

# **THE 7-DAY SOCIAL MEDIA LEAD GENERATOR**



**The Simple System that Turns  
Your Posts Into Paying Customers**

# STOP POSTING RANDOMLY & START TRACKING RESULTS

Here's the brutal truth about social media:

- ✗ Most businesses post randomly and wonder why nothing happens
- ✗ 97% of followers never buy anything from brands they follow
- ✗ Hours spent creating content with zero return on investment

But what if I told you there's a simple system that changes everything?

- ✓ Turn followers into email subscribers in 24 hours
- ✓ Convert browsers into buyers with strategic content
- ✓ Get your first social media lead within 7 days!

**This guide gives you the exact 5-step system that successful businesses use to generate leads from social media - without guesswork, without overwhelm, without wasted time!**

**Are you ready to stop posting into the void?**

**Let's Go!**



# WHY YOUR SOCIAL MEDIA ISN'T WORKING

**You are missing the details about The Customer Journey.**

**Most businesses post like this:**

Monday: random photo

Wednesday : motivational quote

Friday: behind the scenes video

Result: Crickets! Nada! No leads! No sales!

**The Solution: The Lead Generation Formula**

- 1. Attract** ---> Hook them with valuable content
- 2. Capture** --> Exchange value for email addresses
- 3. Nurture** --> Build trust through helpful emails
- 4. Convert** --> Present your solution when they are ready

**The Be Visible 5-Step System**

**STEP 1:**  
**Know your ideal customer**

**STEP2:**  
**Create your lead magnet**

**STEP 3:**  
**Design your content pillars**

**STEP 4:**  
**Write your email sequence**

**STEP 5:**  
**Track and optimise**



# CREATE YOUR IDEAL CUSTOMER AVATAR

A quick activity. Answer these 5 questions to help identify your bsest customers.

**1. Demographics:**

- age range\_\_\_\_\_
- income level\_\_\_\_\_
- location\_\_\_\_\_

**2. Their Main Problem:**

What keeps them awake at 3am worrying?\_\_\_\_\_

**3. Their Dream Outcome:**

What result would make them say “This changed my life?”  
\_\_\_\_\_  
\_\_\_\_\_

**4. Where They Hang Out Online:**

Facebook ☐ Instagram ☐ LinkedIn ☐ TikTok ☐ YouTube ☐

**5. What They Are Not Currently Trying:**

What solutions might your clients have tried that haven’t worked well?

eg People need a professional image but tried to take it themselves ending with poor quality results etc.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# DESIGN YOUR LEAD MAGNET

**What Is a Lead Magnet?**

A valuable free resource you give away in exchange for someone’s email address.

**The Magic Formula:**

Specific Problem + Quick Solution + Easy to Consume = Irresistible Lead Magnet

**Choose Your Lead Magnet Type:**

☒ **Checklist (Easiest to create)**  
“5-Point Website Audit Checklist” or “New Business Setup Checklist”

☒ **Template (High perceived value)**  
“Email Templates That Get Responses” and “Social Media Post Templates”

☒ **Quick Guide (Positions you as expert)**  
“5-Minute Daily Marketing Routine” or “The Client Onboarding Guide”

☒ **Resource List (Easy to compile)**  
“21 Free Tools Every Small Business Needs” and “The Ultimate Marketing Resource Library”

**Lead Magnet Ideas by Business Type:**

Accountant: *“Tax Deduction Checklist for Small Businesses”*  
Fitness Trainer: *“7-Day Meal Prep Templates”*  
Web Designer: *“Website Launch Checklist”*  
Consultant: *“1-Hour Strategy Session Template”*  
Photographer: *“Perfect Lighting Setup Guide”*

**Your Lead Magnet:**

Title: \_\_\_\_\_

Type: \_\_\_\_\_

Main benefit: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_





# DESIGN YOUR CONTENT AREAS

Instead of posting randomly, use these 4 types of content:

**Area1: Educational (40%)**

Teach something valuable related to your expertise.  
Examples:

- “3 mistakes I see small businesses make with their finances”
  - “How to improve your website’s loading speed in 5 minutes”
  - “The one marketing metric that actually matters”
- Pillar 2: Behind the Scenes (20%)

**Area 2: Behind-the-Scenes (20%)**

Show your personality and build trust.  
Examples:

- Your morning routine
- Client success celebrations
- Lessons learned from failures

**Area 3: Lead Magnet Promotion (20%)**

Promote your free resource to capture emails.  
Examples:

- “Struggling with X? Download my free checklist...”
- “I created this template to solve exactly this problem...”
- “Here’s the exact process I use with my clients...”

**Area 4: Social Proof**

Examples of how to promote your free resource to capture emails.

- “Struggling with X? Download my free checklist...”
- “I created this template to solve exactly this problem...”
- “Here’s the exact process I use with my clients...”

**Your Content Calendar Template:**

- Monday: Educational tip
- Wednesday: Lead magnet Promotion
- Friday: Social proof or behind the scenes

**Examples:**

Educational: “Most [target audience] think [common misconception]. But here’s the truth: [your insight]. Try this instead: [your solution]. What’s worked best for you?”

Lead Magnet: “Struggling with [specific problem]? I created this [free resource] to help [target audience] [achieve specific outcome]. Download it free → [link] What questions do you have about ...etc?”



# WRITE YOUR EMAIL SEQUENCE



**EMAIL 1: Immediate Delivery (Send immediately)**

Subject: “Your [Lead Magnet Name] is here + a quick question”  
Hi [Name],  
Thanks for downloading [Lead Magnet Name]! You can access it here: [LINK]  
Quick question: What’s the biggest challenge you’re facing with [relevant topic] right now?  
Just hit reply and let me know - I read every email and often share solutions in future content.  
Talk soon,  
[Your Name]



**EMAIL 2: Personal Story (Send day 2)**

Subject: “How I learned this the hard way...”  
Hi [Name],  
I wanted to share how I learned [topic] the hard way...  
[Tell a brief personal story about a mistake you made and what you learned]  
The lesson? [Key insight that positions your expertise]  
What’s your experience been with [topic]?  
[Your Name]



**EMAIL 3: Case Study (Send day 4)**

Subject: “How [Client Name] achieved [Specific Result]”  
Hi [Name],  
I want to tell you about [Client Name] because their story might sound familiar...  
[Brief case study showing problem → solution → result]  
The key was [main strategy/insight].  
Are you facing a similar challenge?  
[Your Name]



**EMAIL 4: Common Mistakes (Send day 6)**

Subject: “The mistake that kills [desired outcome]”  
Hi [Name],  
I see this mistake all the time: [Common mistake in your industry]  
Here’s what to do instead: [Your solution]  
[Brief explanation of why this works]  
Avoiding this one mistake could [specific benefit].  
[Your Name]



**EMAIL 5: Soft Pitch (Send day 7)**

Subject: “Ready for the next step?”  
Hi [Name],  
Over the past week, I’ve shared [recap of value provided].  
If you’re ready to [achieve bigger outcome], I’d love to help.  
I’m currently working with a small group of [target audience] to [specific outcome] through my [service/program].

# YOUR 7-DAY ACTION PLAN

## Turn Social Media Followers Into Email Subscribers

### Days 1-2: Foundation & Creation

DAY 1 (30 min): Complete customer avatar → Choose lead magnet idea → Write title

DAY 2 (45 min): Create lead magnet → Set up email capture → Write welcome email

### Days 3-4: Content & Strategy

DAY 3 (30 min): Define 4 content pillars → Write personal story email → Create 3 social posts

DAY 4 (30 min): Write case study + mistakes emails → Schedule first lead magnet post

### Days 5-7: Launch & Optimize

DAY 5 (30 min): Write soft pitch email → Set up automation → Create landing page

DAY 6 (15 min): Post on all platforms → Share in groups → Ask friends to share

DAY 7 (10 min): Track signups → Monitor engagement → Adjust strategy

## Success Targets

Week 1: 5-10 email signups, 20%+ open rate, 1-2 email replies

Week 2: 15-25 subscribers, 1 strategy session booked

Month 1: 50+ subscribers, 2-5 qualified leads



## Quick Fixes

**No signups?** Make lead magnet more specific, improve social hooks, ask contacts to share

**Low open rates?** Test subject lines, send from personal email, check spam

**No email replies?** Ask more questions, share personal stories, provide specific value

## Ready to Accelerate

Book a free 15-minute strategy call: <https://calendly.com/b3visibl3/1-1-with-annmarie-lawler>

We can make your lead magnet for you.

Questions? Email: [annmarie@bevisible.co.nz](mailto:annmarie@bevisible.co.nz)

The best system is the one you actually use. Start Day 1 today!

TODAY IS A GREAT DAY TO BE AMAZING