

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

STEP 2:
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 best 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?

e.g. 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:

Area 1: 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

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

TODAY IS A GREAT DAY TO BE AMAZING