

Q AGENCY

Presents

THE **LEAD** **GEN** FUNNEL BLUEPRINT

For Service Based Businesses

In this guide you will find marketing insights to help market your business growth and create engaging brands.

Topics Covered in this Blueprint

Section 1: Capture Demand

Section 2: Service Page Messaging

Section 3: Lead Capture

Section 4: Pre-Qualification

Section 5: Follow up Systems

Section 6: The Sales Conversation

Section 7: Post-Call Nurture

How to Use This Guide

This blueprint breaks lead generation into clear stages. Each section covers what that stage does, where most businesses fail, and what actually moves the needle.

Fix one stage at a time. Momentum compounds quickly when the system is built in the right order.

Why Service Businesses Struggle to Generate Consistent Leads

If you run a service business, the problem is rarely effort. It's clarity.

Most service businesses look busy. Ads are running. Content is posted. Enquiries trickle in. But growth feels unpredictable and fragile.

That's because most businesses don't have a lead generation system. They have disconnected tactics.

Traffic gets sent to pages that aren't built to convert. Forms ask for the wrong information. Follow-up is slow or inconsistent. Sales conversations lack structure.

The result? Wasted spend, missed opportunities, and you stuck inside the machine instead of scaling it.

This guide exists to fix that.

Inside, you'll learn the exact framework we use to turn demand into booked conversations. Not theory but the structure behind predictable growth.

A Quick Self-Diagnosis

Before you dive in, see if this sounds familiar:

- Most of your growth has come from word of mouth or repeat clients.
- Leads come in waves, then go quiet with no clear reason.
- You've tried marketing before but couldn't tell what actually worked.
- Your website explains what you do but doesn't consistently generate enquiries.
- You rely on yourself to drive growth instead of a system.
- Hiring or scaling feels risky because leads are unpredictable.
- Marketing feels confusing, fragmented, or expensive.
- You know growth is possible, but it feels fragile.

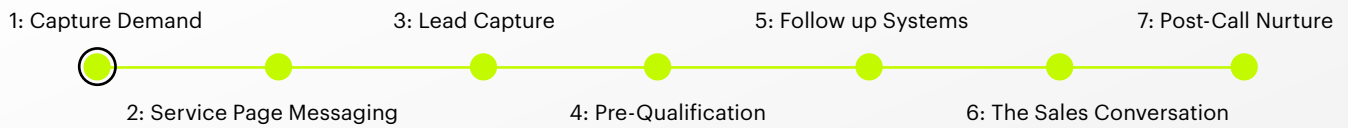
If you ticked more than a few of these, the issue isn't effort or quality. It's that you don't yet have a repeatable lead generation system.

That's what the rest of this guide is for.

IMPORTANT:

Now that you know your diagnosis, what are you going to do?





SECTION 1:

Capture Demand

Getting the Right People to Your Business

Your first job is to capture existing demand,
not create awareness from scratch.

Most service businesses waste money trying to convince people they need a service, instead of intercepting people already looking.

Best channels for faster leads:

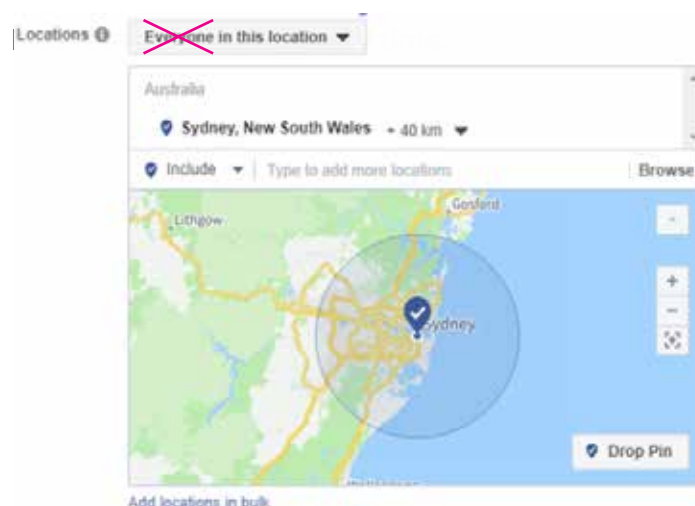
- Google Ads
- Meta Ads
- Cold Email Outreach to an industry or business specific targeted mailing list.

Best channels for long term leads:

- Google Search (SEO & AI Chat Optimisation)
- Google Maps listing optimisation
- Referrals and partnerships
- Join local Facebook Groups

Common mistakes:

- Broad targeting instead of problem-based intent.
- Paying for awareness when demand already exists.
- No retargeting of site visitors.



1: Capture Demand

3: Lead Capture

5: Follow up Systems

7: Post-Call Nurture



2: Service Page Messaging

4: Pre-Qualification

6: The Sales Conversation

Exercise

Who (specifically) is looking for your service?

Person 1: _____

Person 2: _____

Person 3: _____

Why do they want / need it?

When do they want / need it?

What is the benefit of your service done well?



SECTION 2:

Service Page Messaging

Turning Visitors Into Interested Prospects

Within five seconds, a visitor must understand who this is for, what problem you solve, what outcome they get, and what to do next.

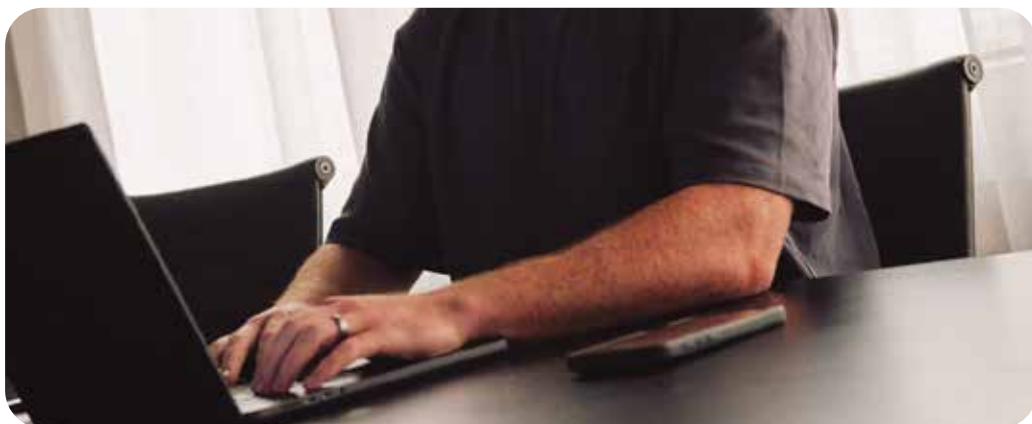
High-converting service pages include an outcome-led headline, clear service explanation, reviews and proof, location or industry relevance, and one primary call to action.

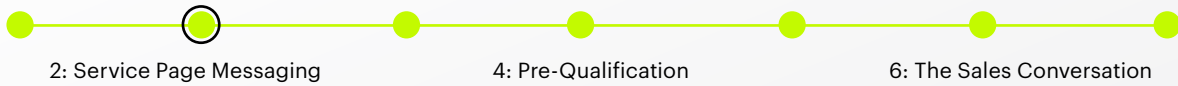
Our Advice:

- Your website needs to look professional, modern & real.
(No Stock imagery)
- Host it on a Fast & Reliable platform: Webflow, Shopify or Wordpress.
- Explain your service, don't be generic.
- Clarity beats creativity.

Exercise

Using the next page, assess your own website or landing page and see what changes you can make this today to improve the clarity or flow of your content. Finding ways to build trust or show evidence for your success is key.





Service Page

Content Framework

Engage the audience, capture their attention & convey the benefits (Wow people with the best version of what they are looking for)

OR

Make and offer the can't refuse

The Fold

Empathise and relate to Problems
(Build trust through your ability to connect with them quickly)

Explain Solutions & Outcomes
(Build trust through knowledge)

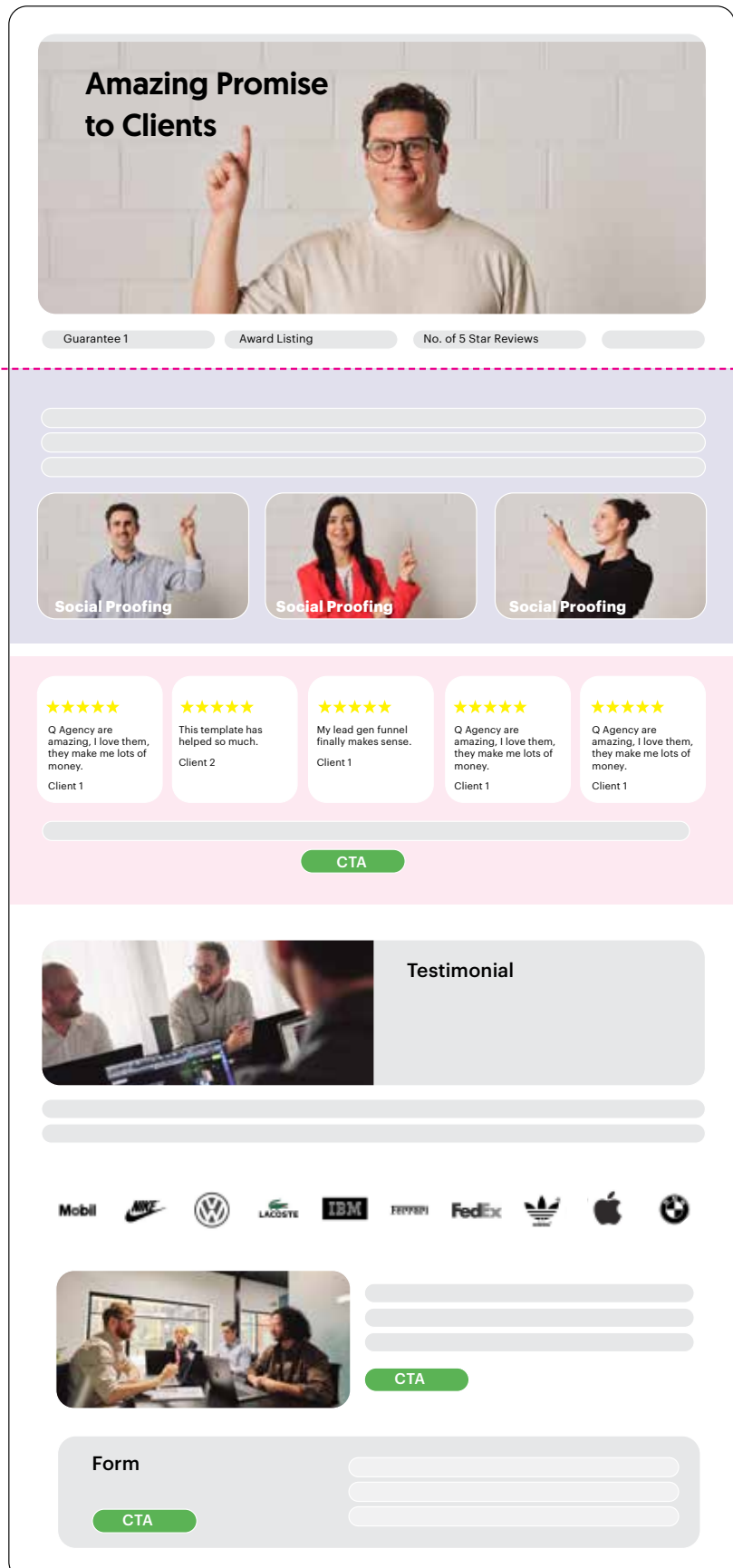
CTA

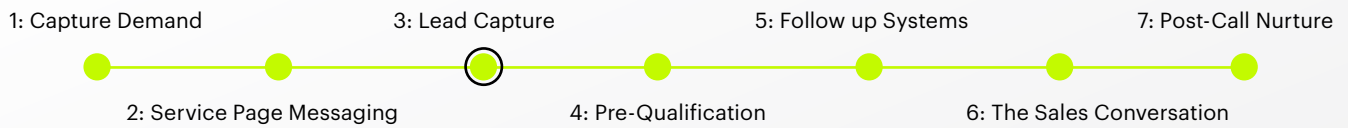
Demonstrate Your Services (Build trust through demonstration and or case studies)

CTA

Re-demonstrate and prove that It Works (Build trust through showing logos of reputable clients/users)

CTA





SECTION 3:

Lead Capture

Maximising Enquiries Without Killing Conversion

Capture leads with the right level of friction. What does this even mean? It means, for people who want what you have it's easy to buy. For people that your product is not appropriate for, there are enough reasons for them to cancel themselves out.

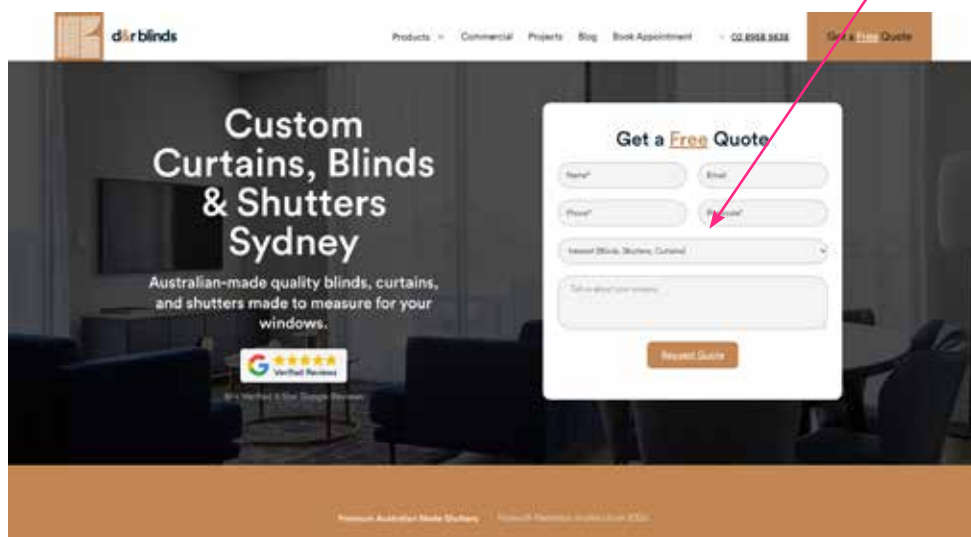
Best-performing methods:

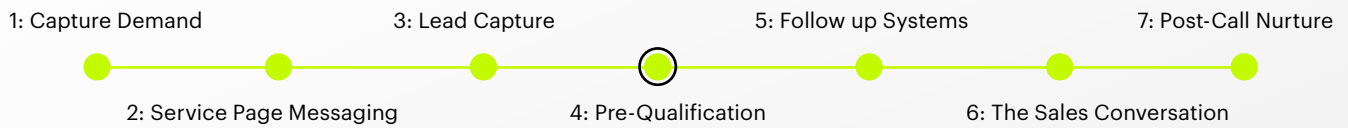
- Short forms for general enquiries
- Multi-step forms for higher-ticket services
- Click-to-call for urgent needs
- Embedded bookable calendars for consultative services.
- What to collect: Name, phone, email, one-two qualifying questions.
- Every extra field costs conversions.

Real Life Scenario: D&R Blinds Website

We increased lead conversion by 128% by changing their enquiry form from having 15 form fields to a simple 6.

Once you have a high-lead volume, you can add more fields in the future, get the leads first and manually qualify. You have a higher chance of converting the good ones.





SECTION 4:

Pre-Qualification

Protecting Time and Improving Close Rates

Do you have lots of leads coming in & want to filter them before the conversation happens?

Simple qualification methods: Budget or service range anchoring, conditional form logic, location or service-fit filters.

Examples:

- Postcode
- What Services are you interested in?
- When are you looking to buy?
- What are the problems you need solving?

Benefits: Higher quality conversations, less wasted sales time, better team morale.

Qualification protects growth.

Real Life Scenario: Q Agency Website

We get a lot of leads, to pre-qualify them we ask about their website, budget expectations & what service they are interested in. This helps us understand the lead better and know whether we can actually help them.

BONUS TIP:

Submit our Enquiry Form & see our secret for improving lead quality even more, without sacrificing enquiry.
www.qagency.com.au

Book a Call with a Specialist

Let's grow your Business.

Full Name* Company Name*

Website (URL) Email*

Phone Number* Budget or Monthly Budget*

What are you interested in?

☐ Design & Branding ☐ Website ☐ Marketing

☐ Social Media ☐ SEO ☐ Tech ☐ Integrations

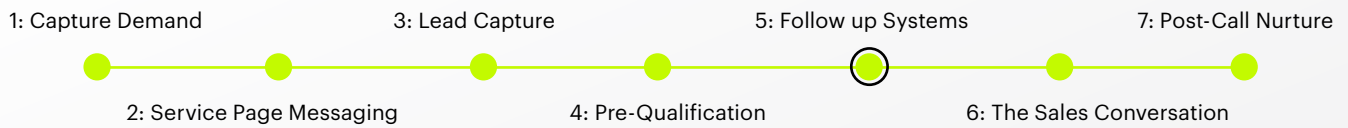
☐ All of the above ☐ Not sure

Powered by **hūmu**

"Consistently blown away by the speed, quality and cost-efficiency of the team at Q Agency"

Andy Evans | Founder

Book a Call



SECTION 5:

Follow-Up Systems

Where Revenue Is Won or Lost

Respond while intent is highest. So many times we hear of people, not realising a lead had enquired on the website because it “slipped” through the inbox and no one saw it for 5 days. At this stage lead = gone.

Some businesses have implemented rules around follow-up from minimum 5mins for a return phone call to one hour. If you’re running a larger team, we can help you build systems to maintain accountability.

Get a strong system to track leads in place. We recommend Hubspot as a CRM (Customer Relationship Management system). Hubspot has a free plan available that is a great way to start to track new leads.

The minimum standard your leads should be getting once they submit an enquiry:

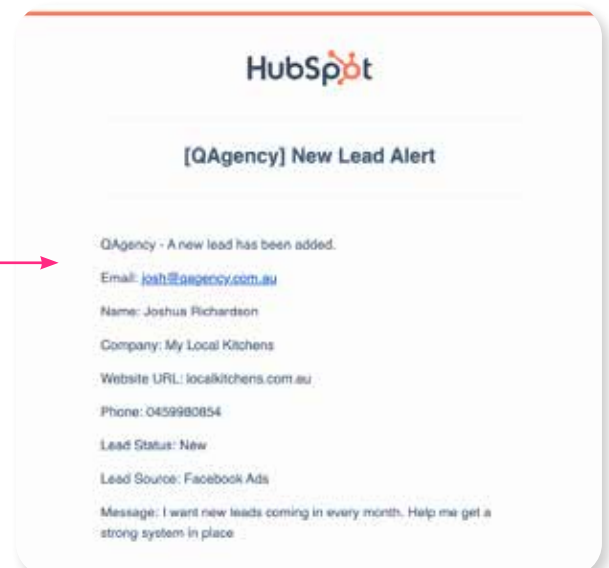
- Instant confirmation email
- Call them within 10 minutes
- Follow up with an SMS & Email if no answer
- Put them in a sales pipeline to follow up and provide more information.

Automation examples:

- New lead alerts, missed call text-back, no-response follow-ups, no-show recovery.
- Speed beats perfection.

Here is a screenshot of what our New Lead alerts look like. Our sales team has KPI's built around response times, the dashboard tracks and measures all of our leads and if we have followed up or not.

This level of transparency creates a more honest and robust sales system for us internally. While also providing better outcomes for potential leads.



SECTION 6:

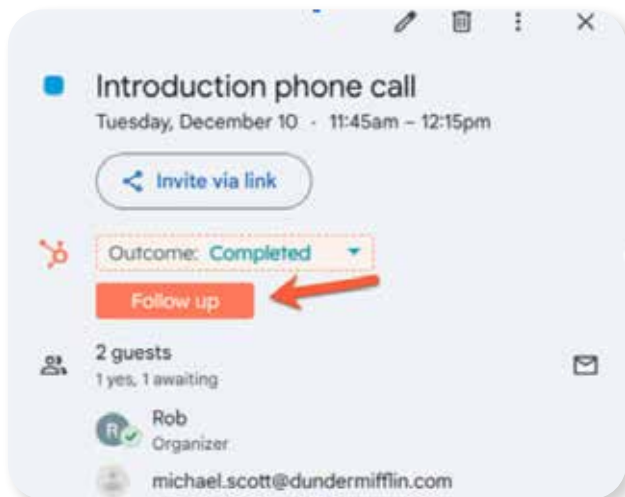
The Sales Conversation

Turning Interest Into Commitment

Guide the conversation, don't sell aggressively. Listen attentively, listen actively. Ask lots of questions. People hate to be sold to, but we love to buy.

What improves conversion:

- Clear call agenda
- Price expectations set early
- Defined next steps before ending.
- Always book the next meeting, before ending this meeting.
- Confusion kills conversions.
- Don't take money from people who don't want to spend it.

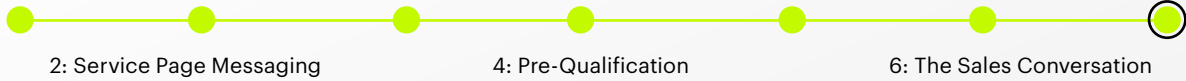


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SECTION 7:

Post-Call Nurture

Converting Leads That Don't Buy Immediately

Stay top of mind and build confidence.

Effective nurture includes:

- Quote follow-ups,
- Case studies and
- Testimonials,
- SMS check-ins,
- Time-bound incentives where appropriate.

Most service sales are won after the first call.



	NEW	TALKING	MEETING	PROPOSAL	CLOSED WON
All deals	3	2	3	2	
NEW					
TALKING					
MEETING					
PROPOSAL					
CLOSED WON					
NEW	\$16,500.00 Marketing Services Close date: December 31, 2019	\$5,000.00 Marketing Services Close date: December 31, 2019	\$50,000.00 Marketing Services Close date: December 31, 2019	\$8,000.00 Marketing Services Close date: December 31, 2019	\$32,000.00 Website Close date: April 23, 2019
TALKING	\$4,000.00 Marketing Services Close date: December 31, 2019	\$12,000.00 Marketing Services Close date: November 30, 2019	\$5,000.00 Marketing Services Close date: December 31, 2019	\$28,000.00 Website Close date: August 31, 2019	\$7,000.00 Marketing Services Close date: March 1, 2019
MEETING	\$5,000.00 Marketing Services Close date: December 31, 2019		\$7,500.00 Marketing Services Close date: December 31, 2019		

Do You Want This System Built For You?

This brief blueprint shows you what to build. However, the implementation is where most businesses stall.

At Q Agency, we design and implement this entire lead generation system for service businesses: messaging, website funnels, ads, CRM, automation, and reporting, all working together.

You're not here to manage marketing. You're here to grow the business. We diagnose the gaps, build the system, and scale the delivery.

Book a Strategic Positioning Session

On this call, we'll identify where your funnel is leaking, clarify your service positioning, map the exact system required for predictable leads, and outline the fastest path to scale.

You own the vision. We scale the delivery.

Book a Strategy Call: www.qagency.com.au



Q AGENCY

**READY TO TAKE YOUR
MARKETING TO THE
NEXT LEVEL?**

Get in touch to see how Q Agency can help you
create a powerful marketing strategy that builds
your brand and fuels business growth.

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