

# The Leads on Tap Blueprint

How to design the ultimate  
automated lead generation  
strategy and NEVER  
struggle getting leads again.



## An Introduction from **Larry Kotch**

” **Why do some companies succeed while others fail? The answer isn't how many rounds of funding they got, or whether their founders appeared on dragon's den.**



In fact, the single biggest factor in whether a business grows or goes bust is its ability to generate plenty of high quality leads through effective marketing.

And yes, packed into the word 'marketing' are a load of activities, everything from PR to branding, web presence to networking, but at its core, marketing is about generating leads, and lots of them.

If your business is growing slowly or is even at a standstill right now, chances are what's holding you back is your ability to identify, attract and persuade potential customers, nothing else.

Of course, if you don't believe you have a great product or service then this is your main problem, after all, nobody can sell a poor product or bad service indefinitely. My guess is that you are reading this Leads On Tap Blueprint because you have the right foundation to grow, and are ready to liberate yourself from the hamster wheel of slow growth.

If you feel in your bones that there simply must be a better way to generate leads than working 60 hour weeks cold calling lists, sending out mailshots, attending virtual networking events and begging your personal connections to help you keep the lights on, then my hope is that this blueprint turns unlimited lead generation from a distant dream into an achievable reality for you. ”

# Get Ready To Grow

In this Leads On Tap Blueprint you'll discover my secrets to unlimited growth.

I'm about to show you how to craft killer marketing campaigns that combine the holy trinity - online ads, plug-n-play marketing automation software and online B2B psychology - to deliver **unlimited leads on tap**.



## By the end of this booklet, you'll be able to:

- ✓ Define segmented personas for your prospective customers
- ✓ Come up with a killer content strategy that drives incredible results
- ✓ Identify, source and implement plug-n-play automation tools
- ✓ Create, manage and optimise online marketing campaigns that deliver unlimited leads on tap

## Sections

1. [Blueprint Overview](#)
2. [Pillar 1 - Content Strategy](#)
3. [Pillar 2 - B2B Persuasion Secrets](#)
4. [Pillar 3 - Marketing Automation](#)
5. [Pillar 4 - Online Advertising](#)
6. [Getting Started](#)
7. [One Last Thing](#)

# 0 The Blueprint Overview

They say that a picture is worth a thousand words. How about a thousand leads? Below you'll see a visual representation of the L.O.T system. It's based on fundamental marketing and sales tenants, including Customer Personas (marketing segments), The Buyer's Journey (the funnel part of the diagram), Lead Magnets, Online Advertising and Marketing Automation.

Don't worry if you're unsure what any of these individual elements are, or how they work on their own. The genius of Leads on Tap is how they are stitched together into a coherent, hands free system made even more effective by my unique research into B2B sales psychology.



## To master this system and create one for yourself you need to:

- ✓ Segment your target customers into discrete groups (called Personas)
- ✓ Create content (e.g. ebooks and whitepapers) that will be irresistible to each persona
- ✓ Integrate your database with marketing automation tools
- ✓ Use the latest advertising channels and ad formats for lead generation

I know it looks like a lot to take in but bear with me, once you understand the four core parts of the L.O.T system it all makes sense. I'm going to give you plenty of additional follow up resources at the end of this Blueprint booklet too, so relax, refocus and let's continue.

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## 1

# Pillar One – Content Strategy

The first pillar of my L.O.T System, content strategy is all about influencing people through compelling content. That's because to generate Leads on Tap, you will need to create a significant amount of content that helps your customers progress towards a purchase.

## By content I mean:

- ✓ Ebooks
- ✓ service pages
- ✓ whitepapers
- ✓ reports
- ✓ tutorials
- ✓ videos
- ✓ masterclasses
- ✓ webinars
- ✓ virtual conferences
- ✓ paperback books
- ✓ slides
- ✓ swipe files
- ✓ blogs etc



Everything you create needs to be **relevant, timely, engaging and unique**. Otherwise it's just another meaningless piece of content among thousands your prospects are exposed to every day, and they'll turn off and stop listening before you even explain what you offer.

Before you can create this amazing content and use it to convert your prospects, you must first segment your customers into appropriate **Persona Groups**.

This process is also known as marketing segmentation, and while you may be wondering right now whether it's really worth the time investment, according to recent research from Workfront 71% of companies that exceed lead generation and revenue goals have documented buyer personas. It's an essential step in your L.O.T masterplan.

# Crafting Customer Personas

Personas are detailed descriptions of each type of person you sell to. Your business will require specific information fields for each Persona based on your sector and service offering, but in general, your Persona cards are likely to look similar to this:

Persona A		
Personal	Professional	Product/Service related
Age range	Sector	Goals
Gender	Specialism	Pain Points
Location	Job Title	Motivators
Interests	Professional Groups/Bodies	Objectives
Family Grouping/Living Situation	Skills	Relevant USPs for your service

## Here are two Persona cards I created recently for a London-based HR consultancy client:



**Daniel Bailey**

40 years old

Department Head  
at large corporation

London,  
United Kingdom

### DEPARTMENT HEAD DAN

Dan represents Department Heads at large and small corporate institutions dealing with significant change, from a new CEO or department head to preparing for sale or a new round of investment.



**LIKES**

- Feeling in control
- Being a catalyst for positive change
- Seeing his team succeed
- Seeing revenue targets being hit
- Seeing employees learn and grow



**DISLIKES**

- Being concerned about business performance
- Seeing revenue go down
- Targets not being met
- Poor performance of employees

**GOALS**

- Ensure continued performance of employees in his department
- Smash targets set by board and show his value to the company
- Iron out any issues with middle management leadership within his department



**Harriet Lake**

37 years old

HR Director

London,  
United Kingdom

## HR DIRECTOR HARRIET

Harriet represents HR Directors dealing with reorganisation and retention issues at large and small firms.

**LIKES**

**DISLIKES**

Feeling in control  
Being a catalyst for positive change  
Building personal brand  
Seeing employees learn and grow  
Improving retention results

Confusion and lack of clarity  
Poor leadership impacting on business performance  
Resistance to change  
Seeing employee retention worsen

### GOALS

- Ensure that the organisation is equipped to succeed
- Improve general leadership skills within the company
- Cut costs without impacting on business performance
- Cement HR as the key driver of positive change
- Secure her place at the leadership table

By segmenting the client's prospective customers in this way, my team were able to create three distinct messaging streams relevant to their specific needs, goals and demographics, achieving an average CPL of £11.

**His L.O.T campaign was far more effective than he dreamed it would be, in part because of these Personas.**

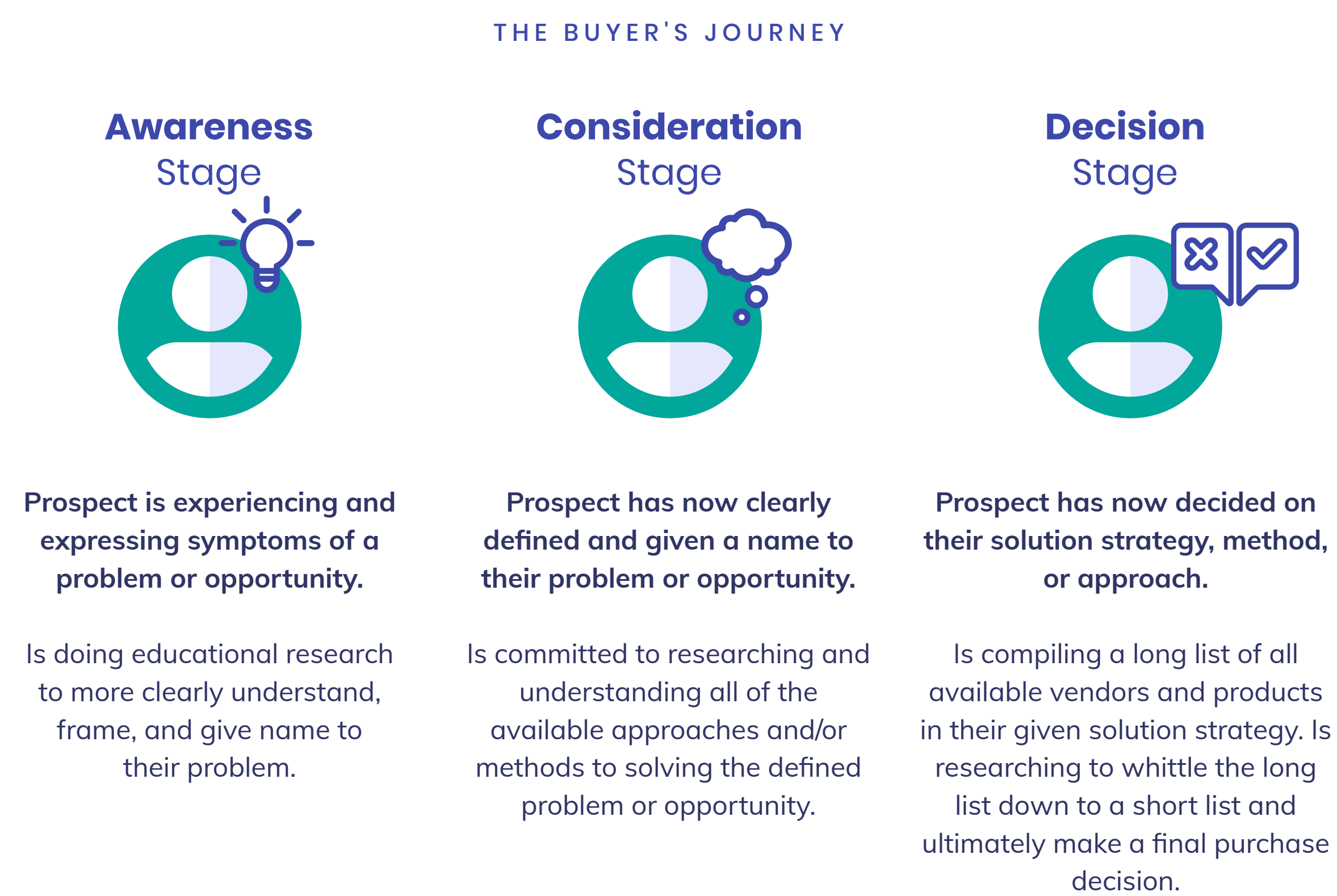
## Quick Persona Crafting Tips:

- ✓ Don't segment for the sake of it. If different markets or geographies have enough commonalities, use the same personas for both
- ✓ Keep the number of Personas you're using manageable - we recommend 2/4 per campaign
- ✓ Don't segment by industry just because that feels like a "neat" way to do it. In the example above, we discovered that HR Directors of all industries had the same broad concerns, therefore there was no need to further segment.
- ✓ Keep reviewing your Personas as your business grows, to ensure they're still relevant



# Creating Content That Supports The Buyer's Journey

The Buyer's Journey is a core marketing and sales model proven to apply to B2B and complex sales processes. There are many different versions, this one is focused on the three main steps a potential customer takes in their journey towards purchasing your product or service:



**Basically, you need to move your prospect between three major journey stages:**

- ✓ **Awareness:** Make them aware of your brand, product and services
- ✓ **Consideration:** Help them consider whether your offering is right for them
- ✓ **Decision:** Offer them all the information they need to make a purchasing decision

Most prospective customers are hovering at the top of the funnel (the awareness stage), and lack the motivation or budget to make a decision yet. The main goal of L.O.T, is to capture all prospects at the top of the funnel, and to drive them towards a purchasing decision using irresistible content and clever automations.

## Broadly, the relevant content to use at each stage of The Buyer's Journey is as follows:

	Type of Content	Aim	Psychology	Title
Awareness Stage	Lead Magnet: Ebooks, Webinars, Training Videos	Get contact details	Emotional	Clickbait
Education Stage	Blogs, Videos, Masterclasses,Tutorials, Books, Whitepapers, Swipe files, Testimonials, Case Studies	Educate prospect and build trust	Emotional/ Logical	Educational
Decision Stage	Calculators, Service Pages, Case Studies	Pitch your solution	Logical	Straight forward

Of all the content listed above, perhaps the most important piece is your

## Lead Magnet.



## What Is A Lead Magnet?

The Lead Magnet is the first in a three step content conversion process. It's designed to make a strong initial impression on prospective customers, and should be so irresistible that they'll happily give you their contact details in order to download it.

Lead magnets can take many forms, from whitepapers to ebooks, infographics to webinars and videos. Whatever you're creating, regardless of format, make sure it's **unique, engaging, relevant and timely**.

## Creating A Lead Magnet

The most effective Lead Magnets do at least one of the three following things:

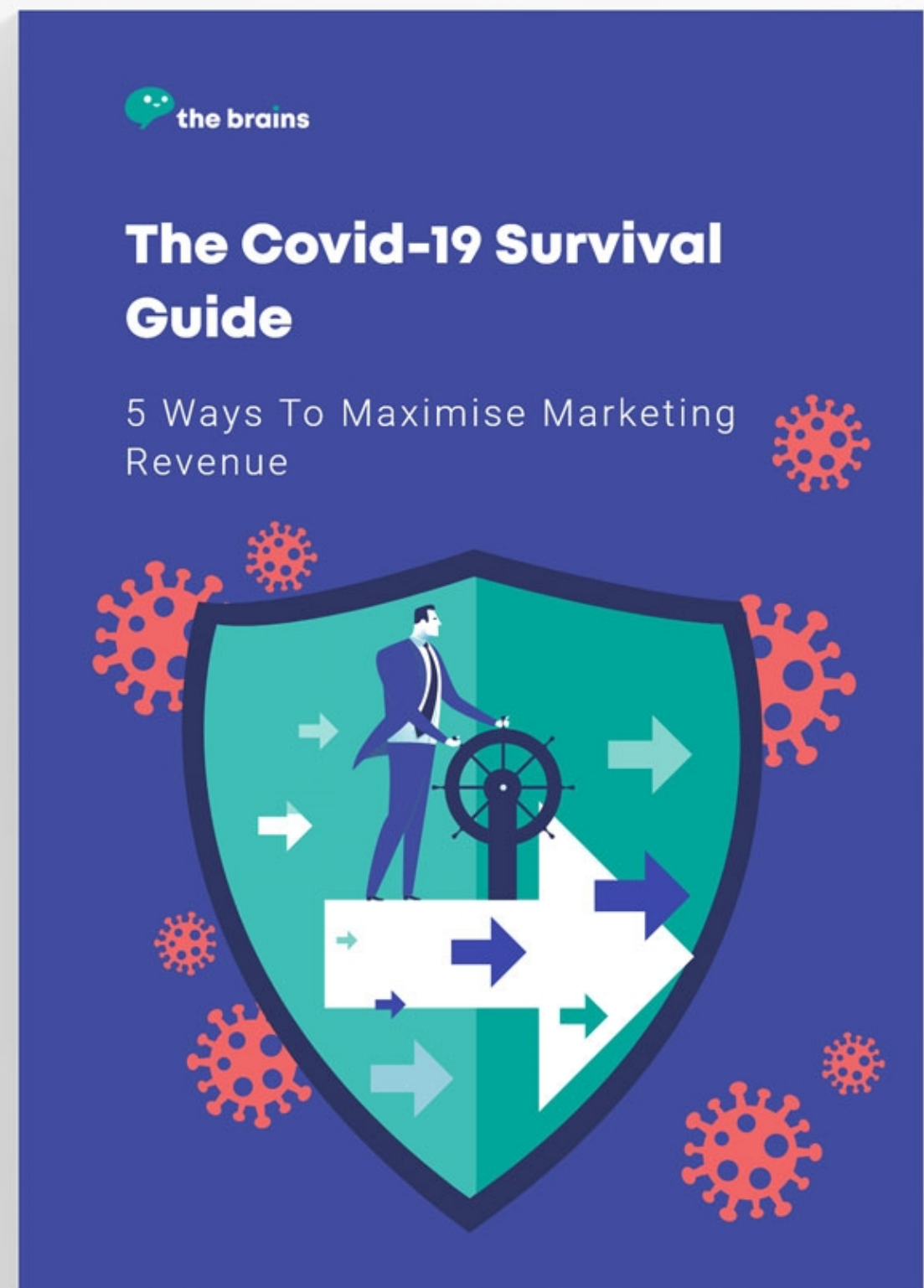
- ✓ Solve a problem
- ✓ Fulfill a need
- ✓ Answer a burning question



Here are some examples of Lead Magnets we've produced in the past, targeting Marketing Managers and Business Owners. Can you tell which lead magnet is targeting which Persona?



The first lead magnet, with the subtitle '5 Digital Marketing Strategies to Use Right Now' is designed to appeal to Marketing Managers. By focusing on strategies they can easily implement, and providing a specific number of suggestions that feels manageable, the lead magnet entices them to take action.



The second lead magnet, with the subtitle '5 Ways to Maximise Marketing Revenue' is designed to appeal to business owners. By focusing on revenue and providing a specific and manageable number of suggestions, we are enticing them to take action and download the content.

## Nurturing Content

Now that your prospect's contact details are in your database, it's time to start "nurturing" them with weekly follow-up content via email.

Your aim should be to create 20+ pieces of nurturing content, including a few additional lead magnets, so that you can fully educate your prospects on the unique benefits of your service and convert them into hot leads and appointments.

Before you start creating this content, you should read up on the second Pillar of the L.O.T System, my B2B persuasion secrets.



## 2

## Pillar Two: B2B Persuasion Secrets

This is where my personal research and expertise comes in. You won't find this information anywhere else and it's the secret to why our campaigns always smash clients' targets.

Get ready - we're about to delve deep into our prospects' human brains.

### Learning From The Gurus

Have you ever wondered why online gurus do so well? I've spent the last two years obsessively researching their techniques and the science behind them, and I've found that the real key to their success is **persuasiveness**.

Gurus use deep psychological devices to activate some of our most primal needs. Their marketing techniques are driven less by individual traits and preferences, and more by universal desires.

In this way they're able to motivate total strangers to pay thousands of pounds for their courses, without ever engaging in a single direct conversation with any of them.

**I'm about to show you how applying these techniques to your content, as I've done, will transform your lead generation campaigns into unlimited growth opportunities.**



## It's All About Status.

Online Gurus understand that deep down, people are motivated by Status.

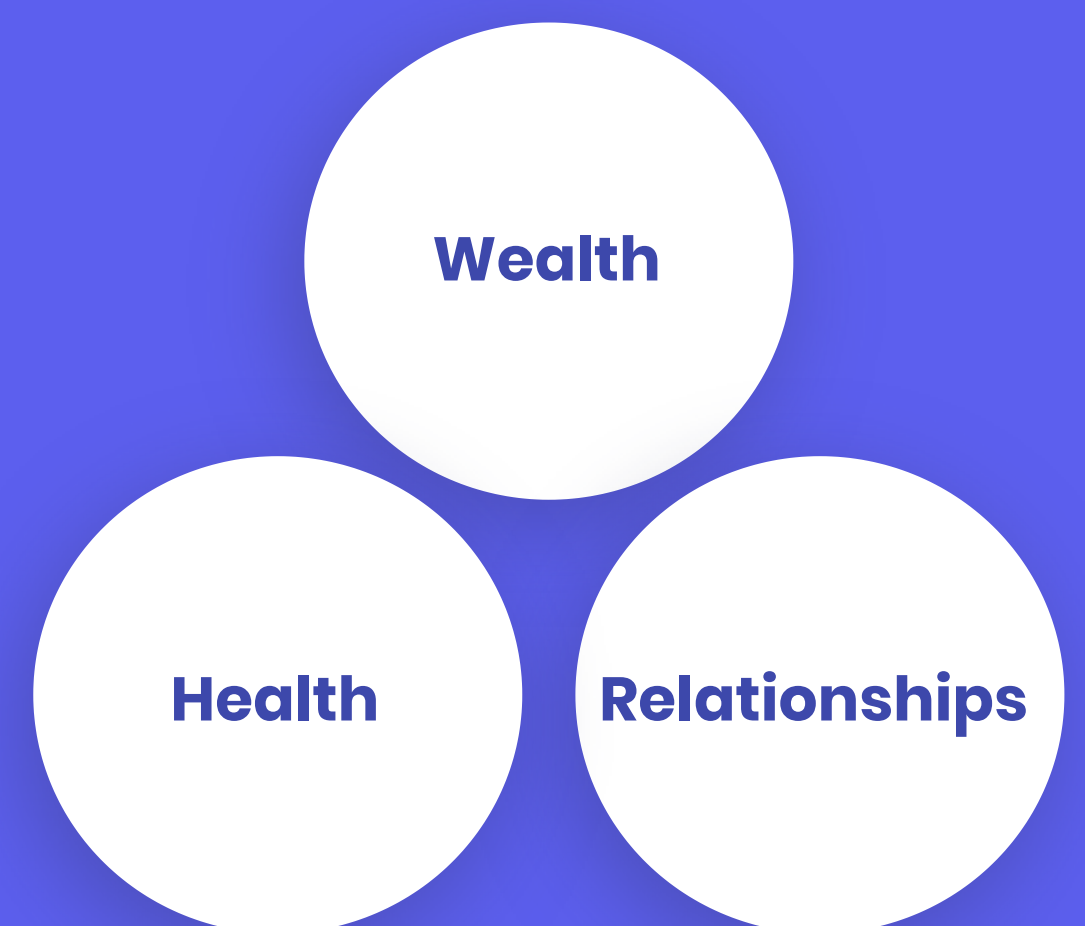
People measure their success, or happiness, in relation to their perceived Status in three key areas: Health, Wealth and Relationships.

Depending on their life stage and ambitions, they either want to increase their Status, or they want to protect themselves from a **perceived decrease** in Status.

When human beings feel that they are taking action to meaningfully increase their Status, that equals happiness. A decrease or perceived decrease in Status equals unhappiness.

Even if the prospect cannot articulate it, whenever they make decisions, they're making a subconscious calculation -

### THE 3 DOMAINS OF STATUS



💡 **Will this thing I'm about to do increase or decrease my Status?** 💡

Let's relate this concept to a business setting.

Say you run an accountancy business and are looking for clients. Your two main Personas are the business owner and the finance/operations director, both driven by Status.

You can help both Personas to increase their Wealth Status and business Relationship Status. Your lead magnets should convince them of your expertise in these areas.

For example, you could create a lead magnet for the business owner titled: '**How this business owner doubled their profits with tax efficiencies**' and for the FD you could create a piece called: '**The four signs you could fail an audit.**'

**Notice How Each Piece Of Content Is Relevant To The Persona, Their Current Stage In The Buyer's Journey, And Their Desired Increase In Status.**

By creating our content with the core desire for Status optimisation in mind, we can ensure our Prospects are primed to download our lead magnets and consume our content.

## New Opportunity Framing

Another thing that gurus do, including guru scientist Russel Brunson, is frame their solutions as entirely new opportunities. They alone hold the keys to your success, using methods that you've never encountered before.

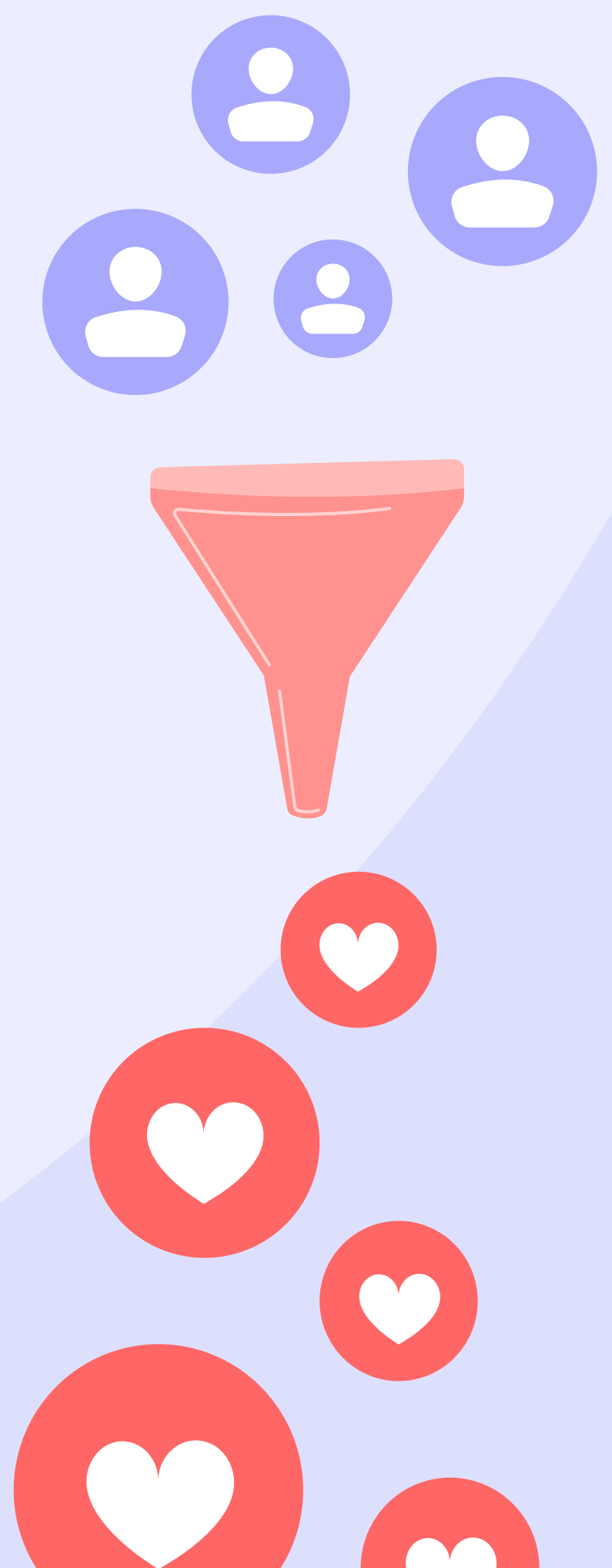
Frame your solution as totally new and revolutionary, not as another slight improvement on what your prospects are already doing. People crave positive transformation and the sudden increase in Status that comes with it. Nobody wants to read: '10 top tips for marketing your business', they want to read 'The one secret advertising technique that generates 100 leads per day.' Consider these titles side by side. You know which one you want to click more.

### Here is an example of New Opportunity Framing in action.

An acupuncture clinic came to us with a marketing funnel that generated appointments, but a high percentage were no-shows. We suggested changing their lead magnet from 'The 1 key benefit of acupuncture' to 'Be *FREE* of pain - discover the *OVERLOOKED* acupuncture technique changing lives'.

Can you guess which did better with their potential acupuncture clients?

No shows halved, and more people enquired a second time about the 'New acupuncture technique'. Prospects now saw the clinic as able to deliver life changing results.



## 3

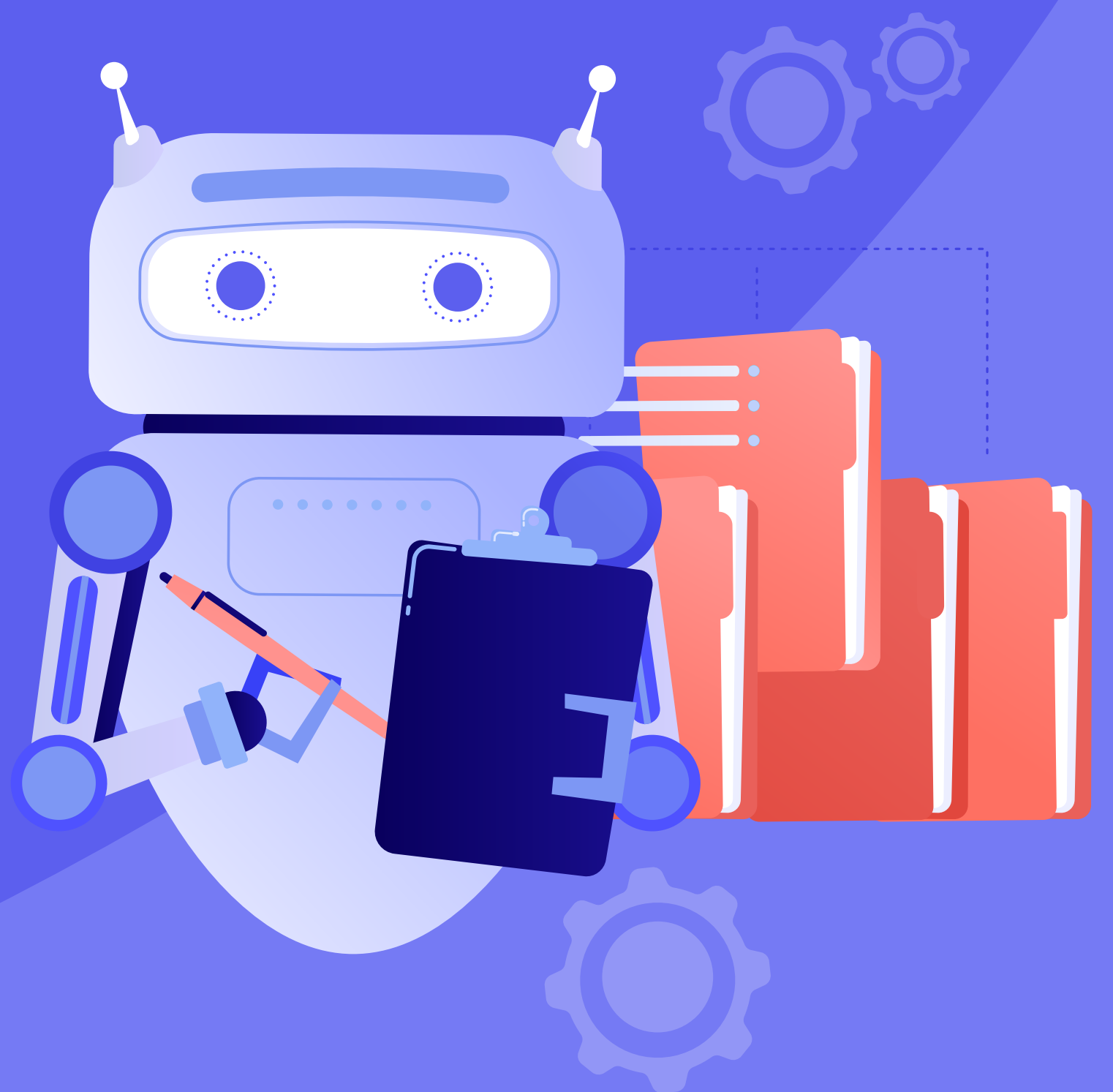
## Pillar 3 – Marketing Automation

By harnessing the power of Marketing Automation, you can cut campaign costs, increase reach and automatically send thousands of preloaded emails and ads to prospects once they meet certain criteria.

Automation makes it possible for you to manage unlimited conversations and convert hundreds, or even thousands, of customers without lifting a finger.

To get started, you'll need to implement marketing automation software that sits on top of your CRM (customer database) or integrates with it.

Let's look at simple automations, complex automations, and choosing the right software.





## Simple Automations

The goal of a simple lead generation automation is to get everyone who downloads your lead magnet to view the rest of your funnel content.

Prospects download your lead magnet, either on your website or via a specific lead generation ad, and get immediately added into the database.

Remember the overview image from earlier? It should make a lot more sense now:

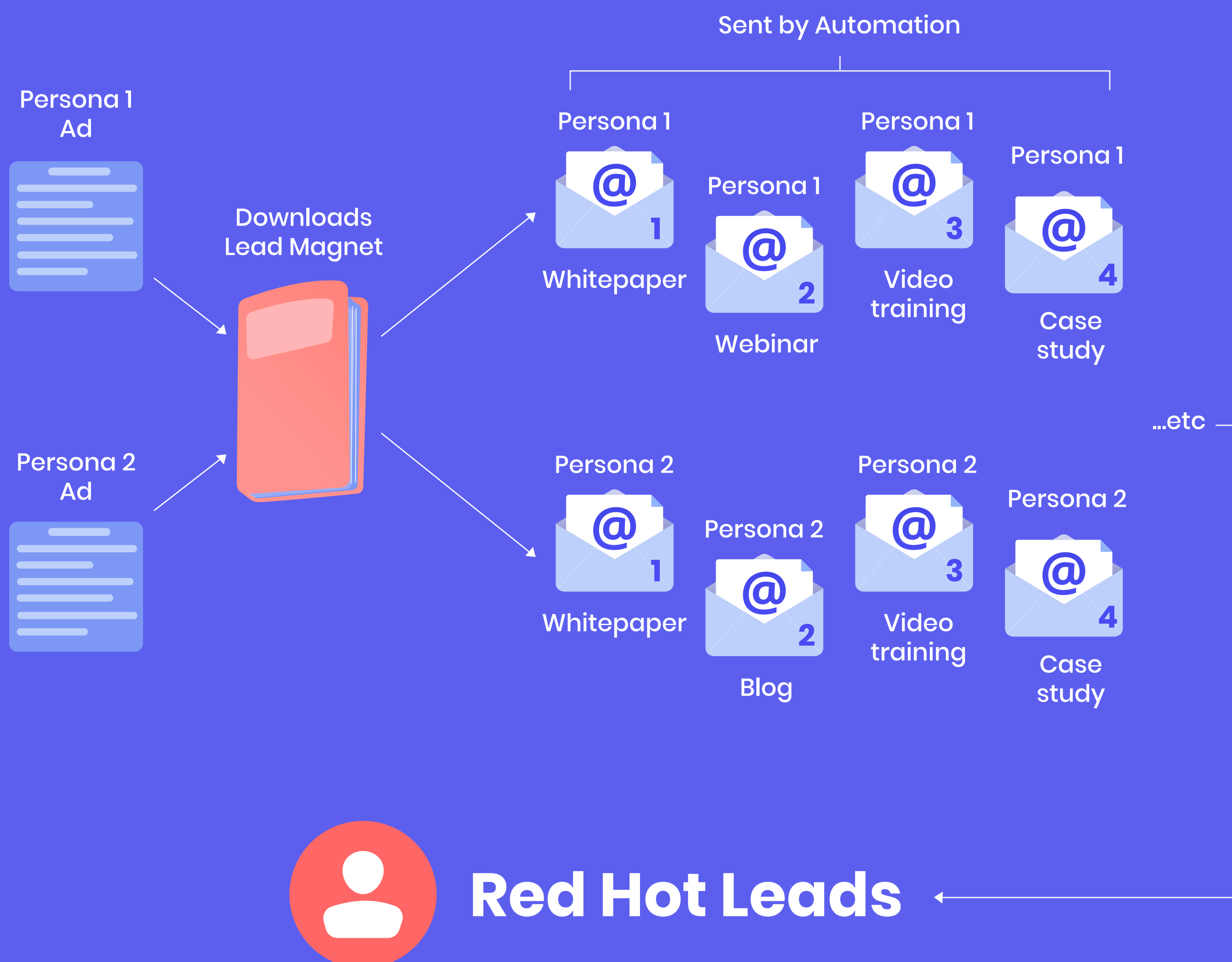


As you can see, marketing automation delivers the right content to the right person at the right time. Once prospects are in your database, they automatically receive emails that move them from awareness into education and finally decision stage.

You can use very simple tools like **Mailchimp** or **ActiveCampaign** to automate your ads and email content. As you'll see when we reach Pillar 4, this content should always be Persona-specific, so you can attribute leads to the right Persona in your database.

The ads and lead magnet get the prospect into your CRM and database, the automation ensures they receive the right follow-up content to turn them into a red hot lead, and quality scoring ensures they get sent to your sales team at the right time.

This kind of marketing automation is like a well-oiled machine that delivers incredible results.



## Lead Scoring

Lead scoring, the process of attributing quality points to actions your prospects take, allows your automation system to track who your red hot leads are, regardless of whether or not they've called you directly.

Every interaction should be added to your scoring criteria, from viewing a web page to downloading content, subscribing, viewing ads and interacting with social media posts.

If your sales team prioritises outbound sales calls based on lead quality score, they can be confident that prospects are primed to convert before they pick up the phone.



**Jon**  
BUSINESS OWNER

- Downloaded Lead Magnet (50 points)
- Opened 3 emails (6 points)
- Visited 10 web pages (30 points)

**TOTAL = 86 points**



**Sally**  
FINANCE DIRECTOR

- Subscribed to newsletter (20 points)
- Viewed 2 web pages (6 points)

**TOTAL = 26 Points**



**Bob**  
MANAGING DIRECTOR

- Downloaded Lead Magnet (50 Points)
- Opened 2 emails (4 points)
- Clicked link in email (5 points)
- Unsubscribed from marketing emails (-50 points)

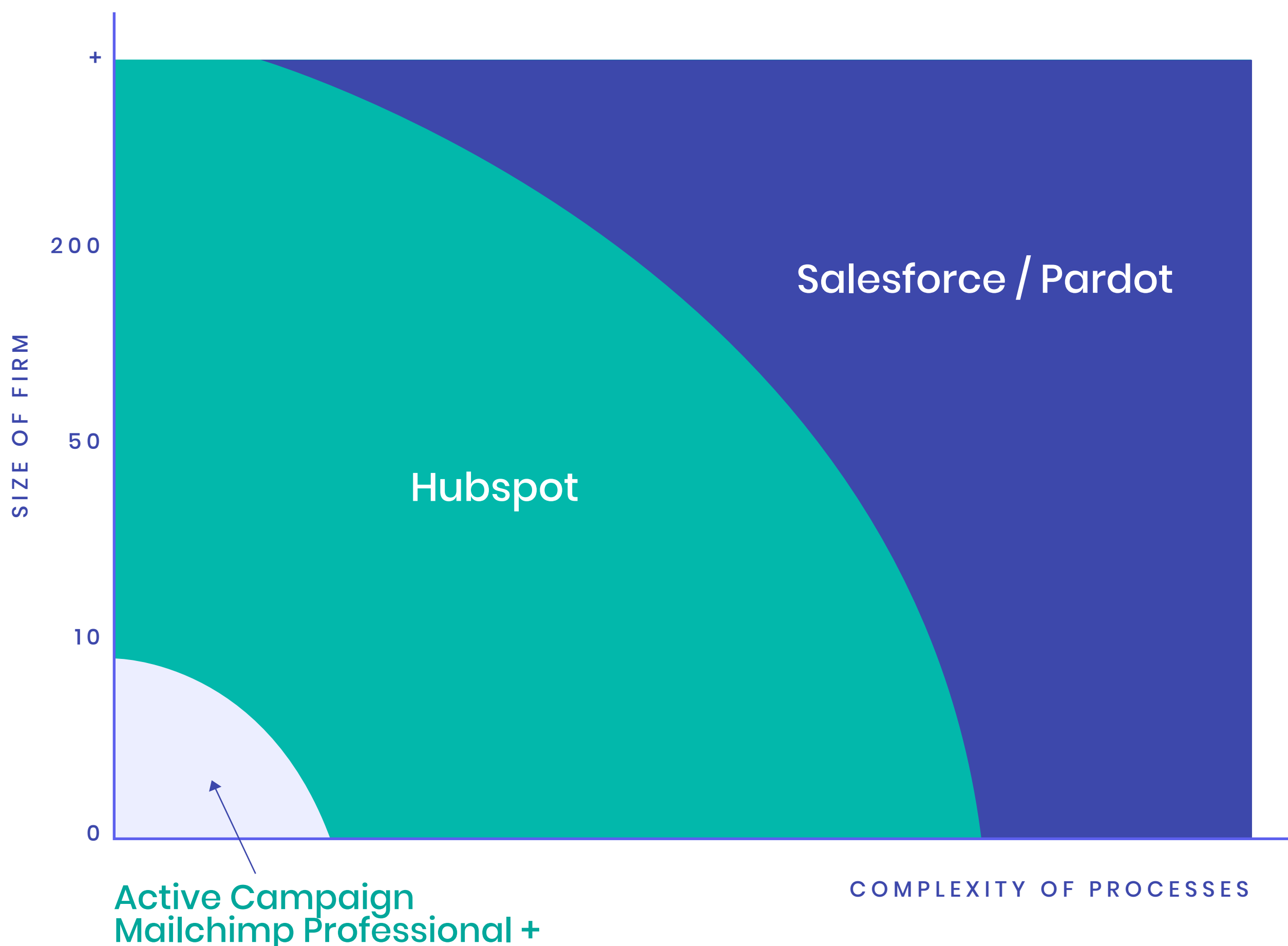
**TOTAL = 9 points**

**You can also set up automated emails to be sent when your prospects reach different stages of the sales process which will help**

**shorten your sales cycle.**

## What are the best automation tools?

This handy visual aid should help you pick the right automation tool for your business.



You should base your selection on the **size** of your company and the **complexity** of your business processes.

I tend to associate a smaller company with less complex processes and a lower budget, but sometimes this is not the case.

For instance, if you run a financial services consultancy with 7 members of staff, you may make more revenue and have a greater complexity of service offering than a company selling cleaning services with 30 staff.

Therefore, you may wish to opt for more advanced automation software, even if technically you are under the threshold on the above graph.



## Mid Size Company / Moderate Complexity – Opt For HubSpot

I highly recommend that all medium size/complexity businesses with available budget move to HubSpot, which offers an exceptional all-in-one CRM and Marketing Automation tool. The platform is incredibly intuitive and easy for both your marketing and sales teams to manage.

## Large Company / Complex Automations – Consider Salesforce/Pardot

If you are a larger business or have a very large team with fairly complex systems and a desire to link up all the systems you use across the company, then Salesforce's back end is unparalleled and you should look into this option. Pardot is a complementary technology that makes automations run smoother, which we highly recommend investing in.

## Get Some Expert Advice

If the thought of choosing a marketing automation solution fills you with dread, let my agency The Brains handle it. We provide automation consultancy services to help you assess your requirements, select a solution and ensure implementation goes smoothly. Check the links at the bottom of this L.O.T Blueprint booklet for an invitation to your **FREE consultation**.



# 4

## Pillar 4 – Online Advertising

So now we reach for the final piece of the L.O.T puzzle - Pillar 4, Online Advertising.

There are many resources online, including my Youtube channel [Brainy Marketing](#), where you can learn how to run ads in your own time.

Right now I’m focusing on which online advertising channels to choose for a Leads on Tap campaign, and how to set up your campaigns to deliver unlimited leads.

### Picking the Right Marketing Channels

Let me make this super easy for you. The two channels you want to focus on for lead generation are **Google Ads** and **Social Media Advertising**.

Both channels target different parts of the funnel.

For most B2B businesses, Google Ads is the fastest way to reach very motivated prospects who are already at the decision stage. Typically LinkedIn, or in some rare cases Facebook, will provide a volume of awareness or education stage prospects at the top of your funnel.

The following table highlights fundamental differences between both channels:

Advertising Channel	Stage of Funnel	Targeted	Competitiveness	Cost	B2B difficulty
Google Text Ads	Bottom	No	High	High	Medium
LinkedIn Ads	Top	Yes	Low	Medium	Easy
Facebook Ads	Top	Yes	Medium	Low	Hard



## Google Ads

Google Ads is the most fertile ground for lead generation, since it is intent-based (the person is actively searching for a solution). Therefore, it would make sense to start with this channel first if it applies to your business, although it's worth noting the limitations.

**Google Ads prospects are finite:** Most B2B and high ticket B2C businesses can only target a limited pool of prospects with their Google Ads campaigns, because the potential audiences are small and these people tend to either already have suppliers in place, or are not yet in the decision stage of their Buyer's Journey.

**Consumer cannibalisation:** Often many B2B searches have analogous B2C searches which end up making you waste your budget on campaigns that deliver very little.

**It's expensive:** Running Google Ads for popular B2B or high ticket B2C products can often cost more than the campaign returns. The more competitive a space is the more the platform will charge the advertiser and since Google is the longest running online ads platform, competition is high.

As the oldest and most popular online and channel - Google has high competition so to make it work consider upskilling yourself for many months and accept you may not be generating ad return for a while. Either that or work with an expert who has been running ads for several years in your space to help you build and optimise the account.

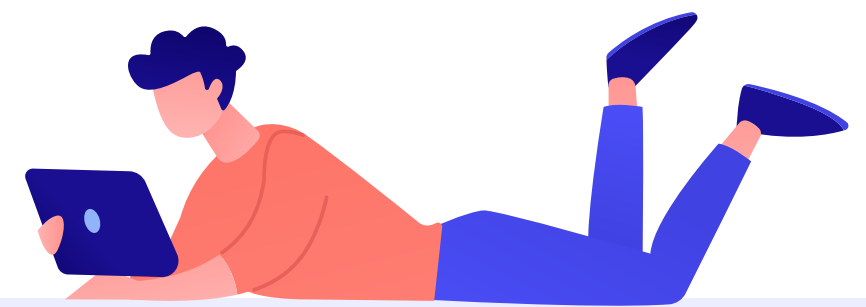
**Because of the limitations of Google Ads, you are going to generate the bulk of your leads using social media advertising.**

## Social Media Ads



The reason most of your leads will come from paid social is simple. Most B2B prospects are in a perpetual state of awareness about the issues in their business, while at the same time rarely taking definitive action or engaging a supplier to solve any particular issue. In short, most of your market is passively interested in your solutions.

By using LinkedIn or Facebook you can find all of your potential customers and go to them directly. You will advertise to them at the awareness stage using your lead magnet, and accelerate their motivation and desire to solve a problem they've had on the backburner for too long.



Rather than waiting for a minority of bottom funnel prospects to be in search of you through Google, you are going to go to them with educational material that helps them better understand a critical problem area you can fix.

Your automation and nurturing content will push them down the funnel and motivate them to take action in short order.



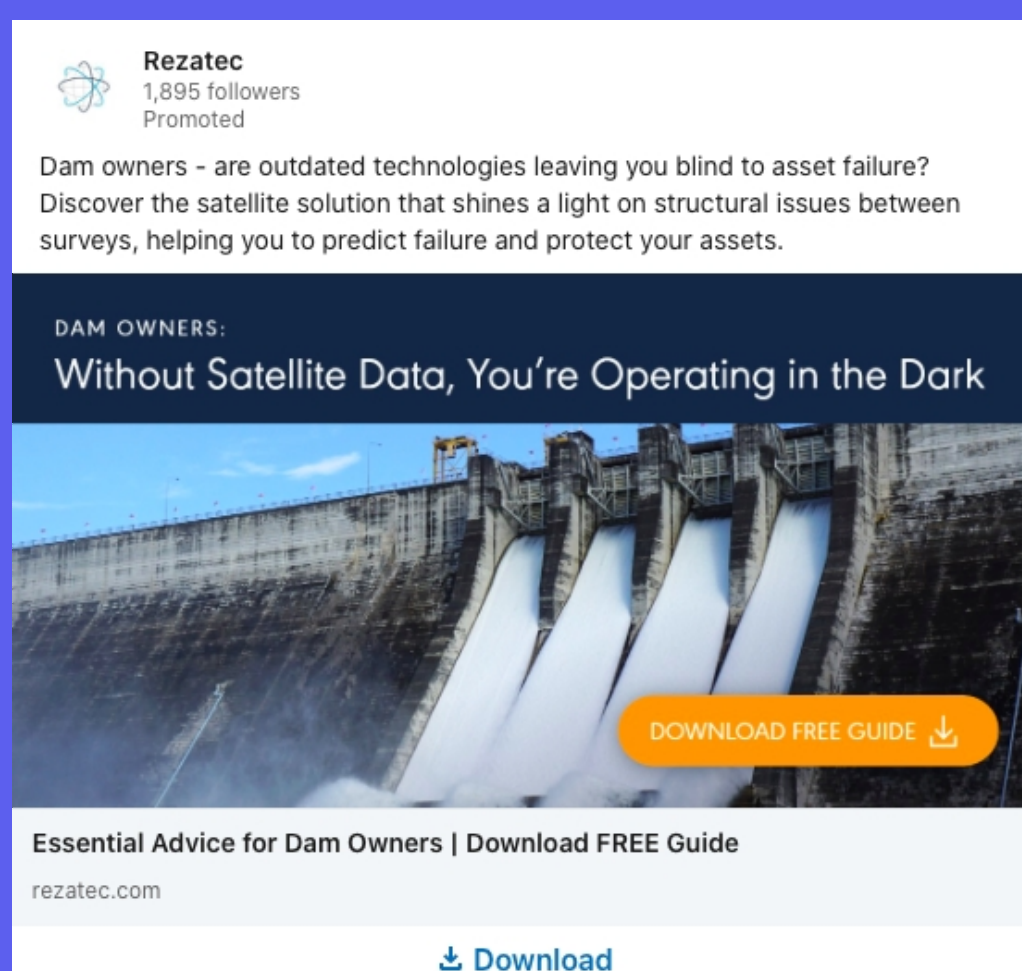


## Lead Gen Ads

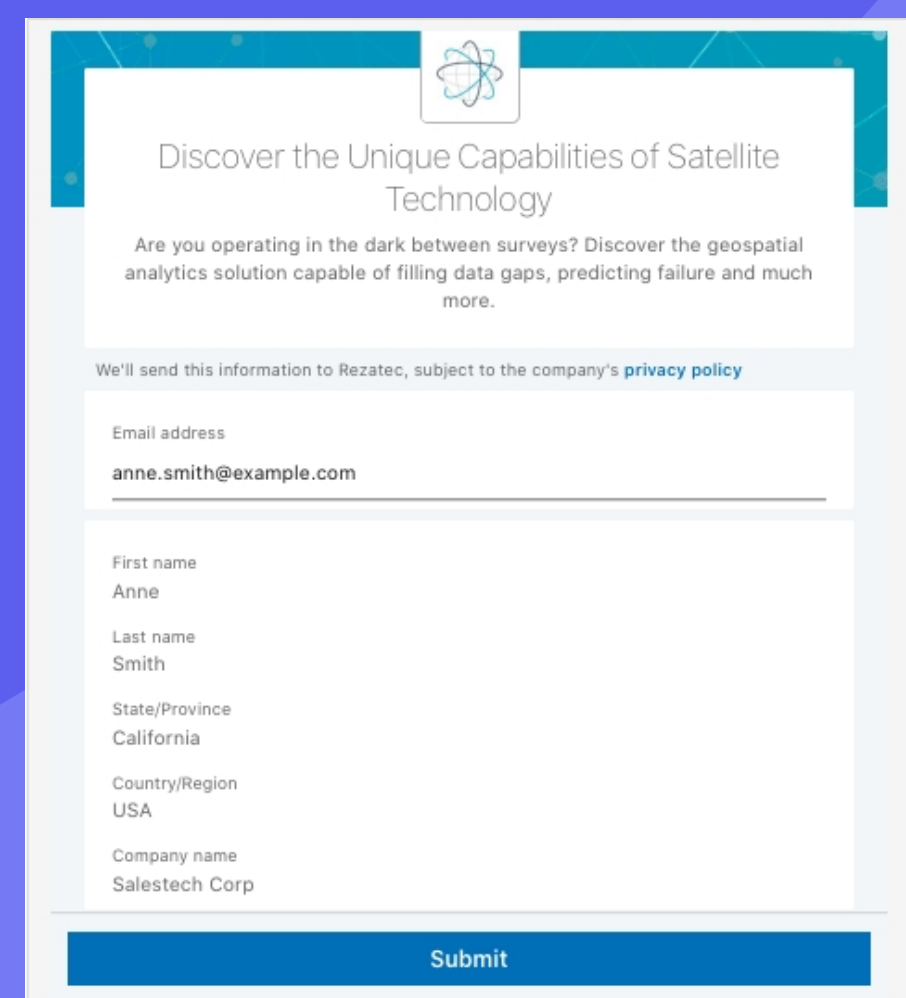
Most ads you see on Facebook or LinkedIn will lead you to a web page where there is usually a contact or download form. But there is actually a better way of doing things using a type of ad called a lead gen ad.

Let's say you've created an interesting lead magnet with a persuasive title and you know exactly who you want to target with it. Now imagine your prospect logs into LinkedIn and comes across your ad, clicking on the download button to access your lead magnet.

**Rather than being redirected to a web page where they have to enter their details, your lead gen ad presents a contact form to the prospect directly in LinkedIn!**



PROSPECT CLICKS ON THE CTA



PROSPECT ENTERS CONTACT INFO  
IN THE SOCIAL MEDIA PLATFORM

This means they don't have to leave LinkedIn to download your lead magnet, and because the contact form is pre-filled with data LinkedIn already keeps about the person, you receive their name, email, phone number and company details without your prospect having to manually enter them! it's an easier, smoother way to reach and convert prospects. I have a tutorial on running this sort of Ad in the resource links at the end of this document.

## Persona Based Ads

All of your ads should appeal to a specific persona. This will make it much easier to segment prospects in your automation database. You'll need to duplicate ads and change the targeting for each persona, linking each ad to your CRM, so that leads go into the correct lead list in the automation tool. This is what allows the automation to send different emails to different personas.

**Simply put, all new contacts must enter the database tagged as the correct persona or the system won't know which emails they need to see.**



## Other Marketing Channels

My focus here has been on Google Ads (targeting bottom funnel prospects) and Social Media Ads, primarily LinkedIn (to target the majority of top funnel prospects).

Of course other marketing channels have their place, including telemarketing, cold email, LinkedIn bots, SEO, YouTube ads, print, and television. However, from my experience, Google Ads and Social Media Ads are by far the quickest and most effective way to generate unlimited leads on autopilot.

If you are going to use outbound channels you need to ensure that your team is manually tagging new leads from these campaigns by the right personas, so this will require some human intervention. Other channels driving traffic to the website should convert on your web forms in any case.

Marketing is all about experimentation and depending on your circumstances you may have good reason to favour other channels - as long as you apply the same thinking we've covered in this Blueprint you should maintain the L.O.T results.

# Getting Started

So that my friend is the Lead on Tap system in a nutshell. I could write a book about this and in fact I'm doing just that.

Here's the bottom line:

- ✓ If you create content aligned to your Personas as outlined in Pillar 1, and ensure it's aligned to where they are in the Buyer's Journey, you'll be **ahead of the competition.**
- ✓ If you create this content based on the psychological principles I've outlined in Pillar 2, you'll be **in your own league.**
- ✓ If you use the advertising methods I outlined in Pillar 4, and follow up with reams of persona-relevant content using the automations I mentioned in Pillar 3, you will have a **fully automated Leads On Tap System.**

Once you've got all the pieces ready and stitched together, you simply need to press the button and turn on the ads for your lead magnet - then the rest takes care of itself.

**Now it's time to sit back, relax, and watch those red hot leads start rolling in!**





# A Final Note

My aim with this Blueprint was not to give you the play by play set-up of this system, rather to describe how it works. I have nearly 100 educational resources dedicated to Lead Generation and Automation available here:

<https://thebrainsmarketing.co.uk/blog/>. You can also book a FREE initial consultation with myself and the Lead Experts I work with at The Brains, by filling in this form: <http://thebrainsmarketing.co.uk/free-consultation/>.

Learning any new skills takes time, but I hope I've helped you cut through the noise and see where you should focus your efforts to ensure the best possible results.

My advice to anyone just starting out with Lead Generation is to start simple. Pick one or two Personas you are sure about, modify your existing content so that the titles work as clickbait, use more persuasive devices in your content and get yourself some basic email automation tools. As you learn and gather results you can make things more complex.

If you get stuck I've linked you to extra resources and you can always reach out to me or my team at The Brains if you feel you'd rather outsource the building of this system.



[thebrainsmarketing.co.uk](https://thebrainsmarketing.co.uk) →

