

Lead Generation Without the Gimmicks

A practical guide to getting real enquiries

MPC

The no nonsense truth

Most small businesses do not struggle with lead generation because they are doing the wrong thing.

They struggle because there is no system.

Posting now and again. Relying on word of mouth. Hoping enquiries turn up. Then wondering why work feels unpredictable.

Lead generation is not about gimmicks. It is about being clear, visible, and easy to contact.

The logo consists of the letters 'MPC' in a white, serif font, centered within a solid purple square.

MPC

A simple way to think about lead generation

Be findable

If someone searches for what you do, they should be able to find you without effort.

Be clear

People should quickly understand what you offer and who it is for.

Be easy to contact

No hunting for phone numbers or forms. Make it obvious.

Be responsive

Most businesses lose work because they reply too slowly or not at all.

The logo consists of the letters 'MPC' in a white, serif font, centered within a solid purple square.

MPC

The Funnel Fixer

If enquiries are not coming through, or not turning into work, the issue is usually here

- Can people quickly understand what I do?
- Is my contact information obvious and easy to find?
- Do I respond to enquiries promptly and clearly?
- Do I follow up when someone goes quiet?
- Do I make it easy for people to say yes?

The logo for MPC, consisting of the letters 'MPC' in a white, serif font, centered within a solid purple square.

MPC

A final sense check

If enquiries are low, the issue is usually visibility.

If enquiries come in but do not turn into work, the issue is clarity or follow up.

If work is coming in but money still feels tight, the issue is rarely marketing. It is usually numbers.

This guide is part of the MP Consulting Digital Hub. Each resource focuses on one area of business that quietly makes life easier when it is sorted properly.