

L E A D G E N E R A T I O N

DOUBLE YOUR ONLINE LEADS

*In Just 90 Days — No Tech Experience
Required*

✓ Proven Systems ✓ Beginner Friendly ✓ No Paid Ads Needed

by

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C O N T E N T S

Intro Introduction

01 Clarify Your Magnetic Offer

02 Build Your High-Converting Landing Page

03 Drive High-Quality Traffic

04 Automate Your Lead Capture & Follow-Up

05 Track, Measure & Optimize Your Lead Flow

06 Multiply Your Results

— Conclusion & Your 3-Step Action Plan

— About the Author

— Recommended Resources

I N T R O D U C T I O N

Introduction

Are you ready to double your online leads in just 90 days — even if you're not “techy”? If so, this book is for you. Today, every business owner and solopreneur knows how important it is to have a steady stream of new customers. But let's face it: most people struggle to get enough leads. Maybe you feel lost, overwhelmed by complicated tools, or worried you'll have to spend lots of money on ads or fancy software just to keep up.

Here's some good news: You don't need any tech experience to succeed. In this book, you'll find simple, proven methods that work for anyone. You won't need to code, design, or set up anything complicated. Instead, you'll learn clear steps you can use right away — even if you've never done online marketing before.

Imagine what doubling your leads could do. More leads means more chances to make sales, grow your business, and feel confident every time you log in to check your results. You'll finally know what works — and feel excited to see your numbers climb.

In the chapters that follow, I'll walk you through every step. You'll get real-life examples, easy-to-follow instructions, and quick action items. By the end, you'll have a real system for boosting your leads — no tech skills required.

WHAT YOU'LL LEARN

Six proven strategies — from crafting your magnetic offer to multiplying results — that any beginner can implement starting today.

Ready to start? Let's get into it.

SECTION 1

Clarify Your Magnetic Offer

Attract Leads Effortlessly

If you want to bring in more leads, you have to know exactly who you're trying to attract and what they need. Think about your perfect customer: Are they a busy mom? A small business owner? An online shopper? Picture that person in your mind.

Next, ask yourself: What problem does your customer have that you can solve? Maybe they want to save time, grow their business, or learn a new skill. Knowing what your ideal customer is searching for is the first step to creating an irresistible offer.

Now it's time to build a lead magnet — something valuable you give away for free, in exchange for a name and email address. This could be a checklist, PDF guide, mini-course, or even a helpful resource list. The key is to make it so useful and simple that your target customer will want to grab it right away.

Lead Magnet Blueprint

- **Title:** Name your lead magnet with action words ("5 Fast Ways to ___" or "The Ultimate Guide to ___")
- **Problem:** Quickly explain what problem it solves
- **Solution:** Describe the fast, easy solution you're offering
- **Next Step:** Tell your lead what to do next ("Download now!")



PRO TIP

Don't overthink it! Even in a crowded market, a clear and focused offer stands out. Your lead magnet is a conversation opener — as long as it solves a real problem, it will work.

Ready to create yours? Pick one problem your audience has, write down a quick solution, and turn it into a 1-page PDF or checklist. That's your magnetic offer.

SECTION 2

Build Your High-Converting Landing Page

Simple Setup, Maximum Sign-Ups

You have your lead magnet. Now let's make it easy for people to sign up and get it! This is where a landing page comes in. Don't worry — you don't need to know anything about coding or website design. Drag-and-drop tools make it simple for any beginner to launch a professional page in under an hour.

Your landing page should be simple and only focus on one thing: getting people to sign up for your lead magnet.



Recommended Tool: OptimizePress

If you use WordPress, OptimizePress is my go-to landing page builder. It's built specifically for marketers — not designers — so everything is focused on conversions, not complexity. Hundreds of done-for-you templates, built-in opt-in forms, and no monthly subscription fees.

[Get OptimizePress →](#)

The Perfect Landing Page Blueprint

- **Headline:** State the benefit clearly ("Get My Free [Lead Magnet Name] to [Solve Problem]!")
 - **Short description:** What will they learn or solve? Keep it to 2-3 short sentences.
 - **Sign-up form:** Collect their name and email — nothing else.
-

- Call to action button: "Get It Now" or "Send My Free Guide!"

SOCIAL PROOF BOOSTER

Add a short testimonial, a number ("1,000 downloads!"), or a quick fact about how it's helped someone. Seeing real results builds instant trust.

Keep everything crystal clear. People want to know what they're getting, why it's valuable, and how to get it quickly. A great landing page feels safe, easy, and exciting.

Ready? Create your page, add your headline and form, and preview it. If you can share the link in under an hour, you're on the right track!

SECTION 3

Drive High-Quality Traffic

Without Spending a Dollar on Ads

Now it's time to get eyeballs on your landing page — and you do not have to pay for advertising. There are free, simple ways to drive quality traffic.

Four Free Traffic Strategies

1. **Social Media:** Pick one or two platforms where your audience hangs out — Facebook, Instagram, LinkedIn, TikTok, and so on. Post about your lead magnet, share a helpful tip or story, and include your link. Comment on similar posts, join conversations, and answer questions. The more you help, the more people notice you.
2. **Online Communities:** Join Facebook groups or forums in your niche and genuinely participate. Look for posts where people have the problem your lead magnet solves, then help first — and offer your resource as a bonus.
3. **Partnerships:** Team up with someone who serves the same audience but isn't a direct competitor. Swap shout-outs, write a guest post, or co-host a simple online event. This gets you in front of new, ready-to-act people.
4. **Your Own Network:** Tell friends, clients, or business connections about your new lead magnet. Ask them to share with anyone who might benefit. Sometimes your first

10-50 leads come from people who already know and trust you!

THE GOLDEN RULE OF FREE TRAFFIC

Show up regularly, be helpful, and always include a direct link to your landing page. You don't need fancy graphics or daily posts — just real, helpful conversations and consistent sharing.


SECTION 4

Automate Your Lead Capture & Follow-Up

Set It and Forget It

Collecting leads and following up can be a full-time job — or, with a few simple tools, it can be almost automatic.

The first thing you need is a reliable email marketing platform. This is the engine of your entire lead system — it captures new subscribers, delivers your lead magnet instantly, and sends your follow-up sequence automatically, even while you sleep.

 **Recommended Tool: GetResponse**

GetResponse is my top pick for beginners. It combines email marketing, automation, and landing pages all in one place — so you won't need to juggle multiple tools. The interface is clean, setup is fast, and they offer a free plan to get you started.

[Try GetResponse Free →](#)

Prefer a platform that has been around since the early days of email marketing? AWeber is another trusted option — straightforward, beginner-friendly, and known for excellent customer support. Try it at mihbiz.aweber.com

Your 3-Email Welcome Sequence

- Email 1 — "Here's Your [Lead Magnet Name]": Deliver the freebie and thank them for signing up.
- Email 2 — "Did You Get It?": Remind them to download or use your resource and ask if they have questions.
- Email 3 — "Quick Win": Share a tip, short story, or invite them to try your product or service.



NURTURING TIP

Focus on being friendly and helpful, not salesy. Ask questions, give value, and invite replies. Even one personal touch — like a "P.S. Just hit reply if you're stuck!" — can skyrocket your results.

Most importantly, don't let the tech scare you. These tools are made for beginners, with step-by-step guides and support. Stick to basics, keep it simple, and remember — done is better than perfect.

SECTION 5

Track, Measure & Optimize Your Lead Flow

Work Smarter, Not Harder

As leads start to come in, you want to track how things are going. But you don't need dozens of stats or complicated dashboards. Instead, focus on the ONE metric that matters most: the number of new leads you get each week.

Your Weekly Numbers Check

- How many people visited your landing page?
- How many signed up (became leads)?
- Where did they come from — social media, groups, partnerships?

If you ever see numbers dropping, it's time to check for "leaks." Is your landing page clear? Has your offer lost urgency? Are you sharing the link often enough? Small changes — like tweaking your headline, adding a testimonial, or adjusting your call to action — can make a big difference.

SPLIT-TESTING BASICS

Have two versions of your landing page with different headlines or images and see which gets more sign-ups. Most landing page tools have this feature built-in and it only takes a few clicks to set up.

The goal: make small, smart tweaks. Expand what's working and fix what's not. Keep it simple, check results weekly, and focus on the actions that create the biggest uptick in leads.

SECTION 6

Multiply Your Results

Quick Multipliers That Work on Autopilot

Once the basics are working, you can multiply your leads without adding more work.

Four Multiplication Strategies

Referrals & Sharing: After someone downloads your lead magnet, ask them to share with a friend or colleague. Add a sentence in your thank-you email: "Know someone who would love this resource? Forward it to them!"

Repurpose Your Lead Magnet: Post about your freebie in different places using new words or graphics each time. Turn a checklist into a quick video, or a guide into a tip post. The more places you share, the more leads you reach.

Testimonials & Early Wins: Every time someone tells you your lead magnet helped them, ask for a sentence you can share. Add these quotes to your landing page or social media. Seeing real people succeed creates excitement and trust.

The 30-Minute Weekly Review: Once a week, set a timer for 30 minutes. Look at where your new leads came from, check your landing page, and ask: "How can I reach even more people this week?"

REMEMBER

*Multiplication comes from systems, not more stress.
Build sharing, repurposing, and regular check-ins into
your routine — and watch your results snowball.*

Conclusion & Your 3-Step Action Plan

You made it! Now you have a straightforward, no-tech roadmap to doubling your online leads. Remember, you don't need complicated systems or expensive tools. Consistent, simple actions win every time.

What You've Learned

- How to identify your perfect customer and craft a quick lead magnet
- How to set up a clear landing page, even if you've never done it before
- How to drive free, high-quality traffic without paying for ads
- How to automate your lead capture and follow-up with beginner-friendly tools
- How to measure what works, fix leaks, and keep growing smarter
- How to multiply leads with easy sharing, repurposing, and quick reviews

YOUR 3-STEP ACTION PLAN

1. **Choose and finalize your lead magnet — TODAY**
Decide on the simple, valuable resource you'll give away, and create it now.
2. **Set up your landing page and opt-in form — within 7 days**
Build your landing page using one of the beginner-friendly tools and connect it to your email list.
3. **Commit to daily outreach in one community or**

platform — start tomorrow Each day, share your lead magnet and help others — growth will follow.

Don't wait for "someday." Break big things into small actions and you'll see results — sometimes in just a few days. Every expert once started with their very first lead magnet and landing page. Your journey starts now.

Your doubled leads are just 90 days away. Let's go!

About the Author

Clarence Michaels is a digital marketing strategist and lead generation coach dedicated to helping entrepreneurs and solopreneurs grow their businesses online — without the overwhelm.

With a passion for simplifying complex systems into clear, actionable steps, Clarence has helped hundreds of small business owners generate consistent leads without relying on expensive ad campaigns or complicated technology.

When Clarence isn't coaching clients or writing, you'll find him exploring new tools that make online marketing more accessible for everyone.

Want more resources? Visit: autosellingmachines.com

Recommended Resources

These are tools I personally recommend to help you build and grow your lead generation system. Some of these links are affiliate links — meaning I may earn a small commission if you purchase, at no extra cost to you. I only recommend tools I genuinely believe in.

Email Marketing: GetResponse

An all-in-one platform for email marketing, automation, and landing pages. Perfect for beginners who want everything in one place without the overwhelm.

[Get started free → getresponse.com](https://www.getresponse.com)

Email Marketing: AWeber

One of the most trusted names in email marketing with over 25 years in the industry. Excellent customer support and a straightforward interface — great if you value simplicity and reliability.

[Try AWeber → mihbiz.aweber.com](https://mihbiz.aweber.com)

Landing Pages: OptimizePress

The go-to landing page builder for WordPress marketers. Conversion-focused templates, built-in opt-in forms, and no ongoing monthly fees — own your funnel outright.

[Get OptimizePress → optimizepress.com](https://optimizepress.com)

Web Hosting: GreenGeeks

Fast, reliable, eco-friendly hosting powered by 300% renewable energy. A+ rated with the BBB, beginner-friendly setup, and a free domain included. A great home for your landing page and website.

[Get hosting with GreenGeeks → greengeeks.com](https://greengeeks.com)

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