

YOUR STEP-BY-STEP GUIDE TO ***PROFITABLE LEAD GENERATION***



WESSEL MEDIA WORKBOOK

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Welcome to Wessel Media — where smart strategy meets real results. We're a Meta ads agency that helps ambitious businesses grow through data-driven lead generation, sales systems, and campaign execution that actually works.

This free workbook is your practical guide to launching, managing, and optimizing your marketing and sales so that it converts. Whether you're just getting started or looking to refine your approach, you'll find insights, templates, and tips inside that reflect the same systems we use with our clients daily.

At Wessel Media, we believe in clarity, consistency, and performance. With years of experience running high-converting Meta ads across industries, we specialize in helping business owners like you build predictable pipelines and profitable growth — without the guesswork.

Let this workbook be your first step toward understanding the strategy behind successful marketing. And when you're ready to scale with a team of experts by your side, we'll be right here.



GETTING YOUR OFFER IN FRONT OF POTENTIAL CLIENTS

OVERVIEW:

The online sales funnel is designed to convert Facebook ad leads into potential customers by seamlessly guiding them through a questionnaire, redirecting them to the website or online booking system. The lead will also be contacted directly via phone to make the booking/sale within 24 hours of filling in the request form.



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A. FACEBOOK ADS:



⇒ Engaging and visually appealing ads targeting the desired audience.

⇒ Ad copy encourages users to fill out a questionnaire (instant form) to start the process.

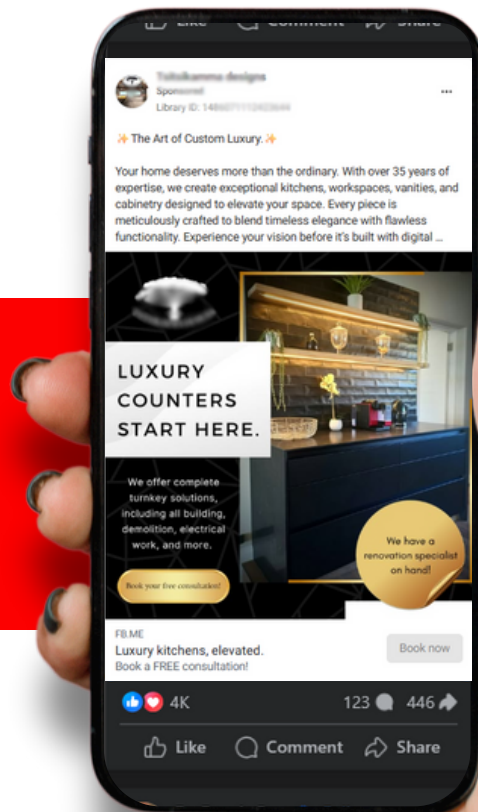
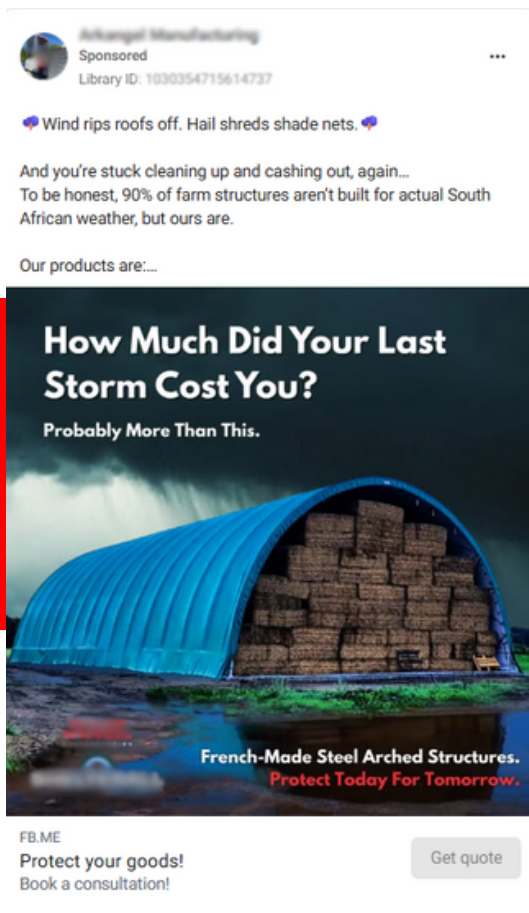
Opening Hook Suggestions:

- Struggling to find reliable [service]? Discover how we can help you today!
- Say goodbye to [specific pain point] with our expert [service].
- Transform your [specific outcome] with our trusted [service].
- Are you ready for a [specific benefit]? Learn more about our [service].
- Tired of subpar [service]? Experience excellence with us!

Primary Text Suggestions:

- At [Company Name], we understand the importance of reliable [service]. Our team of experts is dedicated to providing top-notch solutions tailored to your needs. Contact us today to find out how we can make a difference!
- Experience the best in [service] with [Company Name]. Our professional team ensures that every job is done to the highest standard, giving you peace of mind and outstanding results. Get in touch now to learn more!

- Looking for a [service] you can trust? Look no further! [Company Name] offers exceptional services designed to meet your specific requirements. Discover the benefits of working with us today!
- Don't let [specific pain point] hold you back. [Company Name] is here to provide the reliable [service] you need. With our commitment to quality and customer satisfaction, you can count on us to deliver outstanding results. Contact us now!
- Your satisfaction is our priority at [Company Name]. We specialize in providing high-quality [service] that exceeds expectations. Learn more about how we can assist you by reaching out today!



B. FACEBOOK QUESTIONNAIRE

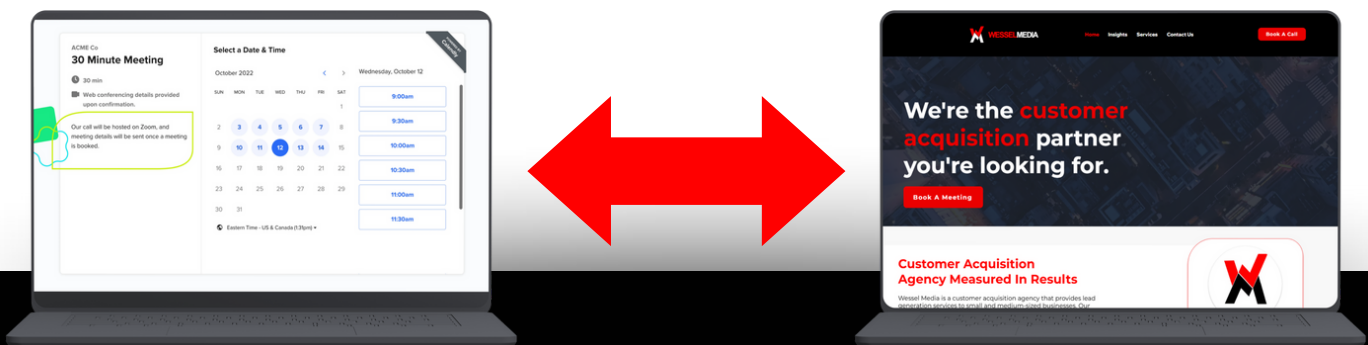
- ⇒ User clicks on the ad and is directed to a Facebook instant form.
- ⇒ The form collects essential information for the personalized service and ensuring only high quality leads place a request. Set-up the form to block parameters you do not wish to have in clients for example low budget, wrong area etc. Here is a possible list of questions. This includes their full names, email address, telephone number, and other possible qualifying questions such as:
 - What specific [service] are you interested in?
 - What challenges are you currently facing with your [service]?
 - How much are you looking to spend on [service]?
 - Are you located in [area]?
- ⇒ Upon submission, the lead is automatically entered into the email database

The image shows four sequential mobile app screens for a lead generation form:

- Custom Questions (1 of 4):** Displays a placeholder for an image creative and a text prompt: "Learn how to market a local business online profitably! Schedule your free consultation to see how we can help your local business create ads that will actually drive revenue! Click below to get started." A blue "Next" button is at the bottom.
- Prefill Information (2 of 4):** Contains a "Contact Information" section with fields for Email, Full name, and Phone number, each with a "Enter your answer." prompt. A blue "Next" button is at the bottom.
- Privacy Review (3 of 4):** Contains a "Review Your Info" section with fields for Email, Full name, and Phone number. Below is a "Privacy Policy" section with a disclaimer. A blue "Slide to Submit" button is at the bottom.
- Message for Leads (4 of 4):** Displays a "WAIT! You're not done yet! Click the button to schedule" message with a yellow lightning bolt icon. It encourages the user to schedule a free call. A blue "CLICK HERE TO SCHEDULE NOW!" button is at the bottom.

C. WEBSITE/BOOKING PAGE REDIRECTION

- ⇒ After questionnaire submission, the lead is redirected to an online booking page.
- ⇒ If redirected to a website it showcases products, services, and reinforces the value proposition.



D. BOOKING THE MEETING

- ⇒ If the client made a booking via your online system, give them a quick call and confirm the time booked.
- ⇒ If no booking was made, call the lead within 24 hours to set a meeting.

(Find an easy to follow call booking script below)

BOOKING SCRIPT TEMPLATE

This script has been tested over 1000+ times. To receive the best results follow it exactly to get the fastest outcome if the prospect has not made a booking by themselves yet.

CALL SCRIPT

STEP 1

YOU: Hi this is *[First name]* calling from _____ *[Business Name]*.

I just saw that you filled in a request form through one of our Facebook ad campaigns to *[Add your action]* (Example: Book an appointment) regarding *[Service, Product]*.

Prospect: {Give the prospect time to respond}

YOU: Okay, perfect. The reason for my call is just to book a time with you as I see you have not yet scheduled a date and time for the consultation. When will be a good fit for you in the next 2 business days? How about *[Choose any open time slot in the next 2 business days to suggest]*.

Redirect if unavailable

Prospect: No I am unavailable.

YOU: Okay no problem at all, when will be a good time for you let's say in the next 2 weeks?

STEP 2

STEP 3

Meeting time and date fixed

YOU: Okay great. Let me just quickly grab all your details quick.

YOU: Okay so I just locked in the meeting on our calendars you will receive a booking confirmation via email for the consultation. Looking forward to meeting you.

Prospect: Response

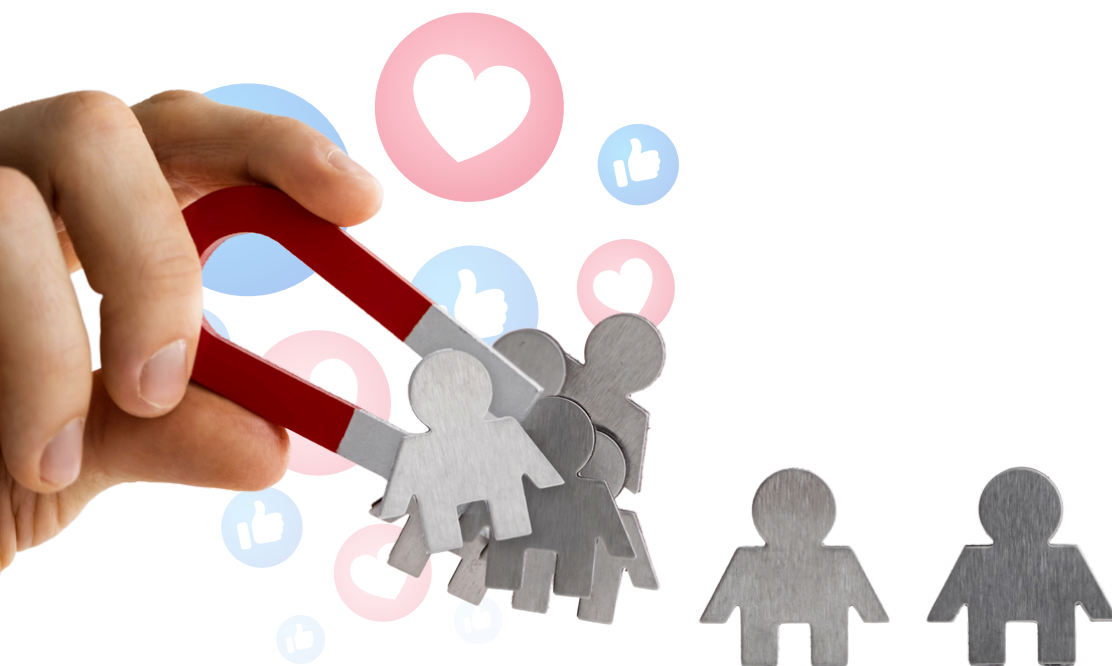
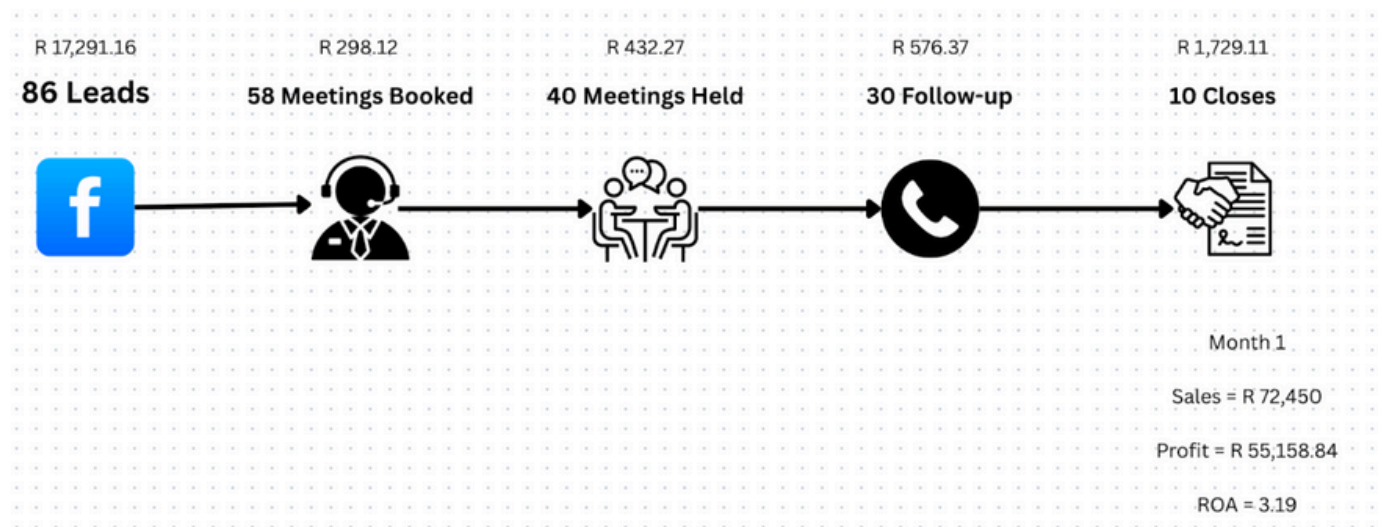
YOU: Have a great day

STEP 4

This simple sales funnel combines the power of Facebook ads, questionnaires (Qualifying) and phone outreach to convert leads into customers effectively. Regular monitoring and optimization will ensure the funnel's continued success in driving conversions. Before getting fancy **get leads coming in and book consults above all else as this directly places cashflow in the business fast.**

EXAMPLE FROM A LIVE CAMPAIGN WITHIN WESSEL MEDIA

This is one of our live campaigns that we use to generate monthly retainer sales for our agency. Above the Facebook icon you can see the total invested into Meta ads, and above each of the following elements you will see what it worked out per action.



THANKS FOR DOWNLOADING THE WESSEL MEDIA WORKBOOK.

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