

THE 90 DAY LEAD MACHINE PLAYBOOK

A comprehensive 90-day system designed for B2B businesses looking to accelerate their growth into a predictable, scalable lead generation machine.

THE PROBLEM

You've built a successful B2B business through organic growth - referrals, word-of-mouth, and networking.

But your growth has hit a wall.

Did you know? Your ideal clients are researching solutions right now using AI tools like ChatGPT and Claude, completing 67% of their buying process before they ever speak to you.

If you're not visible during this "dark funnel" research phase, you simply don't exist in their consideration phase of buying.

So, what's changed?

Modern buyers expect to find comprehensive information about your service delivery method, read and watch detailed case studies, and understand your expertise before making contact.

Companies still relying on organic growth alone are becoming invisible to these research-driven buyers and missing out on potential leads.

This playbook introduces our VALUE Builder Method for growing B2B lead pipelines.

The Dark Funnel Explained

Prospects are researching your business without your knowledge, making decisions about whether to include you in their consideration set before you ever know they exist.

The AI Research Revolution

Large language models and AI tools are changing how buyers research, favouring businesses with robust digital footprints and demonstrated expertise.

The Referral Dependency Risk

Over-reliance on organic growth creates business vulnerability and prevents predictable scaling when you need to grow quickly.

THE VALUE BUILDER METHOD

A proven **5-stage framework** that transforms sporadic organic growth into systematic, controllable lead generation:



This framework provides a **structured approach that builds on itself**, allowing you to methodically transform your marketing from ad-hoc activities to a systematic engine driving predictable growth. Each stage creates the foundation for the next, ensuring you don't waste resources on tactics that won't deliver results.

STAGE 1: VISION AND VOICE (DAYS 1-30)

The Foundation: Get Clear on Where You're Heading

Before you can position yourself in the market, you need absolute clarity on your business direction. The Vision and Voice stage establishes the strategic foundation for all your marketing efforts.

1

Define Your Strategic Objectives

- **12-month goals:**
What operational improvements do you need?
- **3-year direction:**
Market expansion, service development, competitive positioning
- **5-10 year vision:**
What do you want your business to become?

2

Identify Your Ideal Client Profile

- Analyse your 5 best clients (not biggest - best)
- What specific situations were they in when they found you?
- What problems were they trying to solve?
- What made them ideal vs. just satisfied?

3

Craft Your Positioning Statement

Use this formula: "We help [specific type of client] achieve [specific outcome] through [your unique approach] so they can [bigger picture benefit]."

This first stage is critical because it creates the foundation for everything that follows. Without clarity on who you serve and how you help them, later marketing efforts will lack focus and fail to resonate with your ideal prospects.

STAGE 2: ASSETS AND AUTHORITY (DAYS 31-60)

Build Marketing Foundations That Actually Convert

Your assets must work harder in today's AI-driven research environment. The digital footprint you create will determine whether your business appears in AI-assisted search results.

1

Transform Your Website

- Lead with clear value proposition (5-second test)
- Address buyer concerns, don't just list services
- Include trust signals and social proof
- Ensure mobile-responsive and fast-loading

2

Create Compelling Case Studies

Structure: Situation → Problem → Solution → Results → Client Quote

Focus on stories prospects can recognize, not project reports

3

Develop Lead Magnets That Qualify

- Comprehensive guides and playbooks (not basic PDFs)
- Assessment tools that provide personalised insights
- Industry-specific resources that demonstrate deep expertise

4

Content Distribution

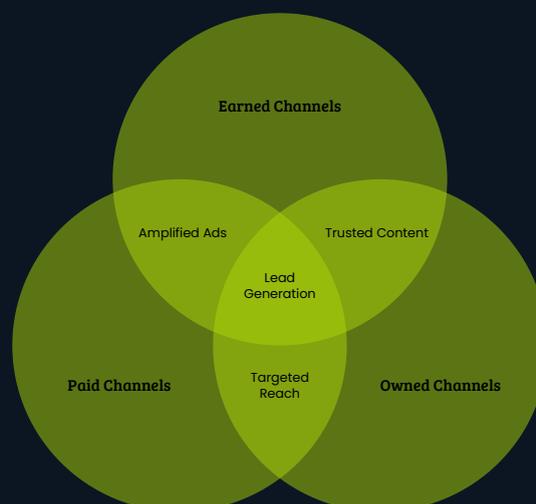
- Create educational videos for YouTube and your website
- Share insights consistently on LinkedIn
- Boost high-performing posts to targeted audiences
- Budget 10% of content creation costs for promotion and distribution

The assets you create in this stage provide the foundation for your lead generation efforts. They serve both as conversion tools and as evidence of your expertise for AI research tools.

STAGE 3: LAUNCH AND LEAD GENERATION (DAYS 61-75)

Create Systematic Visibility Where Your Buyers Research

With your positioning clarified and your assets created, it's time to implement a systematic approach to lead generation using the Paid, Owned, Earned framework. This framework is simple and easy for most B2B companies to follow and includes all the channels for successful systematic marketing



Implementation Priority:

Start with owned channels

Optimise your website, LinkedIn profile, and email nurture sequences to ensure you have a solid foundation.

Implement content amplification

Boost your best-performing content to reach wider audiences through paid promotion.

Add targeted search advertising

Implement Google Ads campaigns focused on high-intent keywords that your ideal clients are using.

Scale based on performance data

Use early results to determine which channels and tactics deserve increased investment.

This staged approach allows you to build momentum progressively, rather than trying to implement everything at once. Focus on quality execution in each area before moving to the next.

STAGE 4: UNDERSTAND AND UPSCALE (DAYS 76-90)

Measure What Actually Drives Business Growth

Effective measurement is what separates strategic marketing from hope-based marketing. This stage ensures you have the data needed to make informed scaling decisions.

Essential Tracking Setup:

Google Analytics Goals

- Contact form submissions
- Resource downloads
- Consultation requests
- Key page visits

Google Search Console Insights

- Search queries driving traffic
- Click-through rates vs. competitors
- Content performance data

CRM Lead Attribution

- Source of every prospect
- Conversion rates by channel
- Sales cycle length by source
- Client lifetime value

Proper measurement allows you to move from opinion-based marketing decisions to data-driven strategy. Rather than guessing what's working, you'll have concrete evidence to guide your investments and optimisation efforts.

STAGE 5: EXPAND AND EVOLVE (MONTHS 4-6)

Scale What Works, Eliminate What Doesn't

Once you've established your foundation and have data showing what works, it's time to systematically scale your effective marketing activities.

1

Identify High-Leverage Activities

- Consistent performance as you increase investment
- Quality maintenance at higher volumes
- Sustainable execution without overwhelming operations

2

Create Tactical Levers

- Immediate: Adjust Google Ads budgets, boost social posts
- Medium-term: Content marketing, SEO improvements
- Long-term: Thought leadership, strategic partnerships

3

Test and Expand Systematically

- Single-variable testing (one change at a time)
- 25-50% budget increases, monitor performance
- Quality maintenance during scaling

The key to successful scaling is maintaining discipline. Rather than trying to grow everything at once, focus on systematically expanding your proven channels one at a time. This approach prevents quality degradation and allows you to identify diminishing returns before overinvesting.

IMPLEMENTATION TOOLS YOU NEED

Implementing the VALUE Builder Method requires the right tools, but you don't need an enterprise-level tech stack to get started. Here's what you need:



Analytics

Google Analytics and Search Console for tracking website performance, user behavior, and search visibility.



CRM

Basic customer relationship management system like HubSpot (free tier) or Pipedrive to track leads and attribute sources.



Email Marketing

Email platform like Mailchimp or ConvertKit for nurturing leads and maintaining client relationships.



Social Media

Social media scheduler like Buffer or Hootsuite to maintain consistent posting and engagement.



Project Management

Simple project management tool like Trello or Asana to track marketing tasks and deadlines.

Remember that tools alone won't drive results – they simply enable your strategy. Start with the essentials and add more sophisticated tools as your needs evolve and your marketing system matures.

COMMON IMPLEMENTATION OBSTACLES AND QUICK SOLUTIONS

Implementation challenges are normal. Here are the most common obstacles B2B companies face when implementing the VALUE Builder Method and practical solutions to overcome them.

"We don't have time for marketing"

Audit current networking/BD time, redirect 50% to systematic marketing. Focus on high-leverage activities that scale rather than one-to-one networking.

"Our services aren't different from competitors"

Focus on WHO you serve and HOW you approach problems, not what you do. Narrow your audience and deepen your specificity.

"We need results immediately"

Set 3-6 month expectations, track leading indicators (traffic, engagement, inquiries) while building the system for long-term results.

"This seems too complicated"

Start with Vision and Voice, add one stage per month. Follow the checklist approach and focus on progress, not perfection.

"We don't know if it's working"

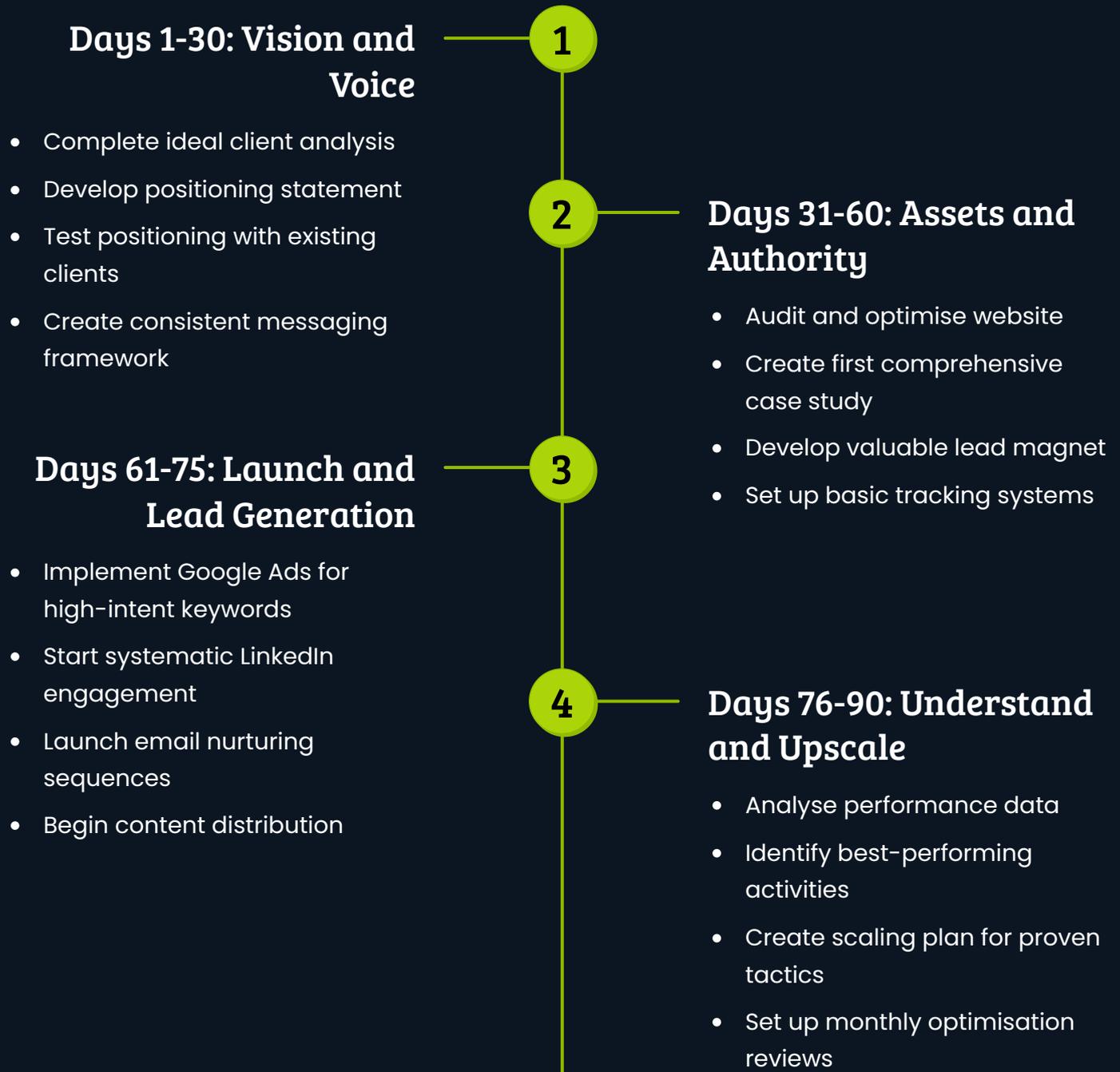
Implement basic measurement from day one, review monthly. Start with simple metrics like website traffic, form submissions, and consultation requests.

Implementation Mindset

The most successful implementations come from companies that treat this as a systematic business process, not a creative marketing exercise. Approach it with the same rigor you'd apply to operations or finance improvements.

YOUR 90-DAY QUICK-START CHECKLIST

Use this checklist to track your progress through the VALUE Builder Method implementation. Each stage builds on the previous one, creating a systematic approach to lead generation.



Remember that this is an iterative process. You'll continue refining each element as you gather more data and understand what resonates most with your target audience. The key is consistent implementation and measurement.

THE TRANSFORMATION PROMISE

Companies that complete the VALUE Builder Method gain what matters most: **control over their growth trajectory.**

Instead of hoping referrals will continue, you'll have systematic lead generation you can adjust like a lever. Need more work? Turn it up. Pipeline full? Scale back. That control transforms how you run your business.

The true value isn't just more leads, it's the ability to predictably generate the right leads when you need them.



Your Next Step

Choose one element from Stage 1 and implement it this week. Transformation begins with action, not planning.

Predictability

Replace the feast-or-famine cycle with consistent lead flow

Control

Adjust marketing activity based on business needs

Confidence

Make strategic decisions with reliable growth projections

Today

Select one Vision & Voice action to implement

60 Days

Launch systematic lead generation

30 Days

Complete positioning & begin building assets

90 Days

Measure results & create scaling plan

Need help implementing The VALUE Builder Method in your B2B business?



Schedule a **FREE** discovery call to find out how the **VALUE Builder Method** helps grow B2B companies

[Book discovery call](#)

Here's a few businesses we've helped grow with the VALUE Builder Method driving their lead machine

"WeAreSMC conducted a Marketing Strategy Workshop with us in October 2024, which has **helped bring clarity to the marketing of our business in 2025**. Their approach really helped us get more strategic with our marketing, and shortly after the workshop, we received a marketing strategy and plan that has given us direction for 2025. WeAreSMC has been working with our Marketing Manager to help execute the strategy and plan, **and we're already starting to see early results with our Google search rankings improving and bringing us qualified leads**. We're excited to continue working together as we build a brand that grows with the business."

Ben Duffy, Director at PKB Civils

"We have been working with WeAreSMC since the beginning of 2024, **they have helped us with strategy, planning and now generating leads for our business**. They have helped transform our website into one that **frequently generates inbound leads** rather than a static brochure website"

Gabor Szalay, Founder at Gabor Logistics