

Lead Generation Allocation Matrix

Enter the number of available hours you have to spend on Lead Generation each year: _____

	Targeted			Targeted with Potential for Broad Reach			Broad Reach		
	<i>Focused on approaching a specific organization / person</i>	<i>Allocate % of available hours</i>	<i>Hours</i>	<i>Mixture of direct targeting specific organization / person and broader sources</i>	<i>Allocate % of available hours</i>	<i>Hours</i>	<i>Focused on finding multiple leads from broader sources</i>	<i>Allocate % of available hours</i>	<i>Hours</i>
Warm <i>High flow through rates and medium personal component</i>	A. Turning Friends into Clients			E. Value Groups			L. Speaking		
				F. Forums					
				G. Board of Advisors					
				H. Group Memberships					
Mixed Warm-Cold	B. Specific Referrals			I. Email Marketing			M. Social Media		
	C. Ask for Feedback			J. Strategic Partners			N. Webinars		
Cold <i>Low flow through rates and lowest personal connection</i>	D. Cold Marketing			K. Event Attendance			O. Traditional Writing		