Lead Generation Checklist

Comprehensive checklist to ensure your lead generation campaign is set up for success.

Created by Global Digital Projects · globaldigitalprojects.in

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

1. Lead Generation Checklist (Part 1)

Why it matters: Quick steps to set up a clean, simple campaign.

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.

- Define a one-line goal and ICP.

- Warm up domains; set SPF, DKIM, DMARC; send slowly first.

- Write 3 ultra-short emails and 2 polite follow-ups.

- Build a clean list; remove catch-all and hard bounces.

- Create a simple landing page with one CTA.

For support visit globaldigitalprojects.in · Book a call: Calendly

1. Lead Generation Checklist (Part 1)

2. Lead Generation Checklist (Part 2)

Why it matters: Keep this on your desk and tick items daily.

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.

- Set daily time for outreach + follow-up (no multitask).

- Track opens, replies, meetings, show rate, revenue.

- Add a breakup email with easy opt-out.

- Review results weekly; keep what works; drop what doesn't.

- Document steps so another person can repeat them.

For support visit globaldigitalprojects.in · Book a call: Calendly

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.

- 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?

For support visit globaldigitalprojects.in · Book a call: Calendly