

Lead Accelerator Worksheet

Not all leads are created equal. There are five attributes of a lead. Being clear about what matters most can provide useful information to inform and improve your lead generation approach. Complete the exercise below to gain clarity on what matters and where this is alignment (and misalignment) in your approach. Refine your approach with the questions below.

LEAD ATTRIBUTES

Quantity, the number of leads you are getting. Are you getting enough? Too many?

Quality, how close (or far) they are from your ideal client. If you don't have a clearly defined ideal client, start there.

Warmth, how ready are they to engage and meet with you.

Consistency, how reliably are you getting leads. Do you have control over your lead process, can you ramp your lead generation up and down as needed?

Effort, how much work and resources it takes to generate a lead. The less effort the better.

YOUR IDEAL LEAD

Rank the five attributes of a lead from 1 being most important to 5 being least important:

- 1.
- 2.
- 3.
- 4.
- 5.

Of the top 3 attributes you value most, which one rated lowest? What can you do to improve that attribute?

Is your current approach to getting leads supporting your top three lead attributes? If not, what can you stop? What can you start? If you aren't sure, who can you ask for help?

LEAD AUDIT

Evaluate your current approach by rating each attribute, 10 being exceptional and 0 unsuccessful.

	Rating
Quantity	
Quality	
Warmth	
Consistency	
Effort	