

Episode 23 - Worksheet

THE ART OF PROSPECTING - Lead Generation Strategies



Date :

"You are out of business, if you don't have a prospect." - Zig Zigler

1. What is lead generation, and why is it essential for growing your business?

2. Name two key factors to consider when identifying a potential lead.

- a. _____
b. _____

3. List three methods you can use to generate new leads.

- a. _____
b. _____
c. _____

4. What is the difference between identifying and qualifying a lead?

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5. Using 1 of the Lead Generation Strategies discussed in the episode, research a particular industry or client base and create a list with your first 20 leads:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____
11. _____
12. _____
13. _____
14. _____
15. _____
16. _____
17. _____
18. _____
19. _____