

# Optimise Your LEAD GENERATION

## Ask STAX to Help You Create a Winning Strategy in Minutes.

**it**  
stacks  
up  
2023



**ASK STAX**

**Ask your AI-powered VA to save you time,  
money, and stress while delivering on  
time, within budget, and without blame,  
denial or excuses - ever**













**[www.itstacksup.com](http://www.itstacksup.com)**

# LEAD GENERATION

STAX  
PROMPT  
TESTED?

AREA OF LEAD GENERATION

Think How You Can Customise & Refine What You Ask Stax

 <b>PROFILE &amp; OBJECTIVES</b>  <b>TIP:</b> Refer to the ROI section of our <b>BUSINESS MODEL</b> Guide to do maths.	“Write an engaging persuasive and disruptive linkedin profile headline and summary using [my profile] to help you and the cta will be to get in contact for a free 30 min strategy call. Please include 5 challenges I address and solve and 5 unique benefits why they should use my services.”	<input type="checkbox"/> 
 <b>ITEM OF VALUE</b>  <b>TIP:</b> Consider reading our book Pipeline & Using our Lead Generation System	“Suggest 10 new disruptive lead magnets (and the type of lead magnet it would be) that we could create around [martech and marketing] for offering prospective clients to help demonstrate our wisdom and expertise and encourage engagement and scheduled appointments for a free 30 min chat. Please suggest persuasive & engaging titles & CTAs for each.”	<input type="checkbox"/> 
 <b>PROSPECT PROFILE</b>  <b>TIP:</b> Refer to our <b>CUSTOMER AVATAR</b> in the <b>SKILLUTIONS</b> section.	“ask me 5 relevant questions for you to then to create a customer avatar or persona that I could find on linkedin using linkedin search. after answering your questions, use my answers to help create a customer avatar that I could linkedin for targeting prospective customers. do you understand?”	<input type="checkbox"/> 
 <b>EXTEND YOUR NETWORK</b>  <b>TIP:</b> The more detail you offer within the [ ] then the better the response	“Please list 20 tactics, features and approaches that I could use on LinkedIn to extend my network, find and engage with prospective customers. Also list 20 triggers that could help to initiate a conversation, encourage them to schedule a call or signup for my lead magnet or event via my linkedin profile.”	<input type="checkbox"/> 
 <b>LEAD, DON'T FOLLOW</b>  <b>TIP:</b> Consider reading our book Pipeline & Using our Lead Generation System	“Please suggest 30 tactics, features or approaches I could use on LinkedIn to position myself as a leader, influencer and expert in my industry to encourage people to want to follow me, connect with me and schedule appointments with me to discuss their [martech] challenges.”	<input type="checkbox"/> 
 <b>INVITE TO CHAT</b>  <b>TIP:</b> Consider reading our book Pipeline & Using our Lead Generation System	“Please Write a persuasive, disruptive and risk free email no longer than 40 words (and include a calendar link) to send to new connections on LinkedIn, thanking them for connecting inviting them to chat and to accept an a wee thankyou report to help them [generate leads on LinkedIn] just for scheduling an appointment with me to better get to know and help each other.”	<input type="checkbox"/> 



PLEASE NOTE: **ASK STAX** Can occasionally generate incorrect information or provide wrong information. For best results, follow the **STAX PROMPT GUIDELINES** as we do not take responsibility for the output you produce.

# LEAD GENERATION



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STAX PROMPT TESTED?

AREA OF LEAD GENERATION

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**NURTURE RELATIONSHIPS**

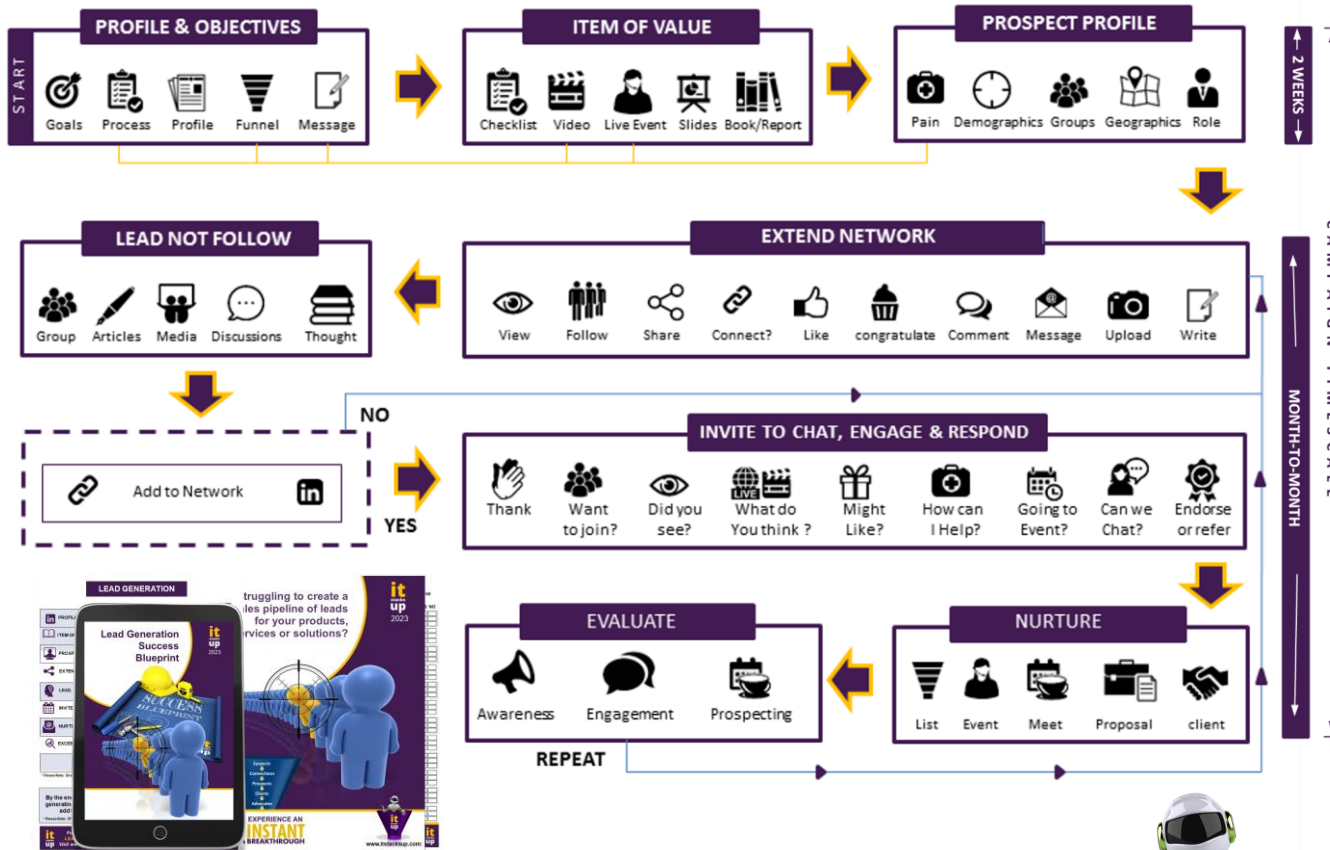
TIP: Consider reading our book Pipeline & Using our Lead Generation System

“Please write a series of 3 short engaging, trust building follow-up emails (no more than 50 words each) with the objective of sharing valuable content (link) as a thankyou for connecting with a view to scheduling an appointment. Please ensure each subsequent email is more persuasive, disruptive and will increase response and engagement.”

**EXCEED EXPECTATIONS**

TIP: Consider reading our book Pipeline & Using our Lead Generation System

“List 12 KPIs to count, monitor and measure to demonstrate and reinforce confidence, progress and results regarding the efficacy of marketing myself, raising awareness, adding connections, generating leads and sales on LinkedIn. Please also conclude by making 3 strong recommendations for improving results and exceeding your expectations on linkedin.”



CAMPAIGN TIMESCALE  
2 WEEKS  
MONTH-TO-MONTH  
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**LEAD GENERATION**

**ASK STAX**

# OPTIMISE FOR SUCCESS

TIP	EXPLANATION	READ?
1	<b>KEEP IT SIMPLE</b> Use simple language and avoid complex or technical terms that may be difficult for STAX to understand..	<input type="checkbox"/>
2	<b>BE PATIENT</b> Allow STAX time to process and generate a response. It may take a few moments for the AI to provide an answer.	<input type="checkbox"/>
3	<b>BE CLEAR &amp; SPECIFIC</b> Phrase your questions, prompts and instructions clearly and concisely, avoiding any ambiguity or confusion by STAX..	<input type="checkbox"/>
4	<b>PROVIDE EXAMPLES</b> If appropriate, provide examples or scenarios to help STAX better understand your question.	<input type="checkbox"/>
5	<b>NATURAL LANGUAGE</b> Speak, to, instruct or ask STAX in natural language, as you would when communicating with a person.	<input type="checkbox"/>
6	<b>PUNCTUATION</b> Use appropriate punctuation: Proper punctuation can help STAX better understand the structure of your sentences..	<input type="checkbox"/>
7	<b>AVOID BIAS</b> Avoid using biased or leading language that may influence STAX's response.	<input type="checkbox"/>
8	<b>PROVIDE FEEDBACK</b> If you receive an answer that is not helpful, provide feedback to help STAX learn and improve its responses.	<input type="checkbox"/>
9	<b>THINK STRATEGIC</b> STAX can be a great tool for learning, research and copywriting, , so don't forget to think strategically, tactically, practically & have fun.	<input type="checkbox"/>
10	<b>PARANTHESIS</b> Use ( parenthesis ) to help STAX better understand your intent and generate more accurate responses. For example, "Can you provide some tips for selling online (using zoom? )". Additionally, using [ ] can help STAX better understand your intent for more accurate responses.	<input type="checkbox"/>

## PLEASE NOTE

For fast results, simply copy and paste ([Ctrl] + C) & ([Ctrl] + P) each of our recommended prompts and personalize to suit.



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**YOUR  
AI-POWERED VA**

