



David Baker and Blair Enns' recommended lead generation framework

Rung	Activity	Expertise Validation	Power	Immediacy
Educating	<ul style="list-style-type: none"> Book Speaking engagements Blog/web content Quoted/featured Branded research studies Branded events Video channel Podcast 	Validated & Endorsed Expertise	High	Low
Marketing	<ul style="list-style-type: none"> Purchased platforms (speaking & writing) Seminars Advertising PPC Sponsorship Direct mail 	Public Declarations of Expertise		
Selling	<ul style="list-style-type: none"> Requested introductions Trade show floor Personal visits Email inquiries Telephone introductions 	Private Claims of Expertise	Low	High

<https://zboobs.com/podcast/the-rungs-you-can-reach-on-the-ladder-of-lead-generation>

Lead Generation, 2024

