



**3 DEADLY
LEAD
GENERATION
PITFALLS
AND HOW TO AVOID
THEM**

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1. *Offering discount*

**to awareness
stage buyers.**

Imagine someone random on the street telling you

"Only now you can have my services for free just give me your ID and credit cards."

What would you say them?

Err, NO. What do you do?

Who are you?

**SOLUTION: Date first before
you get married. Offer free
relevant information - TOFU.**

2. *Pitching features & services*

**instead of helpful
information**

Imagine going to the doctor with a headache. Now imagine that instead of providing with insights around your symptoms, he tells you what kind of heart surgeries he can execute and how would that benefit you. Would you work with that doctor?

SOLUTION: Don't pitch! Offer helpful insights around your prospect's challenges.

3. *Not knowing their audience*

This is an obvious one but you can't imagine how many companies screw up here... Answer the following questions to diagnose yourself.

1. *Do you know what keeps them awake at night, their challenges?*
2. *Do you know where they are now and where they want to be?*
3. *Do you know how they gain information, their favourite social media, and keywords?*

If you have answered *YES* to all 3, I want to congratulate you! Else no worries, you might need to create one or update your existing buyer persona.

SOLUTION: Buyer's Persona

Thank you
for reading!

For more, check out:
www.iliyangermanov.com