Fearless LEAD ENGINE

Marketing Glossary

Plain-English guide to all 63 marketing terms used in Fearless Lead Engine

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SECTION 01

Lead Engine Framework

The core building blocks of the Fearless Lead Engine system.

80/20 Marketing Philosophy

Focusing your time on the small number of lasting marketing assets and high-leverage channels that bring in 80% of your enquiries, instead of chasing daily social media noise.

Asset (Marketing Asset)

A lasting piece of value you create once and reuse repeatedly to attract and warm up ideal clients — such as a book, PDF guide, quiz, signature talk, podcast, calculator, or awards programme. Inside Lead Engine, assets are grouped into Authority, Digital, Content, and Physical.

Campaign

A complete, measurable marketing system made of one Goal plus three connected pieces: an Asset, one or more Traffic Sources, and a Capture route. A campaign is only Ready to launch once all three pieces are in place.

Capture (Capture Route / Capture Source)

The route that turns an interested visitor into a named lead in your CRM — such as a Form, Quiz, Website Chatbot, Landing Page, QR Code, Call Booking Page, Intake Form, or an external app connected via Webhook.

Lead Engine

The marketing hub inside Fearless Lead Engine where you plan Assets, line up Traffic sources, connect Capture routes, and monitor how campaigns convert into leads, calls, and offers.

Model Asset Library

A curated collection of proven example marketing assets (web pages and PDFs) you can browse for inspiration and attach as references while building your own.

System Readiness

An indicator showing whether your campaigns have all three required pieces (Asset, Traffic, and Capture) ready before you launch.

Traffic (Traffic Source)

How ideal clients discover your asset — for example podcast interviews, speaking engagements, partner newsletters, LinkedIn, YouTube, Meta Ads, Google Ads, networking events, or direct outreach.

SECTION 02

Campaign Playbooks

The six ready-made campaign blueprints built into Lead Engine.

Expert Takeover

A campaign where you invite ideal clients onto your own podcast as guests, building trust naturally and opening the door to working together.

Industry Awards

Hosting virtual or in-person awards for your industry. Shortlisted nominees share their nomination with their own audiences to drive traffic, and voters confirm their name and email to verify each vote.

Operation Podblast

Growing your email list by appearing as a guest on other people’s podcasts (targeting up to 100 interviews) and inviting listeners to claim your book or guide through a capture form.

Partner Stack

Collaborating with complementary experts who each promote a shared Digital Info Stack to their email lists, sending new subscribers to one landing page where they choose which resources to download.

The 300

Delivering a signature talk to a room of 300 or more ideal prospects and capturing leads on the spot using a QR code on your slides linking to a free PDF guide or book.

The Summit

Hosting an online or in-person event with guest experts in your niche who each promote the shared registration page to their own audiences.

SECTION 03

Capture, Tracking & Attribution

How visitors become leads and how the app tracks where they came from.

Attribution (Source Attribution)

Connecting each new lead back to the exact campaign and traffic source that brought them in, so you can see what is working and invest in the right channels.

Call to Action (CTA)

The clear next step you invite someone to take — such as “Download the free guide”, “Take the quiz”, or “Book a discovery call”.

Embed (Inline & Pop-up)

Placing a Fearless Lead Engine form or chatbot onto your own website by pasting a small snippet of code — either inline inside a page or as a pop-up window.

Landing Page

A focused web page built around one specific offer (such as a book, guide, quiz, or webinar) with a clear sign-up form and no distracting menu links.

Lead Magnet

A free, helpful resource — such as a checklist, PDF guide, scorecard, quiz, or book — offered in exchange for a visitor’s name and email address.

Merge Fields
Placeholders in email templates (such as {{first_name}}) that automatically swap in each contact's personal details when you send an email.

QR Code
A scannable square barcode placed on presentation slides, flyers, or business cards that opens your tagged capture page straight on a prospect's phone.

Source Tag (?src=)
A short label added to the end of a shared landing-page link (for example ?src=podcast-1) so Fearless Lead Engine can tell which traffic source produced each form submission without needing separate pages.

Webhook
An automatic connection that sends new leads from an external tool (such as an outside quiz or landing-page builder) straight into your chosen pipeline in Fearless Lead Engine.

SECTION 04

Sales Funnel, Pipeline & CRM

Terms used on your Dashboard, Deals board, and Contacts pages.

Answered Lead / Unanswered Lead
An Unanswered Lead is an open deal where you have not yet sent a reply email or booked a call. Once you reply (or they book a call), they become an Answered Lead.

Contact
An individual person in your CRM, holding their contact details, tags, notes, emails, video messages, form submissions, and linked deals.

Conversion Rate
The percentage of people who move from one step of your funnel to the next — for example, from website visitors to captured leads, or from discovery calls to signed clients.

CRM (Customer Relationship Management)
Your central workspace for keeping track of every contact, enquiry, deal, email, call, and client relationship in one organised place.

Deal
A potential piece of business with a contact, shown as a card that moves across the stages of a pipeline from initial enquiry to Won or Lost.

Deal Rot (Rotting Deal)
A warning that highlights when an open deal has sat in the same stage for too long without activity, helping you follow up before a warm prospect goes cold.

Discovery Call
An initial conversation with a prospect to understand their situation, check whether you can help, and decide whether to make an offer.

Funnel (Sales & Marketing Funnel)
The step-by-step journey from first discovering you to becoming a client. Fearless Lead Engine tracks five core stages: Traffic → Captured Leads → Answered Leads → Calls Booked → Offers Sent.

Hot Prospects
Contacts showing strong recent buying signals — such as replying, booking or applying, visiting a video page, watching a video, or opening emails multiple times — surfaced so you know who to contact first.

Lead
Someone who has shown interest in your work by sharing their details through a form, quiz, chatbot, booking page, or direct conversation.

Organisation
A company or business record in your CRM that links one or more contacts and deals together.

Pipeline & Primary Pipeline
A visual board of stages showing how close each deal is to becoming a client. Your Primary Pipeline is your main sales pipeline — when a prospect books into it, any duplicate open deals for that contact in other pipelines are automatically marked Won.

Signal Auto-Advance
An optional pipeline setting that automatically moves an open deal forward to the next stage when a prospect opens an email, clicks your video page, or watches your video.

Tag (Auto-Tag)
A label attached to contacts so you can group and filter them by source, interest, or outcome. Auto-tags are added automatically when someone submits a form or wins/loses a deal.

SECTION 05

Website Chatbot & Split Testing

Terminology used when setting up and improving your website assistant.

AI Website Chatbot
An assistant embedded on your website that answers visitors' questions using your site content, recommends resources, captures contact details, and helps book discovery calls.

Chatbot Playbook / Instructions
The guidance you give your chatbot so it works toward your main goal — such as Book calls, Grow my email list, or Answer questions only.

Chatbot Pop-up
The eye-catching invitation card that appears on your website to start a conversation or offer a resource before the full chat window opens.

Split Test (A/B Test)
Running two or more versions of a chatbot pop-up or conversation flow at the same time to measure which headline, image, video, or wording gets more visitors to say "Yes".

Variant
One of the competing versions inside a split test (for example Version A versus Version B). Once you have clear results, you promote the winning variant.

SECTION 06

Email, Video & Follow-Up

Key terms behind sending emails, tracking opens, and personalised videos.

Automated Open (Machine Open)

An email open triggered automatically by privacy features or security scanners (such as Apple Mail Privacy Protection) rather than a person reading your message. Fearless Lead Engine flags uncertain opens so they do not distort your Hot Prospects.

Deliverability

How reliably your emails arrive in the recipient's main inbox rather than being filtered into spam or junk folders.

Email Open Tracking

Recording when a recipient opens an email sent from Fearless Lead Engine so you can spot engaged prospects.

Personalised Video Message

A short webcam or screen video recorded inside Fearless Lead Engine, inserted into an email with a preview image, and tracked when the recipient visits the video page or presses play.

Pre-Recorded (Templated) Video

A reusable video stored in Email Templates that you can drop into follow-up emails while still tracking each individual recipient's page visits and playback.

Unsubscribe / Suppression

A one-click opt-out link included in your emails. If a contact unsubscribes, they are suppressed from receiving further emails while their CRM history stays intact.

SECTION 07

Search, SEO & Online Presence

Metrics shown on the Search dashboard and Monthly KPIs report.

Backlinks

Links from other websites pointing to your website. High-quality backlinks signal trust to search engines and help your pages rank higher.

Domain Authority (DA)

A score from 1 to 100 (provided by Moz) estimating how likely a website is to rank in Google search results compared with competitors.

Google Business Profile (GBP)

Your free business listing on Google Search and Google Maps where clients leave reviews, which you can import into Fearless Lead Engine and display on your website.

Impressions & Clicks

In Google Search, an Impression is every time your site appears in search results; a Click is when a searcher clicks your link to visit your website.

Page Speed

How quickly your website loads on mobile and desktop. Faster pages create a better visitor experience and perform better in Google search.

SEO (Search Engine Optimisation)
Improving your website’s content, structure, and credibility so ideal clients find you organically on Google without paying for adverts.

Sessions
Visits to your website recorded by Google Analytics during a chosen date range.

Spam Score
A Moz metric showing the percentage of websites with similar technical signals that search engines have penalised; a lower score is healthier.

SECTION 08

Calls, Clients & Growth

Terms used across Call Analysis, Agreements, KPIs, and Referrals.

Call Analysis
Uploading a discovery call recording or transcript (such as from Zoom) to receive an AI coaching score, spot missed objections, and pull out key follow-up actions.

Case Study
A structured client success story (Problem → Approach → Outcome) that provides proof of your results and helps new prospects trust you.

Coaching Agreement
A formal client contract sent directly from Fearless Lead Engine with your price terms pre-filled and built-in e-signature.

KPI (Key Performance Indicator)
A headline figure you review regularly — such as monthly leads, discovery calls booked, conversion rate, or Domain Authority — to check whether your marketing is working.

Next Best Action
An AI suggestion on a deal or contact recommending the most helpful follow-up step based on recent notes, emails, and activity.

Objection Handling
Preparing calm, helpful responses to common prospect hesitations (such as price, timing, or uncertainty) during discovery calls.

Referral / Affiliate Programme
Sharing your unique referral link so that whenever someone signs up and pays for Fearless Lead Engine, you earn a 10% commission on their paid transactions.