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# EXCLUSIVE GUIDE TO LEAD GENERATION

**A beginner's guide to converting  
visitors into customers.**

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Cover Page



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## INTRODUCTION

Lead generation is critical to every business's success. It's the process of identifying and reaching out to potential customers who are interested in your products or services.

**But, how does a business boost their lead generation?**

When small businesses are in need to convert their website visitors into valuable leads and customers.



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## DEFINING A LEAD



Basically, a lead is a person who shows interest in your company's services or products. Instead of receiving random cold calls from someone who gets your contact information, you hear from a business with which you've already established a connection.



For instance, suppose you took an online survey to learn how to stay fit and healthy. If you got an email from the fitness firm that hosted the survey, it'd be far less intrusive than if they called you with no knowledge of whether you provide fitness services.



From a business perspective, the information the fitness organization gathered about you from your survey about health and fitness communication to meet the potential client's existing needs.

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## WHY YOU NEED LEAD GENERATION

Lead generation is critical to every business's success. It's the process of identifying and reaching out to potential customers who are interested in your products or services.

### Increase in Sales and Profit

Lead generation is critical to every business's success. It's the process of identifying and reaching out to potential customers who are interested in your products or services.

### Target Desired Customers

Lead generation is critical to every business's success. It's the process of identifying and reaching out to potential customers who are interested in your products or services.

### Reduce Costs A Positive ROI

Lead generation is critical to every business's success. It's the process of identifying and reaching out to potential customers who are interested in your products or services.

### Cost-Effective

Lead generation is critical to every business's success. It's the process of identifying and reaching out to potential customers who are interested in your products or services.

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## LEAD GENERATION

How to qualify someone as a valuable lead?

How you collect and qualify someone as a lead to your business success.

## LEAD GENERATION

# Beginner Tutorial For Simple Ebook Marketing Ideas

**Joseph F. Hair, Jr., Bryan Lukas**



## **Beginner Tutorial For Simple Ebook Marketing Ideas:**

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