

## How to Tempt Leads into your Sales Funnel

### **Know your Market – then tell your Copywriter**

Speak to people who have chosen your product or those who chose one of your competitors, and even people who haven't yet considered a product in your field. Dig deep to find out what prompted them to make the buying decision – or put it off.

Also start thinking about defining a couple of personas. This way we are not just writing to a broad audience, like “Men or Women over 30”... our content is targeted specifically at “Busy Mums or Dads who want to get healthy and fit without stress or strain” etc.

**When we write the report/ ebook/ tools list, we don't mention your product or service at all.** At the top of the sales funnel, potential customers are interested in a specific problem they need to fix or a goal they want to achieve. Plus, they may not know or trust your company yet. In fact, we have yet to convince them that you are looking out for their interests, not your own.

**Use this lead-attracting content to build your credibility as a thought leader** on the topic. *You will be helping potential customers not selling to them.* Yes, this may necessitate creating a few items of easily-consumed content for your sales funnel ‘spout’. The end result, of getting leads warmed up day and night, is well worth it.

Make sure freebies are in the formats your buyers prefer, whether that's infographics, whitepapers, reports, eBooks, tools lists, or calculators. Then, make sure your relevant and targeted content is showing in the places your buyers are *before* they are ready to buy... while it is still just the germ of an idea.

**Places to use lead-attracting content.** Use this content with groovy graphics on your website/pop over, in your (related industry) partner's email list, and in your Facebook content. But never email blast it or even spam it to all your LinkedIn contacts. We want to keep your reputation, and keep it permission based.

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**“No one cares about your product, they only care about their problems. So the best way to generate B2B leads is with content that delves into customer problems, not the bells and whistles of your product.”**  
**- Gordon Graham, the White Paper Guy.**

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by Jennifer Lancaster

**Power of Words, creative copywriting and editing**