

# Level UP Your Business!

## SHIFT TACTICS #4 & #5

Upshifting Lead Gen + Lead Capture Conversion  
with **Kim Moustis**

### **SHIFT Tactic #4: Upshifting Your Lead Generation**

Make the mindset shift with consistent and purposeful lead gen.

Commit to mastering lead generation through consistency, competitiveness, and creativity.

### **SHIFT Tactic #5: Lead Capture & Conversion**

Lead gen is only the start! Your capture and conversion systems must turn leads into clients.

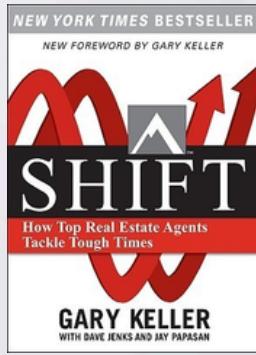
Learn strategic, systematic follow-ups that move prospects from inquiry to closing.



# WEDNESDAY, JANUARY 21, 2026

## 12:30-1:30 PM

5122 Main St A, Downers Grove, IL 60515



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