



The 3-Step Lead Generation Playbook

A Simple Framework for Attracting Your Ideal Customer

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Introduction

An organization without a steady stream of new leads is like a store with no foot traffic. It doesn't matter how great your products or services are if the right people never see them. Many leaders struggle with this, often trying complex, scattered tactics that fail to deliver consistent results.

The truth is, a powerful lead generation system isn't complicated. It's built on three simple, foundational pillars. This playbook will walk you through that 3-step framework, giving you a clear and repeatable process for attracting a consistent flow of high-quality leads.

Step 1: The Irresistible Offer (The Magnet)

Before anyone will give you their email address, you must offer them something of genuine value in return. This is your lead magnet. It needs to be a specific solution to a specific problem.

- **The Action:** Create a high-value, downloadable asset like a guide, a checklist, or a playbook (like this one!). Focus on solving a single, urgent problem for your ideal customer. For a non-profit, it could be a "Fundraising Event Checklist." For an e-commerce store, a "Guide to Gifting the Perfect Skincare Routine."
- **The Goal:** To create an offer so compelling and relevant that your ideal customer is happy to exchange their email address for it. This is the crucial first handshake in your new relationship.

Step 2: The Frictionless Landing Page (The Front Door)

Your offer needs a place to live online. This is your landing page, and it has one job: to convince the visitor to accept your offer. Simplicity is key. A cluttered or confusing page will kill your conversion rate.

- **The Action:** Build a dedicated landing page for your offer. It should have a clear, benefit-driven headline, 2-3 bullet points explaining what the user will get, and a simple form asking for only the essential information (usually just a first name and email address).
- **The Goal:** To make the decision to sign up as easy and frictionless as possible. The page should instantly build trust and clearly communicate the value of the offer, leading to a high conversion rate.



Step 3: Targeted Traffic (The Right People)

You can have the world's best offer and a perfect landing page, but they are useless if the right people don't see them. The final step is to drive targeted traffic—the people most likely to need your solution—to your landing page.

- **The Action:** Use a targeted advertising platform like Google Ads. Focus on high-intent keywords that your ideal customer would search for when they are actively looking for a solution (e.g., "email marketing guide pdf," "non-profit marketing strategy").
- **The Goal:** To pay to get your offer in front of the people who are already looking for it. This is the fastest and most reliable way to fuel your lead generation engine and ensure a consistent flow of new, qualified leads into your funnel.



A successful lead generation system isn't about luck; it's about a repeatable process. By combining a compelling Offer, a frictionless Landing Page, and targeted Traffic, you create a powerful engine that will consistently bring new, high-quality leads into your organization.



The 3-Step Lead...

You now have the framework. The logical next step is to implement it on a platform designed to make it easy. An all-in-one system lets you build landing pages, capture leads in a CRM, and automate the follow-up, all in one place.

Ready to build your own lead generation engine? [Click here to start your FREE 14-day trial of NationBuilder \(no credit card required\).](#)

