

Best Business Podcast

LINKEDIN SUMMIT 2.0: THE SECRETS OF PRODUCTIVE LEAD GENERATION WITH DARYL URBANSKI





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Are you struggling to generate leads for your business? Have you been trying strategies to reach many people, but the results appear to be lacking somehow?

The secrets to productive lead generation lie in building the right habits. It's also about knowing the right people and having a constant growth mindset. We may not be good at them from the get-go, but learning them is possible. Daryl Urbanski shares with us some key steps to gain more leads with less effort. He is the founder of Best Business Coach and author of some Amazon bestselling business books.

In this activity, reflect on Daryl's insights and compare them to your lead generation mindset. You will also walk through the steps he shared and process how they can be applied practically to your business.



QUOTE TO REMEMBER

“The most successful people, you know, are the ones that have consistent time and habitual routines that get the results.”

Podcast Links

- Connect with Daryl: [LinkedIn](#) | [Instagram](#)
- Best Business Coach Podcast: [Apple](#) | [Audible](#)
- Build a successful business with [BestBusinessCoach.ca](#)
- Ancient Secrets of Lead Generation by Daryl Urbanski: [Amazon](#)
- Connect with Kate: [Website](#) | [LinkedIn](#)

Activity: Lead Generation Step-By-Step Process

What is lead generation? Presently, what steps are you taking to generate leads for your business? Is it working? Why or why not?

What did Daryl say are the three steps to generate leads productively?

1. _____
2. _____
3. _____

The food court test is a thought experiment that helps you determine how to frame your business' message uniquely. You must do it in a way that will interest people. Imagine you are in a food court or any public place right now. You are aiming to get people to try your product or service. How will you frame your message?

After framing your message, write an email campaign to convince your audience to learn more about what you're offering.

Who are your Dream 10 clients? List them down below. You can either write specific names or qualifying descriptions.

1. _____
2. _____
3. _____
4. _____
5. _____

6. _____
7. _____
8. _____
9. _____
10. _____

Feedback is vital for improvement and growth. What feedback did you receive in the past that you think has been instrumental in your life?

What are your bad habits regarding lead generation that may be hindering you from achieving desired results? How can you improve them?

Bad Habit	Improvement
1.	
2.	
3.	

Let's try to scale your thinking for your business. How many people are you serving with your product? How would you serve 100 people? How about 1000 people?

Try to think about the three-step process to generating leads. Fill out the table below.

What questions will you ask to get the hand-raisers?	
What will be your qualifying questions?	
What deal will you offer to those who qualify?	

What is your greatest learning from the interview?
How will you apply it?

What You Will Learn from the Activity

Lead generation is not easy, but you can achieve it with the right mindset and habits. Instead of randomly trying out different existing methods, get to know yourself and your business first. Think about what you offer and what kind of clients you dream to have. The goal is to get in touch with people and connect with those who fit your business goals. This way, you are engaging in productive lead generation.

Before you get there, you have to take certain steps. This activity will help you walk through that process. You will learn to qualify your ideal clients and frame your marketing message to resonate with them. You will also confront bad habits that are hindering your business growth and learn to scale your way of thinking. In the end, the goal is to train you to become more productive in generating ideal leads for your business.



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