One Smart Lead Path(TM)

Turn interested people into prospects you can actually follow up with.

Getting attention isn't enough. A lead is created when an interested person takes a step that lets you **continue the conversation** - by opting in, replying, booking, requesting information, or contacting you.

> **ONE OFFER > ONE CTA > ONE CAPTURE POINT > ONE FOLLOW-UP > ONE NEXT STEP**

1. ONE OFFER

What are you inviting people to receive or do? Give the right person one clear reason to raise their hand: a guide, personalized result, consultation, demo, training, or useful information.

My Offer:

The problem it helps solve:

Why someone would want it now:

2. ONE CALL TO ACTION

What exactly should the interested person do next? Be specific: GET MY FREE GUIDE, SHOW ME MY RESULT, REQUEST INFORMATION, or BOOK MY CALL.

My Call to Action:

> **One Smart Move:** One page should have one primary action.

3. ONE CAPTURE POINT

How will you know who is interested? Choose one simple capture method: name/email form, appointment request, contact form, DM keyword, or phone/text inquiry.

Where will I capture the prospect?

What information do I actually need? Name / Email / Other:

Keep this simple. Don't ask for information you don't need yet.

Build Your Follow-Up Path

The lead is only the beginning. Make the next step clear, useful and easy.

4. ONE FOLLOW-UP

What happens after someone raises their hand? Confirm what they requested, deliver it, and make the next step obvious.

Thank them for:

_____

Give/send them:

_____

My first follow-up message will say:

_____

Simple rhythm: Day 0 - deliver. Day 2 - useful tip. Day 4 - answer a common question. Day 7 - invite the next logical step.

5. ONE NEXT STEP

Choose one: Reply | Visit an offer | Schedule a conversation | Request information | Purchase | Start an intake.

My Next Step:

_____

YOUR ONE SMART LEAD PATH(TM)

I will offer _____ **to people who need** _____

I'll capture them using _____ **and follow up by** _____

Their next step will be _____

7-DAY LEAD TEST

Day	Reached	CTA Responses	Leads	Follow-Ups	Next Steps
1					
2					
3					
4					
5					
6					
7					

Find the bottleneck: No response -> Offer/CTA. Response but no opt-in -> Capture Point. Leads disappear -> Follow-Up. Leads engage but don't take the next step -> Offer, Trust, or Conversion Path.

YOUR ONE SMART MOVE: For the next 7 days, use one clear offer and one simple follow-up path. **Don't rebuild everything - fix the first meaningful bottleneck.**