

# LEADS - RECOMMENDATIONS [MID]

## TO DO

Complete the bounce back pack

Review the leads you've generated in the three weeks before lockdown (1st March to 23rd). What happened to those? How many could be rekindled now we are in the release phase?

Look at your leads that you consider to be live. How many are in play? An in play lead is one that you are in dialogue with. What are you doing with those that are unresponsive? Create a lead nudge email to get more traction.

What is your lead conversion percentage? What is your goal for the next three months?

Watch **The Pillars** Urgency, The Beast and Resilience

Start on the mission **I need More Jobs** for some great tactics to convert more leads into business (and generate some high quality leads along the way)