

Problem

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Problem Key takeaways

- The core problem for most businesses is not getting as many leads as desired because they are not advertising enough.
- Fewer leads means fewer sales and less revenue; you need more "at-bats" (opportunities).
- The solution is to advertise more, advertise better, and advertise in new ways to get more leads, cheaper leads, and better leads reliably.
- Doubling leads generally doubles the business; increasing leads is one of the strongest growth levers.
- Diversifying lead sources so you're not dependent on a single channel reduces risk.
- This training/documentation is intended to show practical, executed methods (not just theory).

Checklist

1. Identify the lead shortfall
 - Count current lead volume and compare to desired lead volume.
 - Why: Knowing the gap tells you how many additional "at-bats" you need; more leads = more sales.
2. Audit current advertising activity
 - List current advertising channels, frequency, and spend.
 - Why: To determine whether you're simply "not advertising enough" or whether channels/creative need improvement.
3. Plan to advertise more
 - Increase ad frequency/spend in tested channels where ROI is acceptable.
 - Why: More advertising produces more leads; scale what already works to get additional opportunities.
4. Improve ad quality (advertise better)
 - Test creatives, offers, and targeting to reduce cost per lead and improve lead quality.
 - Why: Cheaper and higher-quality leads increase conversion and profitability of your offer.
5. Test new advertising channels (advertise in new ways)
 - Experiment with additional platforms and tactics to diversify lead sources.
 - Why: Multiple reliable sources prevent catastrophic loss if one channel changes or stops working.
6. Measure the impact on business outcomes

- Track lead → sale conversion and revenue as you increase/adapt advertising.
- Why: Doubling or increasing leads should correlate with increased revenue; measurement confirms ROI.

7. Use educational resources mentioned (textbook/podcast)

Notes:

- Fixing lead volume and quality through better and diversified advertising is the primary lever for business growth.