

THE PRACTICAL GUIDE

The Lead Generation Bridge

A simple framework to find relevant prospects, start better conversations, and create a consistent flow of opportunities.



FOR COACHES • CONSULTANTS • SMALL BUSINESS OWNERS

FIND

Research the right people.

QUALIFY

Focus on relevant prospects.

CONNECT

Start better conversations.

Inside: a practical 5-part system, qualification checklist, personalization framework, outreach examples, follow-up structure, and a 7-day implementation plan.

Purwanti | Virtual Assistant

WHY LEAD GENERATION FEELS HARDER THAN IT SHOULD

More visibility is not always the problem.

Many business owners already have a website, an offer, social media and people who show interest. The harder part is turning that attention into a consistent flow of relevant conversations.



The gap often looks like this:

VISIBILITY
People see you.

INTEREST
Someone engages.

CONVERSATION
You actually connect.

OPPORTUNITY
A real business
conversation begins.

The goal is not “more leads.”
It is a better path from the right person discovering you to the right
person starting a conversation.

The 5-Part Lead Generation Bridge

Think of lead generation as a journey. Each stage has a different job—and a different opportunity to improve.



01 FIND

Identify potential clients in places where they are already active.

02 QUALIFY

Check whether they genuinely fit your niche, offer and audience.

03 PERSON ALIZE

Find one real signal that gives you a natural reason to reach out.

04 CONNECT

Start a human conversation before trying to sell.

05 FOLLOW UP

Stay organized and keep the opportunity moving without pressure.

01 FIND

Find the right prospects — not just more names.

A good lead list starts with a clear target. Decide who you want to reach, where they are active and what signals indicate that they may be relevant.



Where to look

LinkedIn — Titles, industries, location, company type, recent activity and groups.

Instagram — Niche keywords, hashtags, followers, commenters and business profiles.

Facebook Groups — Communities where business owners and service providers participate.

Google / Directories — Businesses and professionals you can research directly.

Events / Webinars / Podcasts — Speakers, guests and participants who fit your audience.

THE 20-LEAD RULE

Choose one niche + one source. Build your first 20 relevant prospects before expanding.

A smaller list of the right people is more valuable than a huge list of random contacts.



Quick fit check

- ☐ They match my target niche or client type.
- ☐ They have a clear business, service or offer.
- ☐ Their business appears active or visible online.
- ☐ There is a plausible reason my support could be relevant.
- ☐ I can identify the decision-maker.
- ☐ Contacting them would feel natural—not forced.

WATCH OUT

A big following, impressive title or attractive profile is not enough evidence of fit.

Qualification protects your time. The goal is not to collect the most names—it is to find the most relevant ones.

Make the message feel like it was meant for one person.

Personalization does not mean writing a long paragraph. Usually, one or two specific observations are enough to create a genuine reason to connect.



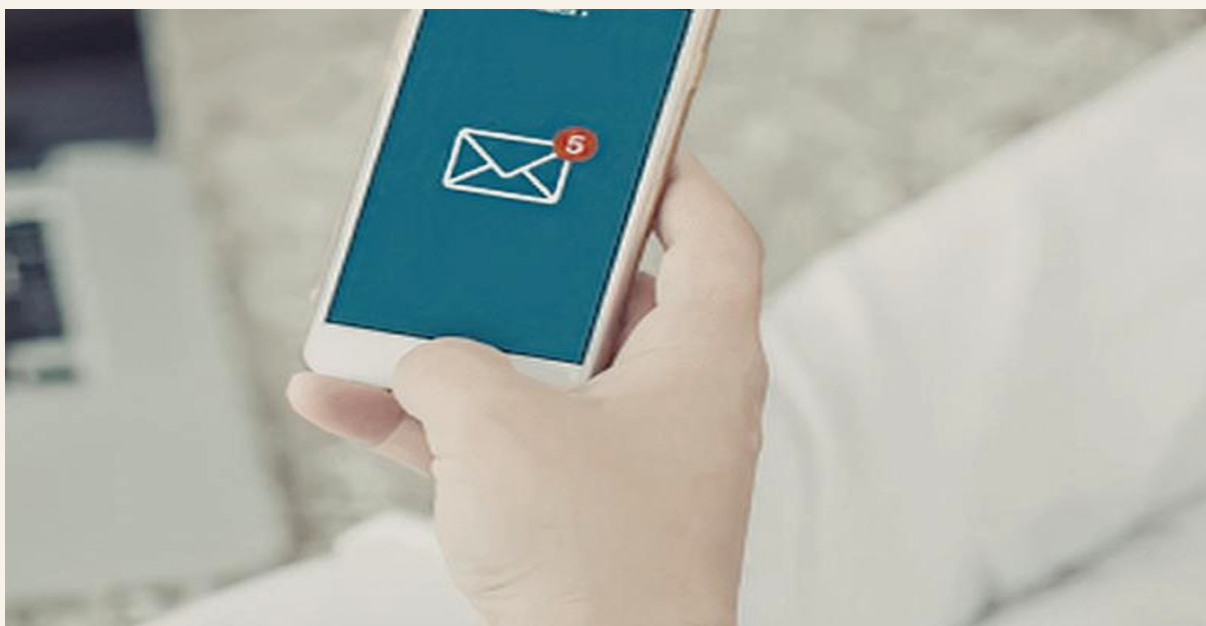
Look for signals such as:

- A recent post or topic they are discussing.
- A new service, launch, event or business activity.
- A visible marketing or content pattern.
- A business milestone, expansion or change.
- A problem your service may plausibly help with.

PERSONALIZATION FORMULA

I noticed [specific signal].
It caught my attention because [relevant observation].
That gives me a natural reason to start a conversation.

Start the conversation before you sell.



A simple outreach example

Hi [Name],

I came across your work around [specific observation] and especially liked [specific detail].

I support coaches, consultants and small businesses behind the scenes with lead research, social media and email marketing, so I naturally pay attention to how businesses build visibility and reach the right people.

Just wanted to say hello and connect. 😊

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Keep the first message light. The objective is to open a door—not explain everything you can do.

Keep the opportunity moving without creating pressure.

People get busy, priorities change and messages get missed. A simple follow-up system helps you stay consistent without becoming pushy.



A gentle follow-up

Hi [Name],

Just wanted to follow up on my message above. I know things can get busy, so no pressure at all.

Happy to stay connected and follow what you're building.

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TRACK

Name • Business • Source • Fit • Signal • Last Contact • Next Step

PUT IT INTO PRACTICE

Your 7-Day Lead Generation Reset

Small, focused actions are easier to repeat than a complicated system.

DAY 1	DEFINE	Write your ideal client + 3 qualification criteria.
DAY 2	FIND	Choose one source and identify 10 relevant prospects.
DAY 3	RESEARCH	Add one useful signal for each prospect.
DAY 4	ORGANIZE	Put them into a simple tracker.
DAY 5	PERSONALIZE	Write opening lines for your first 5 prospects.
DAY 6	CONNECT	Send 5 thoughtful, low-pressure messages.
DAY 7	REVIEW	Review responses and decide the next action.



THE GOAL: 20-30 relevant prospects + a repeatable process—not a giant list you never contact.

A LITTLE SUPPORT CAN GO A LONG WAY

You focus on your clients.

I support the work behind the scenes so you can spend more time delivering your expertise and growing your business.

LEAD GENERATION

- Prospect research
- Lead list building
- Lead qualification
- Target-market research

SOCIAL MEDIA

- Content planning
- Scheduling support
- Content coordination
- Basic engagement support

EMAIL MARKETING

- Newsletter support
- Email list organization
- Follow-up support
- Campaign assistance

“Consistent marketing creates opportunities.”

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Remote support for coaches, consultants & small business owners