Secret Agents .co

A SECRET AGENTS FIELD GUIDE

The Lead Mapping *Playbook*

The 7-step workshop we use to turn a business into a campaign, before a single ad is written.

Built from 87 real lead mapping sessions

01	02	03	04	05	06	07
MODEL	BUYER	PAIN	EDGE	OFFER	HOOKS	FILTER

Worksheets · Hook templates · Campaign brief

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WHY THIS EXISTS

Most ads fail in the planning, *not in the feed.*

When a campaign flops, people blame the creative, the platform or the budget. Most of the time the problem started earlier. Nobody decided who the ad was for, what that person was losing sleep over, and why they should act now.

A lead mapping session fixes that. It is a structured workshop that turns a messy business into a handful of decisions you can actually put in an ad. We have run it with law firms, contractors, insurance agents, software companies, clinics, coaches and dozens of other businesses. This guide is that workshop, written down so you can run it on your own business.

What you walk away with

01 A clear first buyer, not "everyone"

02 The pain, in that buyer's own words

03 The one idea that makes you non-generic

04 An offer you can test in a paid ad

05 Ten hooks across different angles

06 A CTA and the questions that filter leads

07 A one-page campaign brief that ties it together

How to use it

Block 90 minutes. Bring a pen and one person who talks to customers every day. If you record sales calls, have the last few open.

Work the steps in order. Each one depends on the answer before it, so jumping straight to hooks gives you clever ads aimed at nobody.

Every step ends with a worksheet. Fill it in, then copy the answers onto the campaign brief on page 15.

One rule for the whole session: write answers the way a customer would say them out loud. If a sentence would sound strange on a sales call, it will sound strange in an ad.

THE MAP

Seven steps, one campaign brief.

Each step answers one question and produces one output. The outputs stack into a brief your team, your agency or your own ad account can run with.

01	**Business model** What do you really sell, and what is a customer worth?	Your economics and lead ceiling
02	**First segment** Which buyer do you go after first, and who waits?	One target buyer
03	**Pain** What is that buyer losing or dreading right now?	The pain, in their words
04	**Differentiator** Why you, and not the next ad in the feed?	Your one sentence
05	**Offer** What exactly does a stranger get for raising their hand?	A testable first step
06	**Hooks** What stops the right person mid-scroll?	Ten hooks, ten angles
07	**CTA and qualifier** What do they do next, and who gets through?	Form, filter, follow-up

Your one-page campaign brief Page 15 →

STEP 01 · BUSINESS MODEL

Know what a customer is worth before you write a word.

The right ad angle depends on the economics. A $500 product, a $5,000 service, a $25,000 legal case and a $250,000 investment need very different amounts of trust before someone acts. The bigger the ticket, the more the campaign has to educate and filter. The smaller the ticket, the more it has to remove steps.

$500
Product. Direct offer, trial or buy now. Remove friction.

$5k
Service. Free estimate or consultation.

$25k
Case or project. Qualified consult, hard intake.

$250k
Opportunity. Educate first, then a strategy session.

DO THE MATH Gross profit per deal × close rate = what one lead is worth

Example: $4,000 profit per deal and you close 1 in 5 leads. Each lead is worth $800 to you. That is your ceiling on cost per lead before a campaign loses money.

WORKSHEET 01 About 10 minutes

What do you sell, in one sentence a customer would use?

Average sale $ · Gross profit per deal $

Close rate % · Value of one lead $

One-time, recurring, referral or backend?

Where do leads come from today?

What has worked before?

What has failed before?

The one bottleneck blocking growth right now:

STEP 02 · FIRST SEGMENT

Pick one buyer. Park everyone else for now.

Most businesses can sell to five kinds of people. An ad can only talk to one at a time. This step forces a first market, a wedge, and parks the rest. You are not giving up on the others. You are choosing who goes first.

The best sessions we ran narrowed a broad business into a sharp first wedge:

Real estate	Distressed homeowners, retiring owners, self-employed borrowers
Insurance	Truckers, young families, pre-retirees, business owners
Software	The operator who owns the painful workflow, not the end user
Home services	One high-ticket service, not every service you offer
Legal	One case type, not "all personal injury"

WORKSHEET 02 · SCORE YOUR SEGMENTS

1 = weak, 5 = strong

CRITERIA	SEGMENT A	SEGMENT B	SEGMENT C
Name the segment			
Value per customer			
Urgency of the pain			
Easy to reach on social			
Easy to qualify			
Fastest path to cash			
Proof you already have			
Total			

Highest total goes first. On a tie, pick the one where you have more proof.

Our first buyer is _____ who _____

STEP 03 · PAIN

Find the pain in the buyer's words, not yours.

Buyers do not go looking for "comprehensive solutions." They react to the thing going wrong this week. Your job is to name it the way they would say it to a friend. Most pain falls into one of seven buckets.

PAIN TYPE	WHAT IT LOOKS LIKE
Urgent financial	Losing money, denied funding, high fees, cash-flow pressure
Operational	Too much manual work, missed leads, slow follow-up, a disorganized process
Status	Looking outdated, losing trust, being compared to better competitors
Fear	Risk of loss, security, health, legal exposure, protecting family
Transition	Retirement, divorce, a sale, a career change, a business exit
Overwhelm	Too many vendors, too much admin, poor systems, no time
Trust	Burned by a bad vendor, an agency, a scam, a contractor who vanished

> **Where to find their words:** recorded sales calls, the first email a new lead sends you, and reviews of you and your competitors. One-star reviews of competitors are a goldmine. They tell you exactly what buyers are afraid of.

WORKSHEET 03

Write it word for word

The three things buyers say most on a first call:

Which pain type is it?

What happens if they do nothing for 6 months?

Circle the one that comes up most. That is your pain. Rewrite it in one line:

STEP 04 · DIFFERENTIATOR

Find the one idea a competitor cannot copy.

If your ad could run with a competitor's logo on it, it is generic, and generic ads get scrolled past. The differentiator is the one idea that only you can say. You only need one. These are the types we find most often:

Local authority The name people in your area already trust	**Speed** Answers, quotes or results faster than anyone	**Transparency** Pricing and process out in the open
A specialized audience Built for one kind of buyer only	**A unique process** A named method with steps you can show	**A technology edge** A tool or system others do not have
A hidden financial benefit Money the buyer did not know they could get	**Founder experience** You have lived the buyer's problem	**Better follow-up** You call back. Every time. Fast.
Lower friction Fewer steps, less paperwork, no runaround	**Niche expertise** Deep in one industry, not a generalist	**Better outcomes** A result you can prove with numbers

> **The logo swap test:** write your differentiator, then picture your biggest competitor's logo next to it. If the sentence still works for them, keep digging.

AI and software companies take note: "AI-powered" is not a differentiator. Show the before and after instead. Five hours of manual quoting a week, gone, says more than any feature list.

WORKSHEET 04

Write three, keep one

We are the only _____ that _____

for _____.

Proof that it is true (a number, a review, a credential, a story):

_____

_____

STEP 05 · OFFER

Make the first step so clear they can say yes mid-scroll.

The offer is not your whole service. It is the first thing a stranger gets for raising their hand. It has to be specific enough to test in a paid ad, and matched to how much trust your price needs. Go back to your number from Step 01.

OFFER TYPE	USE IT WHEN
Free consultation	High-ticket service with a consultative close
Free estimate	Home services and local services
Audit or assessment	B2B, software, insurance, finance, marketing
Strategy session	A complex offer where the buyer needs education first
Cash offer	Real estate and distressed sellers
Trial or low-cost entry	E-commerce, coaching, consumer products
Workshop	You want to qualify buyers and get paid for strategy early
Form, then instant call	Speed to lead is a big part of how you convert
Call now	Urgency is high and deals close on the phone

> **Use financing where it changes the decision.** In home services, showing a monthly payment next to a big project price often matters more than any discount.

WORKSHEET 05

The offer sentence

Get _____ in _____

without _____.

Example: Get a written estimate for your exterior paint job in 48 hours, without a sales rep sitting in your kitchen for two hours.

STEP 06 · HOOKS

Write ten hooks, not one perfect ad.

Nobody knows which angle wins until the market votes. So a lead mapping session never ends with one ad. It ends with a set of hooks across different angles, and the numbers pick the winner. Use your buyer's words from Step 03 in at least half of them.

HOOK TYPE	TEMPLATE
Problem	*Tired of [the pain, in their words]?*
Loss	*You may be losing [money or thing] every time [event].*
Contrarian	*The problem is not [what they blame]. It is [the real cause].*
Hidden opportunity	*Most [buyers] do not know they qualify for [benefit].*
Speed	*Get [result] in [time]. No [thing they dread].*
Comparison	*Old way: [the pain]. New way: [your method].*
Specific avatar	*If you are a [very specific person], watch this.*
Fear or risk	*What happens to [what they care about] if you wait?*
Proof	*Here is how [someone like them] got [result].*
Curiosity	*The real reason your [thing] keeps [failing].*

WORKSHEET 06

One hook per type

1 · Problem

2 · Loss

3 · Contrarian

4 · Hidden opportunity

5 · Speed

6 · Comparison

7 · Specific avatar

8 · Fear or risk

9 · Proof

10 · Curiosity

STEP 07 · CTA AND QUALIFIER

Decide who gets through before the leads arrive.

Cheap leads that never close can wreck a campaign faster than expensive ones. Low-quality leads hit hardest where each deal is big, like legal and finance. So write the next step and the filter at the same time.

THE CTA

A form, a call, or a form followed by an instant call. When each deal is worth a lot, test "call now" against "form, then call" side by side.

THE QUALIFIER

Three to five questions that separate buyers from browsers. Each one should knock out someone you cannot help.

THE FOLLOW-UP

Who calls, how fast, and what happens when nobody picks up. If speed wins you deals, an AI agent can make the first call or text in seconds.

BUSINESS	QUALIFYING QUESTIONS THAT WORK
Home services	Do you own the home? Budget range, location, timeline, which service
Legal	What happened, when it happened, where it happened
Business funding	Monthly revenue, time in business, credit range
Business exit	Revenue range, years in business, when you want to sell

WORKSHEET 07

Form, filter, follow-up

CTA (form, call, or form then call):

We disqualify anyone who:

Qualifying questions:

Who follows up, how fast, and what happens after no answer:

WORKED EXAMPLES

Before and after the map.

Three composites built from patterns that came up again and again in our sessions. The hooks are samples, not client ads.

Employment law firm

Before: ~~*"We help with workplace legal issues."*~~

BUYER	White-collar employees being pushed out after they reported a problem at work
PAIN	A sudden performance plan, pregnancy discrimination, a medical leave fight, fear of losing the job
OFFER	A rights consultation about one specific workplace event
SAMPLE HOOK	*Put on a performance plan right after you reported something at work? That timing matters.*
FILTER	What happened and when, then route straight to a call

Residential painting company

Before: ~~*"We do painting and home improvement."*~~

BUYER	Homeowners planning an exterior repaint, one high-margin service instead of everything
PAIN	Fear of a contractor who disappears, unclear pricing, protecting the value of the home
OFFER	A fast written estimate with monthly payment options shown up front
SAMPLE HOOK	*Most homeowners wait until the paint is peeling. By then the wood underneath is paying for it.*
FILTER	Homeowner, budget range, location, timeline, service type

Business broker

Before: ~~*"We help people buy and sell businesses."*~~

BUYER	Lawn and landscape company owners planning retirement
PAIN	No succession plan, burnout, no idea what the business is actually worth
OFFER	A free broker opinion of value
SAMPLE HOOK	*If you own a lawn care company and retirement is on your mind, find out what it is worth first.*
FILTER	Revenue range, years in business, when they want out

NICHE CHEAT SHEET

Where to start in your industry.

Starting points from 87 sessions across dozens of industries. Use them to speed up Steps 02 to 05, then test.

INDUSTRY	TARGET FIRST	LEAD WITH	OFFER FRAME
Personal injury	One case type, like total-loss car accidents	Lowball insurance offers, delayed pain	Case-type consult, hard intake
Employment law	Employees pushed out after reporting an issue	Retaliation, fear of job loss	Rights consult on one event
Cash home buyers	Owners facing a life event	Divorce, inheritance, repairs, urgency	Local, trustworthy cash offer
Mortgage	Self-employed and equity-rich borrowers	Denied by a bank, hard-to-prove income	Specialized lending path
Property mgmt	Owners who want hands-off rentals	Tenant calls, repairs, vacancy	Management assessment
Insurance	One life stage: families, pre-retirees, owners	Being unprotected, retirement worry	Review call, education first
Restaurant funding	Restaurants with steady monthly revenue	Banks say no, funding is slow	Funding assessment, hard qualify
Home services	One high-margin service	Bad contractors, seasonal timing	Free estimate plus financing
B2B software	The person who owns the workflow pain	Manual work, compliance risk	Demo or audit, before and after
Health and wellness	A specific buyer identity	Frustration, root cause clarity	Assessment or trial, careful claims
Coaching	An identity in transition	Stuck, self-sabotage, no clear path	Audit or roadmap call
Business exit	Owners in one industry near retirement	No succession plan, unknown value	Free opinion of value
Payments	Established owners and CFOs	High fees, hidden costs	Savings audit

WHAT KILLS CAMPAIGNS

Seven mistakes that show up in first sessions again and again.

1 **Targeting everyone**

"All homeowners" is not a buyer. A campaign that speaks to everyone persuades nobody. Pick the wedge in Step 02 and stay in it until it works.

2 **Selling features**

"AI-powered," "full service," "cutting edge." Buyers do not care. Show the before and after, in their words.

3 **Betting on one ad**

The angle you love is often not the one that wins. Launch the hook set and let the numbers decide.

4 **No filter on the form**

A form with no questions fills your calendar with people who cannot buy. Every lead costs you a phone call, so make the form do some work.

5 **The wrong friction for the price**

A $250,000 decision needs education before the ask. A $500 purchase needs fewer steps. Mismatch them and both fail.

6 **Slow follow-up**

A great ad cannot save a lead that waits two days for a call back. Decide who responds and how fast before you spend a dollar.

7 **Claims you cannot back up**

In health, finance and legal especially, careful claims and real proof beat big promises. They also keep your ad account alive.

RUN IT WITH YOUR TEAM

A 90-minute session agenda.

If you are running this with a partner, sales lead or agency, here is how we pace it. One person asks, one person writes, and nobody defends an idea for more than two minutes.

TIME	BLOCK	DONE WHEN
0 to 10	Business model and the lead math	You know what one lead is worth
10 to 25	List every segment, score them, pick one	One sentence names your first buyer
25 to 40	Pain in the buyer's words	One line a customer would actually say
40 to 50	Differentiator and the logo swap test	A sentence no competitor can use
50 to 60	Offer and friction check	A first step that matches your price
60 to 80	Hooks: write fast, judge later	Ten hooks, ten different angles
80 to 90	CTA, qualifier, follow-up owner	The brief on the next page is full

> **If you get stuck on a step,** it usually means the step before it is fuzzy. Go back one step, sharpen the answer, and the stuck step tends to fall into place.

After the session

Turn the best three hooks into short video scripts, build one landing page around the offer, and launch with the full hook set. Give it enough spend to get real data, then cut the losers and make more of the winners. The map stays the same. Only the hooks change.

YOUR CAMPAIGN BRIEF

One page. Hand it to whoever builds the ads.

01 · ECONOMICS
Profit per deal, close rate, value of a lead

02 · FIRST BUYER
Who, specifically

03 · THE PAIN, IN THEIR WORDS
The line a customer would say out loud

04 · DIFFERENTIATOR
Passes the logo swap test

05 · OFFER
Get X in Y without Z

06 · TOP THREE HOOKS
From your ten, the three you would launch first

07 · CTA
Form, call, or form then call

FOLLOW-UP
Who, how fast

QUALIFYING QUESTIONS
Three to five

WHAT SUCCESS LOOKS LIKE IN 30 DAYS
Cost per lead target, booked calls, closed deals

WANT A SECOND SET OF EYES

Or run the session *with us.*

This is the same workshop we run before we build a campaign. When we run it with you, the map turns into the assets that actually go live:

- AI video ad scripts
- A tested hook set
- Ad copy
- Landing page
- Lead form questions
- AI follow-up and qualification
- A sales follow-up plan

10,000+
APPOINTMENTS BOOKED

50,000+
LEADS GENERATED

7,000+
AI VIDEO ADS CREATED

43+
INDUSTRIES SERVED

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Results. The figures above are cumulative totals across Secret Agents clients as published on secretagents.co in November 2026. Your results depend on your offer, market, budget and sales process. The worked examples in this guide are composites for illustration, not client results or promises of results. **Not professional advice.** Nothing here is legal, financial or medical advice. Follow the advertising rules for your industry and platform.

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