

SaaS Lead Generation Playbook

Created by Global Digital Projects · 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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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

Why it matters: Make a low-risk, high-clarity first step—like a 15-min audit.

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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

Why it matters: Warm up, authenticate, and send slow before you go fast.

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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.

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- Tracking: use one sheet to log tests, results, next step.
- Next action: what can be shipped today in 30 minutes?

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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.

- Goal in one line: keep it simple and measurable.
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15. Case Studies & Social Proof — Notes & Checklist

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

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- Tracking: use one sheet to log tests, results, next step.
- Next action: what can be shipped today in 30 minutes?

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Notes

Why it matters: Use this space to capture lessons and wins.

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.
- Message: one promise + one proof + one action.
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