

A desk with a calculator, pen, paper clips, and a dollar sign graphic.

Launch Like a Boss

HOMework 3.2

**TURNING
VISIBILITY INTO
LEADS**

LAUNCH LIKE A BOSS

Module 3 | Visibility & Leads

HOMEWORK 3.2 TURNING VISIBILITY INTO LEADS

- ❑ Outline a plan to turn your visibility into leads.
 1. Who are you and what are you all about? What's your story? What's your secret sauce? What do you have to offer?
 2. What value will you offer publicly?
 3. How will you entice people to want to connect with you again? What freebie can you offer them? What is your call to action?