

Create 1,000 Leads in 3 Days Challenge

We are going to get an assist from Chat GPT.

1. Welcome
2. Content

1. Welcome

Welcome to the Create 1,000 Leads in 3 Days Challenge. My name is Eric Lofholm, and I will be your instructor over the next 3 sessions.

I have built a 50,000+ per database from scratch over the years. During this 3-session class I will share my best ideas on how to generate leads.

The purpose of this class is for you to generate as many leads possible by 2 deadlines. Deadline 1 is the end of class on Thursday, February 25. The 2nd deadline is Saturday, February 28.

Email me at the end of class on Thursday, February 25 with how many leads you have generated between now and then. My email is eric@ericlofholm.com. Email me again on Saturday, February 28 with the total number of leads you generate between now and Saturday, February 28.

The recordings will be available <https://hubpagereplay.com/>

If you have any questions, you can email customerservice@ericlofholm.com

If you need support in the zoom chat Wayne Wallace is there to provide you support.

2. Content

Data Pool – The future of sales coaching

The way I used to coach is I would coach you.

Now I do the coaching call and we record it and transcribe it to create data. The data goes into AI and we both collaborate with the data.

I am going to make the transcripts available in my community. The way to join the community for free is to go to <https://saleschampion.com/start-here>

Bonus training on Thursday at 3 pm pacific. Use the same zoom link you are using for today.

Build the list, build the list, build the list

2 leads per day for 20 business days in a month is 40 leads

2 leads per day for 20 business days in a year is 480

2 leads per day for 20 business days for 10 years is 4800

Definition of a lead – a way to contact someone. This includes a phone number, email, social media.

The purpose of generating a lead is to generate a lead.

When doing cold outreach it is only cold one time.

3 Ways to Elevate your Lead Generation Results

1. Inner Game of Lead Generation
2. Outer Game of Lead Generation
3. Action

Lead generation is a learned skill.

Lead Storage

1. Recipe Box
2. Excel spreadsheet
3. CRM – Online Database

Pipeline

Low Hanging Fruit

Previous clients 0-100 Leads

Existing clients – 0-100 Leads

People in your database 0 - 5,000+ leads

Social media connections 0 – 50,000+ leads

Phone contacts 0 – 500+ leads

Text history 0 – 200+ leads

Social media DM history 0 – 300+ leads

Email history – especially sent emails 0 – 300+ leads

Be in the inquiry of the best practices for lead generation in your industry

POI Strategy

Person of Influence

Rick Shortridge

\$250,000 Idea

Make a list of as many possible POI's as you can.

Identify your top 4

Reach out to book an appointment

Add 5 people on social media that are prospects for you – if you do 5 per day and 3 say yes that will generate 9 leads during our 3-day challenge – If you add 5 per day and 3 say yes for the next 5 days that is 15 leads. If you do 5 per day and 3 say yes for 10 months that is 900 leads.

Networking with each other - <https://events.ericlofholm.com/virtual-networking>

AI Lead Generation Coach - <https://chatgpt.com/g/g-6952f2fb250c8191a0c2589fed972556-ai-lead-generation-coach>

Topics we will be covering in sessions 2 and 3

Content Creation as a lead generation strategy

Lead Magnets

Public Speaking

Digital Eric – Creating recorded versions of you to create leverage

Referrals

Share Bonus

Share about this class on social media. You can hit the share button on the post on my personal Facebook page at www.facebook.com/ericlofholm. When you share that post let people know you are doing this class and encourage them to attend.

After you share the that post or after you post about this class with the link to register send me an email at eric@ericlofholm.com and put February 23 Share bonus in the subject line of the email. I will then send you the electronic version and audio version of my best-selling book The System as well as a mystery video that is one of my favorite success videos.



Silver Protege

I will be promoting my course called Silver Protege this week. This course is normally \$1,295. It is on special during the challenge for \$249 or 7 payments of \$50. I am also offering a lifetime membership instead of a 1-year membership. Lastly, I am also offering a 1-hour coaching session with me for ordering by today at 8 pm pacific. at noon pacific. To order go to <https://silverprotege.com/> The promo code is 1000Leads