

# SaaS Lead Generation Playbook

Created by Global Digital Projects · [globaldigitalprojects.in](https://globaldigitalprojects.in)

**Book a call:** <https://calendly.com/mohdasif-digital/how-qualified-lead-works-for-agencies-growth>

# 1. Ideal Customer Profile (ICP)

**Why it matters:** Talk to 5 real users and write what they typed, not what you imagine.

Use the quick steps below. Keep the language simple; talk like a human. If a step feels heavy, cut it in half and ship a smaller version first.

- Goal in one line: keep it simple and measurable.
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- Offer: remove risk; add a small win or sample.
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# 1. Ideal Customer Profile (ICP) — Notes & Checklist

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## 2. Value Proposition & Messaging

**Why it matters:** One-liner = Outcome + Proof + Time. Keep it sharp.

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### 3. Offer Design

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## 4. List Building & Data Quality

**Why it matters:** Good data saves time, bad data burns domains and energy.

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## 5. Email Infrastructure & Deliverability

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## 6. Cold Email Framework

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## 7. Follow-up System

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## 8. Call Scripts & Qualification

**Why it matters:** 3–5 questions to find fit; never force a demo.

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## 9. LinkedIn Play

**Why it matters:** Connect with purpose; lead with a helpful note or comment.

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## 10. Landing Page & Calendly

**Why it matters:** Single promise, social proof, and an easy booking flow.

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## 11. Metrics & KPIs

**Why it matters:** Track opens, replies, meetings, show ratio, and revenue.

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## 12. Objection Handling

**Why it matters:** Acknowledge, simplify, offer proof, and propose a tiny next step.

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## 13. Scaling & Team Playbook

**Why it matters:** Document what works, then train someone else to repeat it.

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## 14. Compliance & Ethics

**Why it matters:** Respect inboxes. Make opt-out easy. Keep data safe.

Use the quick steps below. Keep the language simple; talk like a human. If a step feels heavy, cut it in half and ship a smaller version first.

- Goal in one line: keep it simple and measurable.
- Audience: who feels the pain now? Write 2–3 real examples.
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- Channel: start with the easiest path you can repeat daily.
- Offer: remove risk; add a small win or sample.
- Tracking: use one sheet to log tests, results, next step.
- Next action: what can be shipped today in 30 minutes?

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## 14. Compliance & Ethics — Notes & Checklist

**Why it matters:** Use this page to jot quick actions and outcomes.

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## 14. Compliance & Ethics — Examples

**Why it matters:** Two simple examples beat a long theory.

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## 15. Case Studies & Social Proof

**Why it matters:** Show the before/after and the steps you used.

Use the quick steps below. Keep the language simple; talk like a human. If a step feels heavy, cut it in half and ship a smaller version first.

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## 15. Case Studies & Social Proof — Notes & Checklist

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- Message: one promise + one proof + one action.
- Channel: start with the easiest path you can repeat daily.
- Offer: remove risk; add a small win or sample.
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