

WiseCopy lead gen checklist

www.carminemastropierro.com

1. Sign up for a free Mailchimp account.
2. Begin collecting subscribers through a form like a popup or sidebar form.
3. Offer a lead magnet like a free e-book to increase how many subscribers you generate.
4. Create an automated campaign in Mailchimp that sends new subscribers a free resource, drips content over a period of 2-3 days, and finally pitches your services.
5. Begin segmenting leads with Mailchimp tags and specific lead magnets based on topics/buyer personas.