

Practical, organic, step-by-step system to consistently generate ~40 qualified leads per day for your computer & software courses.

This is not theory — this is a **repeatable daily machine** if you follow it consistently for 60–90 days.

☐ **GOAL CLARITY (Very Important)**

Target leads:

Students + job seekers + fresh graduates + working professionals

Courses you sell:

- MS Office
- Tally with GST
- Software courses
- Full Stack Development
- Python
- Data Science
- Digital Marketing

Platforms we'll focus on (organic only):

1. Instagram
 2. Facebook
 3. YouTube Shorts
 4. WhatsApp (for conversion)
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☐ **CORE STRATEGY (How 40 leads/day happens)**

You don't get 40 leads from ONE post.

You get:

- 10–15 leads from **Reels/Shorts**
- 10–15 leads from **DM conversations**
- 10 leads from **WhatsApp groups + follow-ups**

This is a **content + conversation + community** model.

STEP 1: CREATE A HIGH-CONVERTING PROFILE (Day 1)

Instagram / Facebook Bio Formula

- ☐ Job-Oriented Computer Courses
- ☐ MS Office | Tally | Python | Full Stack
- ☐ 100% Practical Training
- ☐ DM "COURSE" for Free Demo
- ☐ [Your City Name]

Why:

People must know in 3 seconds:

- What you teach
 - Who it's for
 - What action to take
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STEP 2: DAILY CONTENT SYSTEM (NON-NEGOTIABLE)

☐ **DAILY POSTING PLAN (2–3 posts/day)**

1 ☐ REELS / SHORT VIDEOS (2 per day)

This is where most leads come from.

Reel Content Ideas (Rotate Daily):

For Beginners / Students

- “After 12th, best computer course for job”
- “MS Office salary after course”
- “Tally with GST full practical training”
- “Python vs Data Science – which is better?”

For Job Seekers

- “Top software courses in 2025”
- “Skills companies actually hire for”
- “No degree? Learn this software skill”

Authority Content

- “What students learn in our Full Stack course”
- “Live class + real projects demo”
- “Before & after student results”

Hook Example (First 3 seconds):

“If you are confused after graduation, watch this...”

CTA in every reel:

“Comment ‘COURSE’ or DM for free demo class”

2 📱 STORY POSTING (5–7 stories daily)

Stories convert **warm leads**.

Post:

- Student testimonials
 - Class videos
 - Faculty teaching
 - Polls:
 - “Want job after course? YES / YES”
 - Question sticker:
 - “Which course do you want to learn?”
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3 📱 CAROUSEL POSTS (1 daily)

Educational + saveable content.

Examples:

- “Top 5 courses for high salary”
- “Roadmap to become Python Developer”

- “Digital Marketing career path”

CTA:

“Save this & DM for syllabus”

STEP 3: COMMENT-TO-DM LEAD SYSTEM

How it works:

1. Post reel
2. Ask people to **comment**
3. You DM them manually

Comment CTA examples:

- “Comment ‘JOB’ if you want placement support”
- “Comment ‘FREE’ for demo class”
- “Comment ‘PYTHON’ for syllabus”

DM Script (Copy-Paste):

Hi ☐
Thanks for commenting on our post.

Are you:
1 ☐ Student
2 ☐ Working professional
3 ☐ Job seeker

Reply with number ☐

This starts conversation → leads.

STEP 4: DAILY DM OUTREACH (Very Powerful)

Spend 45 minutes daily doing this:

- Search hashtags:
 - #students
 - #jobseekers
 - #computertraining
 - #[yourcity]students
- Like 3 posts
- Comment genuinely
- Send DM:

Hi ☐

I saw your post.

We provide practical computer & software courses with job support.

Can I share details if you're interested?

10–15 leads/day easily from this.

STEP 5: WHATSAPP LEAD CONVERSION SYSTEM

Create:

- 1 Broadcast List
- 2–3 WhatsApp Groups (Course-wise)

What to send daily:

- Class clips
- Demo session invite
- Student success stories
- Limited-time offers

Daily Message Example:

☐ Free Demo Class Tomorrow
 ☐ Python / Full Stack / Tally
 ☐ 6 PM

Reply YES to join

This converts **cold leads** → **paid students**.

STEP 6: WEEKLY FREE DEMO CLASS (MANDATORY)

Why?

People don't buy courses — they buy **confidence**.

Every week:

- Announce free demo
- Collect leads
- Teach 30–40 minutes
- Offer limited seats discount

End Pitch Script:

“Only 10 seats left. Offer valid till today.”

STEP 7: CONTENT CALENDAR (SIMPLE)

DAILY:

- 2 Reels
- 1 Carousel
- 5–7 Stories
- 30–50 DMs

WEEKLY:

- 1 Live Q&A
 - 1 Free Demo Class
 - 1 Student Testimonial Video
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STEP 8: TRACK NUMBERS (Very Important)

Daily tracking:

- Reels posted
- Comments received
- DMs started
- Leads added to WhatsApp
- Conversions

If you post daily for 30 days → 40 leads/day is realistic.