MARKETING

$100M Leads

by Alex Hormozi

The Core Four ways to get engaged leads, plus lead magnets and lead getters who work for you.

BEST POINTS FROM THE BOOK

01 **A lead is just a person you can contact. An engaged lead is one who shows interest - and only engaged leads count.**

Contact info without interest is worthless. Advertising has one real output: people raising their hand for what you sell.

02 **A great lead magnet fully solves one narrow problem - and reveals the bigger problem your paid offer solves.**

Give away the secrets, sell the implementation. If your free thing is weak, people assume your paid thing is too.

03 **There are only four ways to let people know about your stuff. Everything else is a variation.**

The Core Four: warm outreach (one-to-one, people who know you), posting content (one-to-many, warm), cold outreach (one-to-one, strangers), paid ads (one-to-many, strangers).

04 **Start with warm outreach: check in with people who know you, then ask who they know.**

Don't pitch them - personalize, reconnect, and make it easy to say yes. Give your first five away free to earn proof, feedback, and referrals.

05 **Post free content and give until they ask.**

Hook attention, keep it, then reward it. Generosity builds goodwill, and goodwill compounds - people buy from the person who helped them for free.

06 **Cold outreach works when it feels personal and leads with big, fast value.**

Get a good list, research one or two real things about each person, compliment, then offer. At scale, personalization is what separates you from spam.

07 **With paid ads, the math decides everything: a customer must be worth at least 3x what they cost you to get.**

Compare lifetime gross profit (LTGP) to acquisition cost (CAC). And if a new customer pays back their cost within 30 days, your growth funds itself - you can recycle the same cash forever.

08 **The Rule of 100: pick one method and do 100 a day for 100 days.**

100 reach-outs, 100 minutes making content, or $100 of ads - daily, for 100 straight days. Most people don't fail on strategy; they fail on volume.

09 **To get more leads, work in this order: More, then Better, then New.**

First do far more of what already works. Then get better by testing the step where leads drop off most. Only then try new placements, platforms, or methods.

10 **Your happiest customers are your best lead getter: they are worth more and cost less.**

Referred customers spend more, stay longer, and arrive free. Most businesses miss them for two reasons: the product isn't good enough, or they never ask. Ask 'who do you know?' - at the moment they buy.

11 **Real growth comes from lead getters: other people and businesses who get leads for you.**

Customers, employees, agencies, and affiliates. Hire an agency to learn a skill faster - then bring it in-house. Pay affiliates up to your max customer cost and they become an army.

THE BOOK, IN SHORT

This is book two of the $100M series. If $100M Offers fixed what you sell, this book fixes the other half: getting strangers to want it. Hormozi starts with definitions. A lead is any person you can contact. An engaged lead is one who shows interest in what you sell. Advertising has one job - producing engaged leads - and the real problem for most businesses is simple: not enough people know they exist.

First, advertise your core offer. If that doesn't pull enough leads, advertise a lead magnet instead: a complete solution to one narrow problem, free or cheap, that reveals the next problem your core offer solves. His seven steps: pick the narrow problem, decide how to solve it (reveal the problem, give a sample or trial, or give one step of a bigger process), pick how to deliver it (software, information, a service, or a physical product), test the name, make it easy to consume, make it genuinely good, and end with a clear call to action.

Then the Core Four - the only four ways to let anyone know about your stuff. Warm outreach: one-to-one messages to people who know you, leading with goodwill. Posting content: one-to-many teaching that hooks, retains, and rewards attention. Cold outreach: one-to-one messages to strangers, made personal and valuable. Paid ads: one-to-many messages to strangers you pay to reach. Each gets a chapter of mechanics, from the A-C-A conversation framework to ad callouts and landing pages.

Paid ads get a hard-nosed money chapter. Your ads work when lifetime gross profit per customer beats acquisition cost - 3-to-1 is where businesses take off. If a customer pays back their acquisition

cost within their first 30 days, acquisition finances itself. To scale any method, he gives the order: do More of what works, then do it Better by testing the biggest drop-off point, then try something New. And underneath it all sits the Rule of 100: 100 primary actions a day, for 100 days.

The final level is lead getters - people who get leads for you instead of you doing all the work. Customers, through referrals: worth more, cheaper to get, and driven by goodwill, as long as you actually ask. Employees, trained with checklists to do what you do. Agencies, best used to shortcut learning a new skill before bringing it in-house. And affiliates, other businesses paid up to your max acquisition cost to sell to their audiences. The roadmap: start with one method, master it, add the next - and work open to goal, not open to time.

DO THIS WEEK

Build your warm list today: pull every contact from your phone, email, and social accounts into one list. Then send 20 people a short personal check-in - no pitch. After they reply, say: "I'm giving [your thing] away free to five people to get feedback and reviews. Who do you know who'd want it?" Track who engages - those are your first engaged leads.

By Alex Hormozi, first published 2023; book two of the $100M series. Read it after $100M Offers if your problem is not the product - it is that not enough people know it exists.