
\$100M Leads Summary PDF Cheatsheet —

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? 1. Get Engaged Leads: To get sales, you must be able to reach people who have the problem your product or service solves

- Success in sales comes from having a great offer and finding people who are really interested in it—getting engaged leads. Hormozi turned tough times into \$250 million yearly revenues through the power of getting 20,000 interested leads every day.

? 2. Create a Lead Magnet: Get engaged leads by offering them a free solution to a small, specific problem

- To get the contact information of leads and transform them into engaged leads, use a lead magnet. A lead magnet is a free solution to a specific problem – it can be a trial, sample, analysis, or initial step. Make sure you offer unmatched value and end with a clear call to action.

? 3. Warm Outreach: Starting with who you already know is usually the fastest way to begin generating sales

- Begin with your personal network such as friends, family, and contacts. Contact 100 people per day, using a personal greeting, then asking if they “know someone” interested in your offer. Start with 5 free clients to gather testimonials and referrals.

?? 4. Free Content: Building a profitable personal brand should be a cornerstone marketing strategy for almost every business

- An audience and personal brand is one of the most valuable things you could build, according to Hormozi. Make sure each piece of content contains hooks their attention, retains their curiosity, and rewards by fulfilling the initial promise.

? 5. Cold Outreach: Transform strangers into engaged leads and buyers through a personal touch and adding massive value

- Cold outreach begins with finding lists of names with contact information of potential buyers. You can do that through software scrapers, list brokers, or manual searching. Craft a compelling message by starting with a personalized comment, then offering something for free they would usually pay for. Repeat 10,000 times to get significant results.

? 6. Paid Ads: Run ad campaigns that are profitable so you can scale your business – to find a winning ad, just start testing with \$100

- Paid ads contain a few key steps, like picking a platform you're familiar with, beginning with narrow targeting, setting up profit tracking, and testing, testing, testing different ads until you find a winner to scale up. Each ad should begin with a call out to your target customer, a promise of what they'll get, and a clear call to action.

? 6. More, Better, New: Put your lead generation on steroids by increasing output, continuously testing, and expanding to new channels

- To supercharge your lead generation, you can do more like doubling your posting frequency, you can do better by optimizing your approach like testing way more ads, and you can do new by exploring new content types, platforms, and sales channels to reach untapped audiences.

? 7. Lead Getters: Leverage other people's effort to multiply your lead generation through referrals, employees, agencies, and affiliates

- Recruiting other people to be your "lead getters" can be the most powerful strategy you ever do. You can encourage customer referrals by making your product offer more value and directly asking. You should find and train employees to do what you are now doing, using process checklists. You should hire agencies, not to manage your campaigns indefinitely, but to teach you. And find affiliates who already reach a group of your potential customers, and offer their audience your lead magnet.

? 8. Get to Work: The Hormozi way to success is to wake up early and follow a simple checklist so you can't make excuses

- Wake up really early and get straight to work. Create a simple one-page checklist that says exactly what actions you must repeat each day, when, where, and for how long. Dedicate a portion of your money or time to experiments that will often fail, but sometimes result in learning that can multiply your results.

This is just a sample!

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