



KICKSTART YOUR BUSINESS

THE 6 PILLARS & LEAD GENERATION BLUEPRINT

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THE 6 PILLARS OF A STRONG BUSINESS

<u>PILLAR</u>	<u>WHY IT MATTERS</u>	<u>CURRENT STATUS</u> (Your Notes)	<u>PRIORITY LEVEL</u> (1-6)
LEAD GENERATION	Consistent, qualified leads fuel constant growth		
SALES & CONVERSION	Turning leads into paying customers efficiently		
OPERATIONS & DELIVERY	Delivering quality service profitably at scale		
FINANCIAL MANAGEMENT	Managing cashflow, pricing, and reinvestment		
CUSTOMER EXPERIENCE & RETENTION	Repeat business and referrals strengthen revenue		
TEAM & DELEGATION	Scaling by delegating tasks and systems		

LEAD GENERATION BLUEPRINT

<u>STEP</u>	<u>ACTION ITEM</u>	<u>MY PLAN/NOTES</u>
DEFINE YOUR IDEAL CLIENT	Who exactly is your best customer?	
CREATE A CLEAR, COMPELLING OFFER	What easy, low-barrier offer will attract attention? (Free consult, uniqueness, etc)	
IDENTIFY LEAD SOURCES	List 2-3 channels you WILL focus on (Referrals, online ads, local events, collaborations)	
BUILD A SIMPLE FUNNEL	How will you capture leads, follow-up, and convert? (Phone, Email, Scheduling System, Text, etc)	
COMMIT TIME DAILY	Block 30 minutes per day for lead generation activities. What will you do?	

MY COMMITMENT

MY BIGGEST PILLAR TO IMPROVE THIS YEAR: _____

MY FIRST LEAD GEN ACTION STARTING THIS WEEK: _____

ONE TASK I WILL DELEGATE OR SYSTEMATIZE NEXT MONTH: _____

QUICK TIPS

- Track & measure which lead sources bring the best clients.
- Protect time each day to work on your business, not just in it.
- Outsource or systematize repetitive tasks to free your time for strategy & growth.
- Remember: You are the employer of your business, not its employee.