

The Big Truth About Lead Gen

Slide Notes + Truth Nuggets

Sunny Sangster – UFF Bootcamp Presentation

Section 1: "Sure, I'll Figure It Out"

Theme: Grit, humor, and authority through story.

Main Point: You don't have to start perfectly. You just have to

start.

Key Notes:

- Started digital marketing company in 2005 when phones were only for calling
- Built lead gen business by saying "Sure, I'll figure it out."
- Said yes → learned → built systems that now power UFF agent success.
- Tested hundreds of ads, automations, and workflows over 6 years.
- Differentiator #1: Walked in the agents' shoes actually sold her own leads.
- Differentiator #2: Created follow-up freedom hired and trained a VA to help agents focus on clients, not chasing.

Truth Nuggets:

- Success rarely starts with knowing it starts with showing up.
- I don't just build funnels I've lived the follow-up frustration and fixed it.
- Consistency is freedom disguised as repetition.

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Section 2: The Big Truth

Theme: Mindset reframe. Stop chasing; start communicating. **Main Point:** You don't need more leads — you need better messaging.

Key Notes:

- Most agents think they have a lead problem they really have a conversation problem.
- "You're fishing with bait your prospects don't want."
- 4 Reasons Agents Burn Out:
 - Inconsistency Leads only when there's time.
 - Wrong Identity Salesperson vs. problem solver.
 - Wrong Kind of Cold Cold leads aren't bad; they're just mishandled. The right message turns them into your warmest conversations.
 - Burnout Tactics Endless chasing = treadmill business.

Truth Nuggets:

- Cold leads aren't the problem cold messaging is.
- People don't buy products; they buy better versions of themselves.
- You don't have a lead problem you have a leverage problem.

Section 3: Quick Wins That Work This Week

Theme: Easy action, instant traction.

Main Point: Simple moves create serious momentum.

Quick Win #1 - 3-Question Poll Post:

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- "If you could eliminate one bill tomorrow car, credit card, or mortgage — which would it be?"
- Reply to comments: "Hey, I love that answer I've got a little trick that helps people tackle that one faster. Want me to send it?"
 - **Truth Nugget:** Curiosity is the clickbait of genuine connection.

Quick Win #2 – 2-Message Database Reactivation:

- Text 1: "You still open to strategies to pay off your mortgage faster?"
- Text 2: "There's a new tool helping people eliminate 10–20 years off their loans. Want me to send a 2-min video?"
 Truth Nugget: Your next sale is hiding in your old messages.

Quick Win #3 – The "Tell Me More" Lead Trap:

 Post: "I'm testing a system that helps families eliminate all their debt — including their mortgage — in as little as 5–7 years. Drop INFO below if you want a peek."

Truth Nugget: Curiosity starts conversations. Conversations close deals.

Section 4: Funnels, Follow-Up & Freedom

Theme: Systems turn chaos into calm.

Main Point: You don't need more effort — you need better

automation.

Key Notes:

Conversations are noise until you have a system.

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- "Without a funnel or CRM, leads vanish like socks in the dryer."
- Lead gen = cooking. Quick wins are ingredients; systems are the recipe.
- Two options:
 - Momentum Builder Silver Funnels, CRM, workflows
 + optional VA.
 - Velocity Pro Gold Done-for-you setup with trained VA + ad spend.

Truth Nuggets:

- Funnels don't replace hustle they multiply it.
- Momentum doesn't come from doing more it comes from doing the right things automatically.
- Velocity is what happens when momentum meets delegation.

Section 5: Call to Action

Theme: From inspiration to implementation.

Main Point: Freedom isn't found in chasing — it's built in

systems.

Key Notes:

- Everything from today is already done-for-you: templates, scripts, automations.
- QR Code → Slides, Quick Wins, Packages, Calendar link.
- Light humor: "Don't worry, it's not going to sign you up for a timeshare." [≅]
- "Freedom doesn't come from chasing leads it comes from systems that attract them."



Truth Nuggets:

- Implementation beats inspiration scan it before your motivation fades.
- You don't need more leads you need better flow.
- Let the system do the chasing so you can enjoy the freedom you've been working for.

Created with love, laughter, and lots of "Sure, I'll figure it out" energy.

— Sunny Sangster | Sunny Sangster Solutions