful treatment of chronic Fibromyalgia pain doesn't involve any drugs at all!
- ✓ And much more!

Fibromyalgia is a potentially *dangerous* disorder that afflicts the lives of millions of Americans. It is very often diagnosed incorrectly and mismanaged. The pain continues needlessly. However, your pain can be relieved - possibly **FOREVER!**

**Read this SHOCKING report to find out how!**

# Refocus: Chiropractor

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## **Chronic Pain Eliminated... FOREVER!**

**Revolutionary New Scientific Breakthrough Has Been Clinically Proven  
To Provide Immediate and Permanent Relief From All Chronic Pain**

*Innovative "All Natural" New Supplement Uses Patented Delivery Formula  
That Is A Whopping 85% More Effective  
Than Traditional "Health-Destroying" Pain Relief Medications*



*Free Report + Coupon...  
Revealing report gives you all the  
facts and clinical study results  
as well as a 35% discount  
coupon for your first purchase*

First Name

Email Address

**Give It To Me!**

# Market, Message, Media

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**Refocus: Chiropractor / Fibromyalgia**

**Result: Generated 137 leads in 4 days**

**4,566% LEAD INCREASE**

# Market, Message, Media

## Case Study: Daycare

**BACK TO SCHOOL** 

**FOR KIDS ONLY**  
Child Development Center  
5210 Duck Creek Dr.  
Garland, TX 75043

Presort Standard  
US POSTAGE  
**PAID**  
Dallas, TX  
Permit No. 3193

**NOW ENROLLING**  
Infants, Toddlers,  
Preschool, &  
After School Programs

Structured Curriculum  
for All Ages

**GREAT LOCATION!**

**Free Nutritious  
Food Provided**

**CCMS and CCS  
are Gladly Accepted**

Bring in this postcard  
for **FREE**  
REGISTRATION!

La Plata Dr.  
W. Oyster Rd.  
Wynn Joyce Rd.  
Branching Blvd.  
Duck Creek Dr.  
I-205  
I-30 EAST

5210 Duck Creek Dr. Garland, TX  
[www.forkidsonlylearning.com](http://www.forkidsonlylearning.com)  
**972-240-4115**

M384

Mailed out postcard  
to every home within  
a 5 mile radius

**NO calls!!**

# Market, Message, Media

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## Refocus: Daycare

- **Market:** Parents that want their kid(s) educated in daycare
- **Message:** We GUARANTEE your child will be reading at a first grade level prior to entering kindergarten
- **Media:** Networking, targeted direct mail, radio, TV, FB PPC

# Message: Useful Information

## Is Your Daycare's Idea Of Good Educational Curriculum Watching Barney On TV?



## How Would You Like Your Child To Be Reading At A 1st Grade Level Before Starting Kindergarten?

### There Are Two "Schools Of Thought" When It Comes To Educating At Daycares

Many daycares simply attempt to entertain your child all day... and it's easy to see why when you see the enormous number of children per teacher they try to accommodate. Educators strongly recommend offering structured training for preschoolers in the areas of computers, math and reading. These offer the best opportunity to have any child enter school with a leg up on their fellow students.

### Many Daycare Centers Are Nothing More Than Daylong Babysitting Services

Although the national chains are more closely scrutinized and held accountable to regulations and standards, even they can easily succumb to the TV mentality. After all, how can you know for sure how many hours your child is sitting in front of the tube. Parents are at the mercy of the staff to limit the tv exposure and get the kids engaged in both physical and educational activities.

### Your Child Will Never Watch TV Here We Don't Even Have One

Educators strongly recommend structured training for preschoolers in the areas of computers, math and reading. That's why XYZ Daycare offers programs designed for the child's ability to learn... NOT by their age group. We design a specific curriculum for each child's level that is fun, exciting and challenging for the child, yet designed to increase the ability and skill level of the child in the areas of beginner reading, math and computer skills training.

### Here's What To Expect From A Daycare Specifically Designed For Accelerated Children

Imagine your child gaining the ability to read at a first grade level before they start kindergarten. Our staff has received specialized training and certification in the areas of pre-school reading skills, math skills and computer operational skills. Every child is taught an age appropriate pre-planned curriculum and all lesson plans are documented and available for download at our website. We GUARANTEE your child will have the ability to read at a first grade level MINIMUM... before they enter kindergarten.

### Play Or Learn: Free Report Shows How 17 Area Daycare Centers Stack Up

This free report compares you based on criteria... The educational opportunities at all area daycares. We have already compiled the information you will need to make an informed choice as to the best daycare for you and your child. Choose your preference for receiving this report below.

**YES! Send Me The FREE Report.  
\*10 Things Your Daycare Might Not Tell You\***

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Email: \_\_\_\_\_

**Please Fax To: (555) 555-5555  
Or Call (555) 555-5555**

Out of 48 Daycare Centers,  
Only One Was  
Specifically Designed And Equipped  
To The Unique Needs  
Of  
Accelerated  
Children.

We Have A  
22 Station  
Dell Computer Lab.

Other  
Daycare Centers,  
Unexplainably, have

**ZERO.**

# Market, Message, Media

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## Refocus: Daycare

**Result:**

**Generated 58 leads in first week**

**Had to stop running the ad!!**

# Compelling OFFER

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The **beginning point** to converting more leads is to create a **compelling offer**

# What's The Offer???

The screenshot shows the website for Gary Bussing, a financial advisor at The Mutual Fund Store. Several elements are circled in red to highlight offers and contact information:

- Top Navigation:** A blue button with a TV icon says "Get Your Free Retirement Consultation >>". To its right, a phone icon is next to the text "Call Now! (800) 375-3000 or click here".
- Navigation Menu:** Includes "Investment Services", "Planning & Retirement", "Education Center", "The Mutual Fund Show®", and "About Us".
- Breadcrumbs:** Home > Financial Advisors > Overland Park - Financial Advisors >
- Advisor Profile:** Features a photo of Gary Bussing, his name, title "CFP® Director - Retirement Plans Overland Park", and a "Map Location" button.
- Contact Information:** A circled area contains: Phone: (913) 338-2323, Toll free: (800) 349-2323, Fax: (913) 338-1990.
- About Gary Bussing:** A section with a blue heading and a bulleted list of his qualifications and experience.
- Contact Form:** A dark blue form titled "Contact Gary" with fields for "First Name", "Last Name", "Phone", "Email", and "Zip Code", followed by a "Submit >>" button and a privacy policy link.

# What's The Offer???

ASFCA

HOME ABOUT SERVICES PATIENTS CONTACT

ADVANCED SPORTS & FAMILY  
**CHIROPRACTIC  
& ACUPUNCTURE**  
In-Network Provider with most insurance companies

**Overland Park: 913-643-1771 | Lee's Summit: 816-600-5483**

Treatments  
Advanced Sports & Family

Chiropractic  
NASECA our team of 7

Acupuncture  
Team of Licensed

Free New Patient  
Consultations

# Compelling Offer

## Chronic Pain Eliminated... FOREVER!

Revolutionary New Scientific Breakthrough Has Been Clinically Proven  
To Provide Immediate and Permanent Relief From All Chronic Pain

*Innovative "All Natural" New Supplement Uses Patented Delivery Formula  
That Is A Whopping 85% More Effective  
Than Traditional "Health-Destroying" Pain Relief Medications*



*Free Report + Coupon...  
Revealing report gives you all the  
facts and clinical study results  
as well as a 35% discount  
coupon for your first purchase*

First Name

Email Address

**Give It To Me!**

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# The Buyers Journey

*Useful Information – Email Drip*

Future Buyers

**Benefits of Ownership**

Why SHOULD I buy?

Soon-to-be Buyers

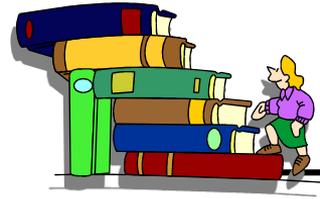
**Objections to Ownership**

Why SHOULDN'T I buy?

Now Buyers  
< 1%

**Vendor Selection**

WHO should I buy from?

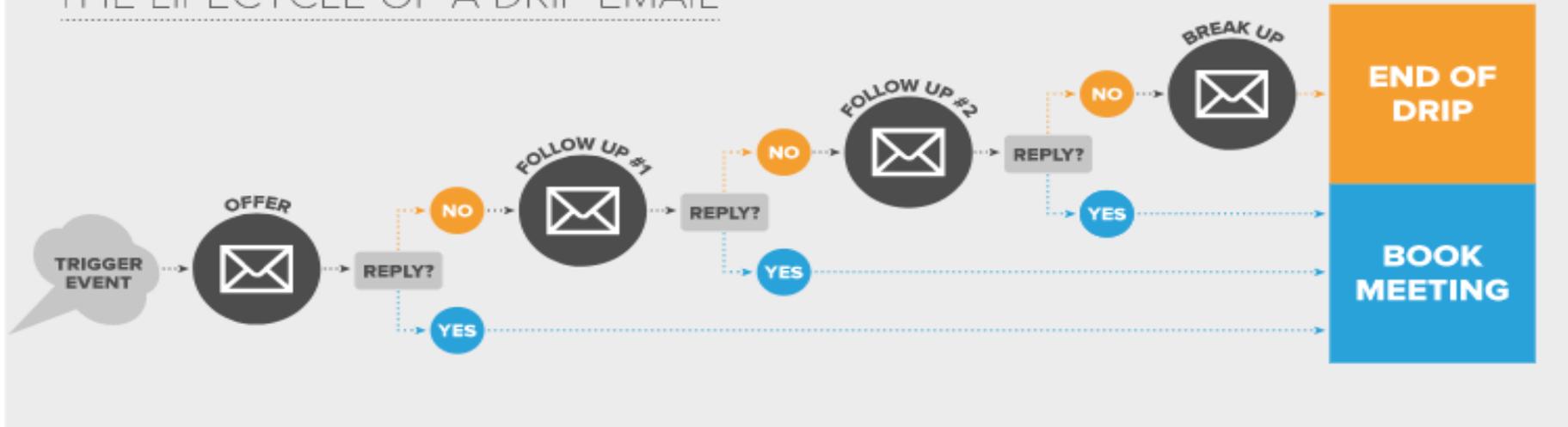


# More Leads & Conversions

## ⇒ A “Drip Campaign”

- Automated, Periodic, short emails reinforcing the information sent. Simple, discreet call-to-action

### THE LIFECYCLE OF A DRIP EMAIL



# More Conversions

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Hi, <<First Name>>,

Have you had time yet to review the discussion on page 4 of my Fibromyalgia Report? Have you found something that resonated? I will be the first to agree that this condition is hard to pin down sometimes.

I've set up a blog for us to talk about all this. Just click here to give us your thoughts: <http://9nl.de/Day1>. We need to work together to beat this debilitating condition.

I look forward to hearing back from you,

Dr. Jones  
301-XXX-XXXX

PS: If you'd like to come in and talk about your situation, just give us a call and we'll get you on the calendar right away.

# Case Study: LinkedIn Lead Generation

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The S-BEEP Method For  
**LinkedIn** Lead Generation

*A Strategic LinkedIn  
engagement campaign targeting  
the exact people you need to  
talk to*

# The S-BEEP Method

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## Strategy

- Create Ideal Prospect Description
- Develop offer / Value Prop
- LinkedIn Profile Optimization
- Establish / join groups

## Build

- Build Connections to target prospects
- Regular, daily / weekly outreach to targeted lists built in LinkedIn Sales Navigator

## Engage

- Weekly / periodic drip messaging campaigns
- Relevant content that helps the target prospect with their business

## Educate

- After Engage messaging, continuous content distribution
- On your profile, in groups, in messages

## Promote

- Promote your offer, appointment, phone call, cup of coffee workshop, or other
- Make SPECIFIC OFFER

All Inside **LinkedIn**

# GOAL: 10-15 Highly Qualified Leads Every Month

---

## Strategy

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**10-15 phone calls, short meetings, invitations to events, networking, etc. per month**

---

## Strategy

- Create Ideal Prospect Description
- Develop offer / Value Prop
- LinkedIn Profile Optimization
- Establish / join groups

---

## **Build**

- Build Connections to target prospects
- Regular, daily / weekly outreach to targeted lists built in LinkedIn Sales Navigator

## Engage

- Weekly / periodic drip messaging campaigns
- Relevant content that helps the target prospect with their business



# Sample LinkedIn Drip Messaging Campaign

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**M1. SUBJ: Thanks for connecting**

**M2. SUBJ: Interesting article on how the best leaders give feedback**

**M3. SUBJ: I'd love to hear your thoughts...**

**M4. SUBJ: Reaching Out...**

**M5: SUBJ: Re: checking in**

---

## Educate

- After Engage messaging, continuous content distribution
- On your profile, in groups, in messages

---

## Promote

- Promote your offer, appointment, phone call, cup of coffee workshop, or other
- Make SPECIFIC OFFER

**And for all those connections that do not respond by the end of the S-BEEP process...**

**...feed them into a long-term educational email drip campaign, gleaning another 10 + leads per month over time**

### THE LIFECYCLE OF A DRIP EMAIL



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# The Buyers Journey

*Useful Information – Email Drip*

Future Buyers

**Benefits of Ownership**

Why SHOULD I buy?

Soon-to-be Buyers

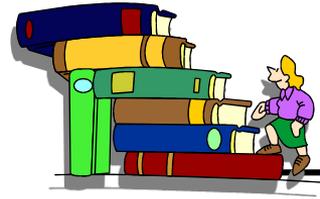
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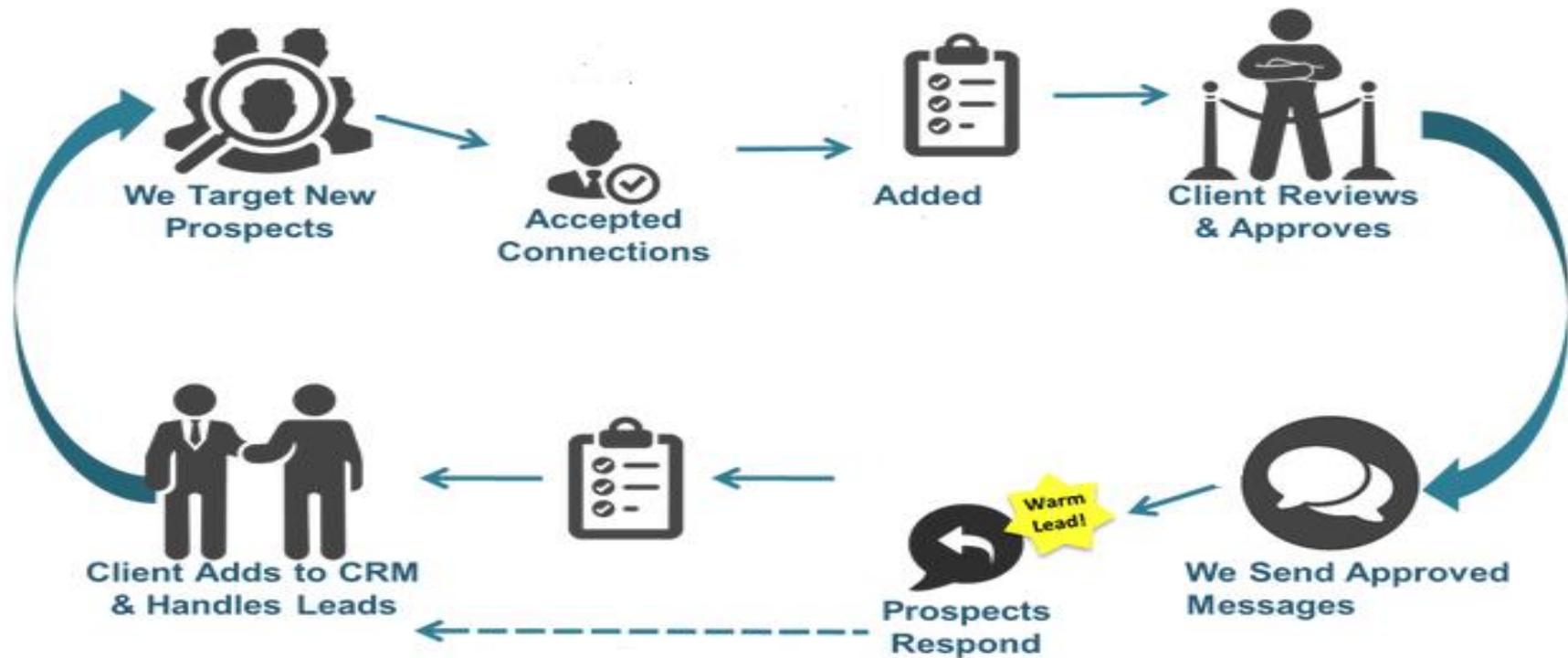
WHO should I buy from?



# Conclusions

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- If you need more leads....
  - Take ACTION!
- DIY – possible but not probable
- DFY – consider it. Many, many possibilities out there

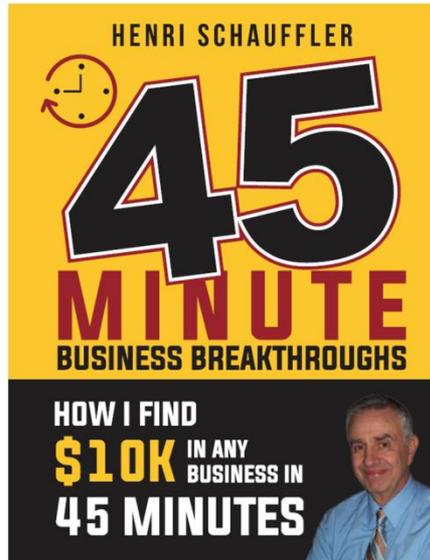


# Opportunity

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I am writing for Six Figure Coach Magazine

And also finishing up my own book to use with private clients



I need more detailed case studies, and that creates a mutual opportunity

# Offer 😊

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- **Linked In Presence and Strategy Assessment**
- **Online Meeting and Screenshare**
- **Show you exactly what you need to do to begin implementing a LinkedIn lead gen strategy**

## Strategy

- Create Ideal Prospect Description
- Develop offer / Value Prop
- LinkedIn Profile Optimization
- Establish / join groups

## Build

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## Promote

- Promote your offer, appointment, phone call, cup of coffee workshop, or other
- Make SPECIFIC OFFER

Your Name

Company

Phone

Zip

## LinkedIn Roadmap Case Study



Focus Marketing Institute

### Preferred time:

Please place **1**, **2** and **3** to select preferred times or write anytime if you have no preference.

Time:	Mon	Tue	Wed	Thu	Fri
8 am					
10 am					
12 noon					
2 pm					
4 pm					
6 pm					

# Questions / Discussion?

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