

Lead Nurturing Strategy Worksheet

Use this worksheet to build a simple yet effective lead-nurturing plan for your business.

1. Define Your Buyer Persona(s)

List 1-3 ideal customer types. Include key details like demographics, goals, pain points, and buying objections.

Persona Name	Description (Age, Role, Industry)	Key Problems	What Do They Need to Know?

2. Map Content to the Buyer's Journey

Brainstorm or list existing content for each stage of your buyer's journey. Then identify gaps you need to fill.

Stage	Content Type	Do you have this? (y/n)	Note/Ideas to create/improve
Awareness	Blog posts, social media, video		
Considerati	Webinars, comparison guides		
Decision	Testimonials, free trial, FAQ		
Post-Purchase	Coupons, newsletters, Surveys		

3. Choose Your Nurturing Channels

Which channels will you use to distribute your lead nurturing content?

- ☐ Email sequences
- ☐ Paid retargeting ads
- ☐ Organic social media
- ☐ Web content (blogs, landing pages)
- ☐ Webinars/live sessions
- ☐ Other: _____

4. Automation Plan

What tools will you use to automate your nurturing?

Tool/Platform	Purpose (e.g., email automation, tracking)

5. Lead Scoring Criteria

How will you know which leads are hot and ready for sales?

Action	Score Value
Opened 3+ emails	
Downloaded guide or checklist	
Attended a webinar	
Visited pricing page	
Clicked on decision stage email content	

Once complete, use your answers to plan your content calendar, email sequences, and retargeting campaigns.

The goal: always meet your lead where they are—and move them closer to “yes.”

Key Takeaways

- Lead nurturing is the process of developing relationships with potential customers through their buying journey with the aim of converting them into paying customers.

- With 97% of buyers not ready to purchase immediately, nurturing leads helps move them through the sales funnel by providing relevant content for their stage in the buyer's journey. Nurtured leads result in more sales (20% higher) and at a lower cost (33%).

- Creating detailed profiles of ideal customers is crucial. Understanding who you are speaking to allows you to tailor content more effectively for each stage of the journey.

- Use email and retargeting strategies to ensure leads receive content at the right time. Automated tools can help segment leads and deliver relevant content based on behavior.

- Rank leads based on their interactions with your brand. This helps prioritize high-quality leads for direct follow-up.

- Lead nurturing requires continuous effort, strategic content delivery, and optimizing across all channels. Developing buyer personas and aligning content to their journey is key to sales success.