EDWARD EATON MARKETING • PDF COURSE

Marketing Psychology for Lead Generation

Forms, friction, trust and follow up: the psychology of turning interest into enquiries

Beginner to intermediate • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

Who it is for

Owners, marketers and sales teams who generate and handle leads.

What you will be able to do

- Understand why people enquire, and why they hesitate
- Design forms and pages that balance volume and quality
- Build trust before the first conversation
- Follow up in ways that feel helpful, not pushy
- Measure lead quality, not just lead volume

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	Why people enquire, and why they do not
2	Forms and friction
3	Trust and proof
4	Speed, follow up and helpfulness
5	Measuring lead quality

CHAPTER 1

Why people enquire, and why they do not

Enquiring has a cost: effort, risk and the chance of being pestered. People enquire when the expected benefit feels larger than that cost.

Barriers to remove

- **Effort:** long forms, unclear next steps.
- **Risk:** fear of being sold to, or of a high price.
- **Doubt:** not sure you are legitimate.

> **TRY THIS**
> Fill in your own enquiry form as a stranger. What makes you hesitate?

A worked example (illustrative)

A form asks for seven fields and a budget. People hesitate. Cutting to name, phone and one question raises enquiries and keeps quality acceptable. Illustrative.

Common mistakes

- Asking too much too soon.
- Unclear next steps.
- No reassurance.

Chapter checklist

- [ ] I filled in my own form.
- [ ] I removed one barrier.

Want the full course?

This is a free sample of **Marketing Psychology for Lead Generation**. The full course has 5 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/marketing-psychology-for-lead-generation and you will hear first when it launches.