

# The B2B Lead Gen Playbook

How I cut Charterhouse Lombard's cost per lead in half. The methodology behind Look Consulting's results, written down.

By Tulsa Mann · Look Consulting

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# What this is

Most B2B businesses running paid ads have the same complaint. Cost per lead keeps climbing. Lead quality keeps dropping. The sales team burns hours on the phone with people who do not qualify, and then the cycle repeats next month.

This is the playbook I run to fix that. It is the same approach that took Charterhouse Lombard's cost per lead down by half in sixty days, while raising lead quality at the same time.

It is short on theory and heavy on the moves. If you run a B2B business spending real money on Google Ads, you will recognise every problem named in here. The fixes are specific, the math is verifiable, and you can apply most of it without hiring anyone.

This is not a product brochure. There is nothing to sign up for at the end except a reply, if you want one.

# The thesis

Most B2B landing pages convert paid traffic at one to two percent. They ask for an email before giving anything in return.

Replace the form with an interactive tool that gives the visitor a real answer first, and that same traffic converts at eight to ten percent. Same ad spend, same audience, half the cost per lead.

The reason most teams have not done this is not budget. It is that the work to design the right tool feels harder than buying more clicks. It is not.

# The playbook

Five moves. Each one earned its place on a real account.

## Move 1. Replace the contact form with the tool

The default B2B funnel sends paid traffic to a contact form. The form converts at one to five percent because the visitor is being asked to give before getting.

Swap the form for an interactive tool. A calculator. An eligibility checker. A configurator. Something the visitor can actually use to answer the question that brought them to your site in the first place.

The same traffic converts at eight to ten percent on average. CHL converted at 8 to 9 percent.

Across our other client work, every replacement of "static form" with "interactive tool" has produced a similar lift, in every market.

The change is in the deal, not in the clicks. The visitor walked in expecting to fill a form. They walk out with a personalised answer. The trade feels fair, and they take it at four to five times the rate.

## **Move 2. Match the tool to the search intent**

Not every tool fits every audience. The pattern that works is to map the tool to the question already in the visitor's head when they clicked the ad.

If they are searching "can I qualify for X", build an eligibility checker. If they are searching "how much does X cost", build a calculator. If they are searching "what type of X is right for me", build a configurator or a quiz.

The wrong tool kills the conversion. A calculator served to someone asking "can I do this" feels like extra homework. A quiz served to someone asking "what does it cost" feels evasive. Match the tool to the question and the conversion follows.

## **Move 3. Pre qualify inside the questions**

A static contact form captures a name and an email. An interactive tool captures every answer the visitor gives along the way.

Design the questions so the answers are the qualification. If you sell to companies above a certain size, ask about size in question two. If you sell to specific industries, ask the industry. If you only work with founders, ask the role. The visitor thinks they are getting personalisation. You are getting the qualification call done before the call is ever booked.

The sales team walks into every meeting already knowing the prospect's situation. No more "tell me about yourself" warm ups. No more wasted calls with people who do not fit. The lead is richer, and the team is faster.

## **Move 4. Give the visitor something for free**

The temptation is to gate everything behind the email. That is what kills conversion at the static form, and it kills it at the interactive tool too if you are not careful.

The pattern that works is to show the headline answer first and gate the deeper report. Tell the visitor whether they qualify before asking for an email. Show them the basic version of their calculation. Reveal the score, hide the breakdown. They got something real for free, which makes the trade for the deeper version feel honest.

The principle is the same whether the tool gates the verdict (Flow A) or the premium version (Flow C). The visitor must walk away from the experience knowing the value was real, with or without the email exchange. That is what makes them give the email at eight to ten percent instead of one.

## **Move 5. Point paid traffic at the tool, not the form**

The last move is the cheapest and most often missed. After you build the tool, your paid ads still need to point at it. Specifically.

Most teams build a lead magnet and keep running the same Google Ads to the same generic contact page. The tool sits in a corner of the site, unused. The right move is to rewrite every ad so the headline names the tool itself ("check your eligibility in two minutes" instead of "request a consultation"), and update the destination URL on the campaign side.

Same spend, same audience, new landing destination. The conversion rate jumps because the ad copy and the landing page are finally telling the same story.

## The receipt. Charterhouse Lombard.

CHL is a Dubai based business setup and Golden Visa consultancy. They were running Google Ads to a standard contact form. Cost per lead was high, lead quality was inconsistent, and the sales team was burning time on prospects who did not qualify.

I built them a Golden Visa Eligibility Checker. A two minute interactive assessment that asks the prospect about their situation (nationality, investment level, professional background, business type), tells them whether they are likely eligible, which Golden Visa route suits their case, and what the next step is. The tool replaced the contact form on every Google Ads landing page.

The numbers, sixty days in:

METRIC	BEFORE	AFTER
Lead magnet conversion rate	not measurable	8 to 9 percent
Leads per month from this tool	mixed	around 100
Cost per lead	baseline	down 50 percent
Lead data captured	name and email	full qualification

One tool. Around a hundred qualified leads a month. Cost per lead cut in half. Richer data on every lead.

Why it worked, in one line each:

The visitor got real value before the ask. The eligibility verdict was the trade for the email.

The tool matched the search intent. Someone Googling “can I get a Golden Visa” got a tool that answered that exact question.

The qualification was built into the questions. The sales team walked in already knowing who was real.

CHL went on to build two more tools (a savings calculator and a deeper assessment) on the same playbook. Each one repeated the conversion lift on its own keyword set.

## The receipt. Entity Engine.

Same playbook, scaled. Entity Engine is a multi jurisdiction corporate services platform spanning eleven jurisdictions and twenty five entity types. I built them five interactive lead magnets, including a Claude powered LLC Setup Advisor that maps a lead to the right entity type and jurisdiction, and a Tokenization Cost Calculator for token issuance setups. Plus the outbound layer wired into the same engine, so EE now runs combined inbound and outbound on autopilot. One operator’s growth stack, shipped in a single quarter.

# What I would do for you

If you are a B2B founder spending fifteen thousand pounds a month or more on paid lead generation, and you are not happy with cost per lead or lead quality, this is the kind of work I do for clients.

The package is called The Formation Lead Engine. A sixty day done for you sprint. Eight thousand five hundred pounds. The Halve It Or Free guarantee. If I do not cut your cost per lead in half within sixty days, I work free until I do. There is a small caveat list (mostly: you have to actually be running paid traffic, and you cannot already be using an interactive lead magnet). I will send the full version if it gets that far.

It is not for everyone. If you are already running an interactive magnet, you do not need me. If you are spending under fifteen thousand a month on paid, the math does not have room to play.

Otherwise, this is the work.

The next step is not booking a call. Reply to this email and tell me what you are trying to fix. That is the start of the conversation.

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## About

I am Tulsa Mann. I run Look Consulting from Dubai. Look itself runs on Claude (a CEO agent, a founding engineer agent, a daily mission control dashboard). The same approach I bring to client engagements is the one I run my own business on. The playbook above is what I do. The Claude work is how I do it.

Find more on LinkedIn at [linkedin.com/in/tulsamann](https://www.linkedin.com/in/tulsamann), or reply to this email directly.

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## Colophon

Built with Astro and Claude. Operator Clay accent. Geist Variable type. Tulsa Mann · Look Consulting · Dubai.