

NuBanc Modern Lead Generation Weekly

Teach. Attract. Book Appointments—No More Cold Calling.

12 Core Topics

1

Education-First Marketing: Teach, Don't Pitch — Why modern clients respond to insight, not pressure.

2

Defining Your Ideal Client & Niche — Clarity on “who you serve” for both life and mortgage sides.

3

Crafting Your Core Message & Value Proposition — A simple, repeatable “here’s what I do and why it matters.”

4

Designing Your Signature Offer & Discovery Call — From free consultation to clear next steps.

5

The M-W-F Content System for Organic Social — How to use print-style posts, snippets and short videos each week.

6

Lead Magnets that Attract the Right Prospects — Guides, checklists, “7 Reasons...” reports, WealthScore, etc.

7

Simple Email Follow-Up That Actually Gets Read — 3–5 email nurture sequence for new leads.

8

A Modern Referral System (Beyond “Know Anyone?”) — How to earn and ask for introductions the professional way.

9

Seminars, Webinars & Workshops in a Digital Age — Converting your teaching into consistent appointments.

10

Strategic Partnerships (Accountants, Realtors, Faith Leaders) — How to approach, position value, and structure win-win relationships.

11

Tracking the Right Numbers in Your Pipeline — Leads, conversations, appointments, conversions, and activity targets.

12

Monthly Campaign Review & Improvement Loop — Reviewing content, ads, and results so each month gets better.

