



# FRESH GROWTH

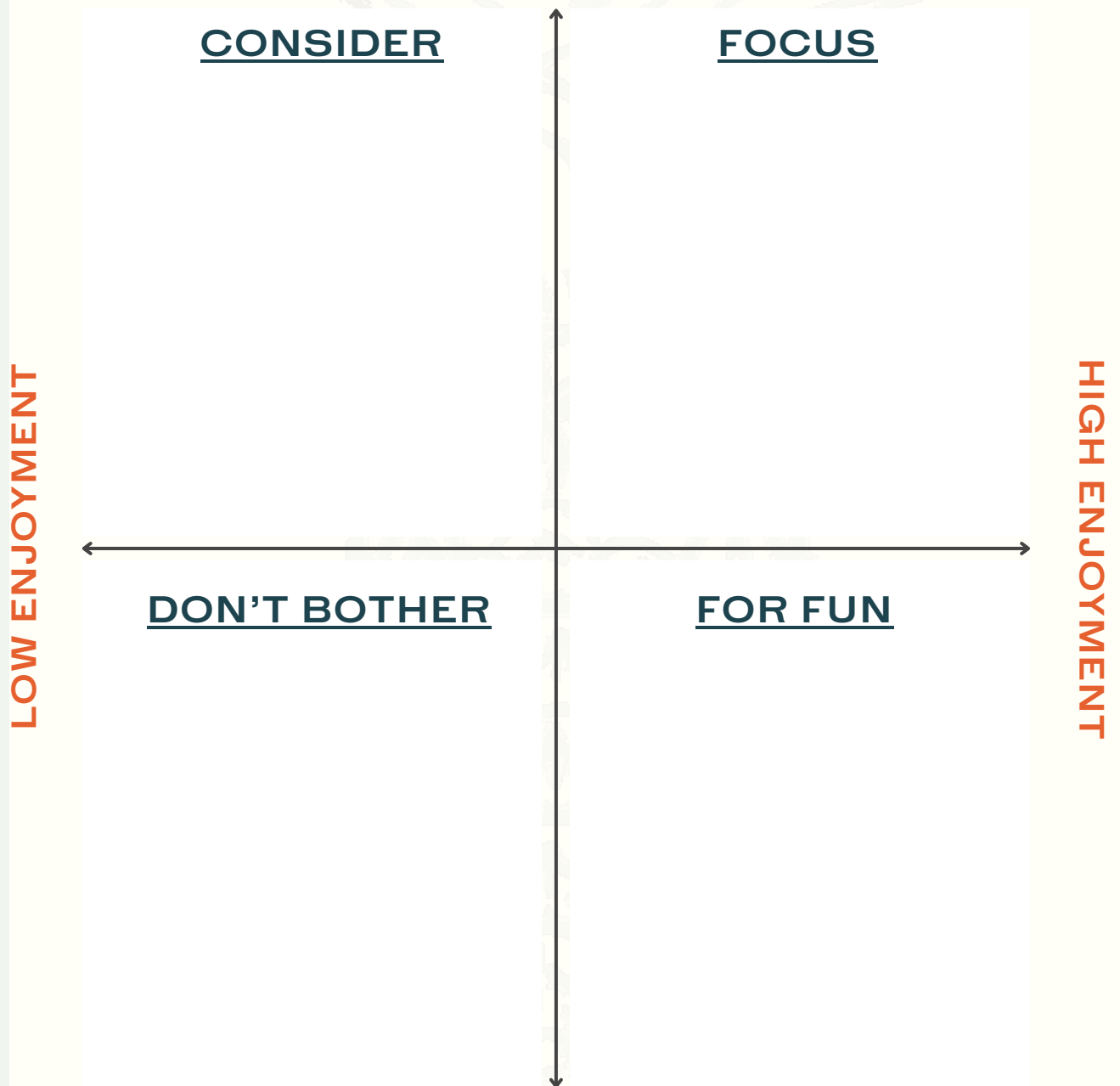
Keys To Building Your Email List

# LEAD GEN MATRIX

IF YOU'RE CURIOUS ABOUT WHERE YOU SHOULD BE SPENDING YOUR LEAD GEN RESOURCES, TIME, AND MONEY USE THIS MATRIX TO GET A VISUAL.

CONSIDER EACH OPTION (INSTAGRAM, CONFERENCES, LINKEDIN, NETWORKING EVENTS, ETC) AND PUT IT INTO THE SQUARE THAT MAKES SENSE.

IDEAL PEOPLE HANGING OUT THERE



IDEAL PEOPLE NOT HANGING OUT THERE

**BUILDING A**

# LEAD MAGNET

WRITE EVERYTHING THAT COMES TO MIND. DON'T WORRY ABOUT HOW YOU'D MAKE IT INTO SOMETHING RIGHT NOW.

**WHAT ARE QUESTIONS YOUR PEOPLE ASK?**

[Empty text box for writing answers to the question: WHAT ARE QUESTIONS YOUR PEOPLE ASK?]

**WHAT ARE QUESTIONS THEY NEED TO ASK?**

[Empty text box for writing answers to the question: WHAT ARE QUESTIONS THEY NEED TO ASK?]

**DOES THIS PROVIDE MY AUDIENCE REAL VALUE?**

[Empty text box for writing answers to the question: DOES THIS PROVIDE MY AUDIENCE REAL VALUE?]

# NEXT

# STEPS



Lead Magnet Idea

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Systems + Help I'll Need to Build It

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Key Problems It Solves:

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Step I'll take today to build it:

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Workshop some ideas for the name:

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Places I'm going to talk about it and share it:

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Thank you for joining the  
**Fresh Growth** workshop!

If you're looking for more  
help with getting your  
lead magnet and email  
marketing set up, please  
reach out at

**hello@socsomu.com** or

visit the website at

**socsomu.com**.