

Lead Generation Care & Conversion Packages

Warm, friendly, **seamless support** –
let's **make your business shine.**



Amanda Cameron

Amanda Cameron
Virtual Assistant & Business Support Strategist

WELCOME



Hi, I'm Amanda. I live in the North East of Scotland and love helping businesses stay organised, connected, and growing.

After years in business support, I saw how often warm leads get forgotten, not because people don't care, but because there's simply never enough time to reply, follow up, and nurture conversations properly.

To me, warm leads aren't just names on a list; they're future customers and they deserve to feel valued and supported from the very first interaction. That's why I created my Lead Care & Conversion Packages.

My job isn't to chase strangers. It's to nurture the people who have already stepped into your world:

- Past buyers
- Warm enquiries
- People who've downloaded your lead magnet
- Clicked your sales links
- Engaged with your content
- Or simply need a little reassurance before moving forward

I step in as a warm, trusted extension of your business, caring for your future customers through telephone calls, emails and direct messages, offering clarity, confidence and human connection so they never feel forgotten or unsure.

I've put together this short guide so you can see how I work and how I can support your business. If it feels like the right fit, I'd love to chat about how we can work together to help your business shine.

Working With Me: Your Lead Generation Partner

When you bring me into your business, I don't just manage conversations, I represent you. From the very first message, your potential customers experience your brand through a warm, welcoming interaction that reflects your values and feels genuinely human.

Rather than chasing cold audiences, my focus is on supporting the people who are already connected to your business, warm enquiries, returning buyers, engaged followers, and anyone who simply needs a little clarity or confidence before taking the next step.

I take the time to understand your brand voice, your offers, and your goals, so every telephone call, email or message feels consistent, aligned and on-brand.

My packages begin with a 12-week (3-month) commitment, not as a formality, but because it gives us the ideal amount of time to:

- Set up and refine the process
- Build consistent momentum
- Nurture warm leads properly
- Start seeing real, measurable results

Together, we're not just looking for quick wins, we're building a repeatable, sustainable system that helps your leads feel cared for, builds trust, and supports your business in a way that feels strategic, aligned, and truly human-first.

Working together should feel clear, calm and supportive from the very beginning. I want you to always know what's happening, why it's happening, and how your leads are being looked after.

My role is to take the weight of day-to-day conversations off your shoulders so you can focus on running your business, while I make sure the people already in your world feel guided, acknowledged and never forgotten.

The first 12 weeks give us the perfect foundation to understand your audience, build trust, and create a rhythm that feels natural and sustainable. Everything I do is designed to keep the process simple, human and aligned with your brand.

INITIAL CALL (Let's See If We're a Good Fit)

We begin with a friendly call to explore what support you need, how my Lead Care & Conversion services work, and the warm leads you currently have.

Together, we decide which package is the right fit and if we both feel aligned, we move into onboarding.

ONBOARDING

This is where I learn the heart of your business, your offers, your tone of voice, your ideal clients, and the way you naturally communicate.

This helps me step into your world seamlessly and represent you with confidence, care, and consistency.

LEAD CARE & CONVERSATIONS

I connect with your warm leads through telephone calls, emails and direct messages, answering questions, offering clarity, and keeping conversations gently moving forward.

My focus is always on human-first communication, building trust, and making sure no warm lead is left waiting, forgotten, or unsure.

NOTES & INSIGHTS (CRM-READY)

You stay in full control of your CRM.

I prepare clean, organised notes and insights so you can easily drop everything into your own system without the admin work.

WEEKLY & MONTHLY UPDATES

Your updates will be aligned with the package you choose.

You'll always know what's happening, what I'm seeing, and what opportunities are emerging, without needing to check in or chase.

OPTIONAL SALES SUPPORT (ELEVATE ONLY)

If you choose the Elevate package, I also handle warm/hot sales calls (20–30 minutes each), offering clarity and reassurance, and providing you with a short summary after each call.

PACKAGES

ATTRACT	CONNECT	ELEVATE
For business owners who want light support. Ideal if you only need replies to warm leads and gentle connection.	For businesses who want regular nurture. Perfect if you want conversations started and consistent follow-up (MOST POPULAR)	For founders who want full support. Best if you want deeper conversations and warm/hot sales calls handled. Sales Calls: Max 3-4 warm/hot calls per week 20-30 mins each Qualified leads only

FEATURES	ATTRACT (£497/mo)	CONNECT (£997/mo)	ELEVATE (£1,497/mo)
Replying to warm leads	✓	✓	✓
Follow-up messages	✓ Light	✓ Planned	✓ Personalised
Checking warm leads	✓ I note them	✓ I reach out	✓ I Prioritise & Follow Up
Starting conversations	✗	✓ Warm Leads	✓ Warm & Hot Leads
Voice notes	✗	✓ Hot Leads	✓ Regular
Objection support	✗	✓ Light	✓ Full Support
Sales calls	✗	✗	✓ Warm/Hot Calls
CRM notes	✓ Basic notes	✓ CRM-Ready	✓ CRM-Ready + Detailed (Warm & Hot)
Weekly updates	✓ Short update	✓ Weekly summary	✓ Detailed Summary
Optional Monthly call	✗	✓ 20 Mins Via Zoom	✓ 1 Hour Via Zoom

INVESTMENT & PAYMENT OPTIONS

Your first 3 months (12 weeks) of support

All new clients begin with an initial 12-week commitment. This gives us the time and consistency we need to build warm relationships with your leads, nurture conversations properly, and create meaningful movement in your sales flow.

OPTION 1 – PAY IN FULL (Save 5%)

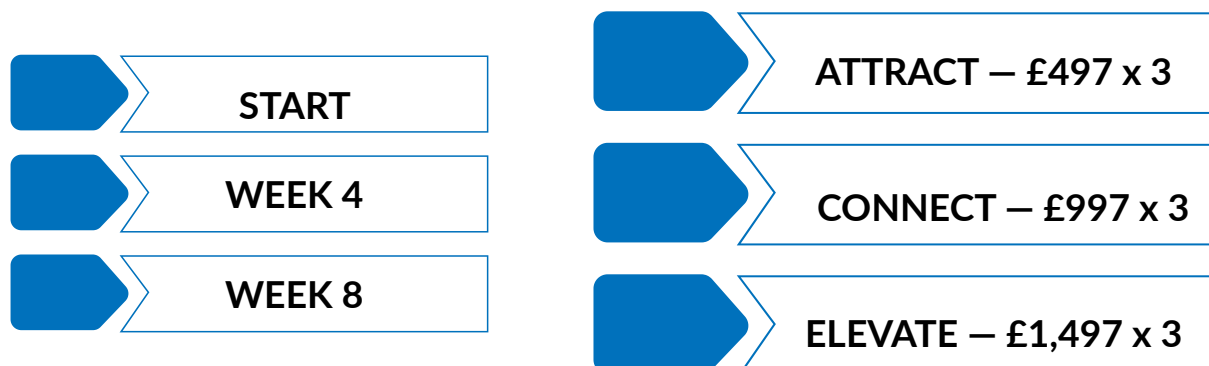
(discounts only apply to first 3 month period)

One simple payment at the start of your 12-week period together.

PACKAGE		ATTRACT	CONNECT	ELEVATE
Full 12-week price		£1,491	£2,991	£4,491
Pay In Full		£1,417	£2,842	£4,267
Discount		5%	5%	5%
You save		£74	£149	£224

OPTION 2 – PAY IN 3 (Every 4 Weeks)

Three equal payments aligned with the natural flow of our 12-weeks



OPTION 3 – MONTHLY (Start of Each Calendar Month)

A familiar monthly billing structure during your first 3 months (12 weeks) of support.

Your payment is taken at the start of each calendar month, covering the month ahead.

A simple rhythm if you prefer traditional monthly billing.

After Your First 12 Weeks

If you choose to continue (and most clients do), your support moves to a rolling monthly agreement, with payments taken at the start of each month. This keeps everything clean, predictable and easy to manage as we continue the momentum we've built together.

If you prefer a more structured cycle, you can also choose to continue in 12-week blocks using the Pay in 3 rhythm, whatever feels more aligned with your business and cashflow.

WHAT MY CLIENTS SAY



Lorna
Travel Magazine UK

Working with Amanda has made a noticeable difference to my workflow. She's fast, accurate and incredibly organised, especially when it comes to lead generation and data entry. She consistently delivers clean, reliable data that I can use straight away, which saves me 6 plus hours each week. I highly recommend her to anyone looking to streamline their workload.



Nat G, UK



I've been genuinely impressed by Amanda's professionalism and attention to detail. She handles lead-gen research with efficiency and care, keeping everything clear, structured and easy to use. Her support has freed up valuable time for me to focus on more strategic work which has ultimately lead to increased sales. An absolute asset to anyone needing dependable lead generation support

NOT READY FOR A PACKAGE JUST YET...

If you're still building momentum or want more visibility before choosing a full package, I offer two lighter support options - These services give you space to build momentum before stepping into a full Lead Care & Conversion Package when the time is right.

These can be used on their own or alongside any package.

These options may suit you if:

- You don't have many warm leads yet
- You want to grow your pipeline before committing
- You'd like to start small and ease in

LEAD PIPELINE BUILDER – £250

A curated list of 200 ideal potential clients, based on your criteria.

Includes:

- Business name • Email • Website

Thoughtfully researched, not scraped and tailored to your niche.

COLD OUTREACH SUPPORT – £35/hr

Friendly, professional cold calling to introduce your business and create early interest or to promote a current offer.

- Non-pushy
- Brand-aligned

⚠ IMPORTANT TO KNOW

Cold outreach naturally takes more time and more touches.

Results can be slower than warm lead nurturing, and that's completely normal. Think of this as planting seeds, not instant sales.

ACE

AMANDA
CAMERON
EXECUTIVE

Warm, friendly, **seamless support** –
let's **make your business shine.**

Ready to make your
leads feel like
customers from day
one?

If you have any further questions
lets chat

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