

How to Generate Unlimited Leads – for your Home Based business

By [Gerard Fairley](#)



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Introduction

This ebook was born out of my frustration to find quality leads for my Affiliate Marketing Programs. Like the average *internet marketer* starting out, all I had was a bunch of capture pages and affiliate links that I was spreading around the Internet. I did all of the usual stuff, I placed ads on Craigslist (battled the ghosting and flagging issues), Backpage and spent a few hundred bucks with Google Ad Words and Facebook Ads. I was frustrated with what I saw as a constant daily struggle to generate leads. I spent nearly 75% - 80% of my time and money...just prospecting and generating leads ! Yup ! Im sure you are too. And I'll tell you why. We have been programmed by mainstream media that you have to advertise your products. You have to pitch your products. You have to tell your customer what you have for sale and aggressively pursue them over multiple media outlets. But this marketing model on the internet is not as successful as it was 10 years ago. There are too many other things that you are competing with...for the attention of your customer. People are on Facebook to socialize... not get bombarded by marketers and advertisers. So anyway, I kept placing ads and chasing down customers and my frustration grew. Then one day my mentor told me that he came across this software that allowed you to scrape leads off of the Internet. I said "Wow, that's great, I can use something like that". My mentor then said the most powerful words I had ever heard in the marketing business. He said... "Yeah man most marketers are starving because they can't get their hands on **enough high quality leads** to pitch their product or service too". I said, whoah , wait a minute...I know I have heard that before...but something must have aligned in the heavens and this time something in my mind clicked. Another conversation started in my head. That's it ! Im starving and not making any money at all with this Internet Marketing crap because I can't get enough people to pitch my business too. Im always chasing them...and hell... even with this software I will still be chasing them with email advertisements , texts and telephone calls. It would be so much easier if they were *chasing me down instead*. Then another light bulb went off in my head, hmmm...what would I have to do in order to get people (potential customers) chasing me down and banging down my email doors every day ? I pondered on that aspect of the puzzle for a few days... I knew a little bit about Internet Marketing and what people are doing on the Internet. Most people are on the internet searching and looking for solutions to their problems. More specifically, they are searching on Google and looking on YouTube for answers to questions and solutions to problems (and people love video!).

Educational and teaching type videos are the most popular on YouTube. Entertainment videos are a distant second in terms of popularity. So everybody is online looking for how to do this and how to do that. Slowly a plan comes together in my mind... and I now I can't really take credit for it because it's already out on the Internet. We all have heard about Branding and how to generate leads and prospects, but it was primarily from an aggressive standpoint of pitching the features of this product and shoving "proof pictures and testimonials" down the throat of our potential clients. We set up all kinds of webinars and conference calls ...just so we can convince our prospect that we had what they wanted. *Sigh* I was tired of that. I was tired of chasing. I was tired of wooing. I was tired of "selling" !!! I was convinced there had to be another way, another way to get the potential clients to thrust themselves on to my *capture page* and eagerly buy up all the products I had to offer. I believed that. So I decided to come up with my own strategy...an Automated Internet Based Machine (AIBM) on how to generate leads for my programs. I wanted to spend less than 1 hour a day tending to this machine. It was very important to me that these leads being generated were of high quality and highly interested in what I had to offer. I didn't want to have to convince them, I wanted them to be primed and ready to go, so my telephone conversation or email exchange is just a formality to seal the deal (and make the purchase). I wanted these customers to depend on me for new relevant information (and products) as it related to my Affiliate Programs

and whatever else I was marketing at the time. So, I also needed a continuity aspect to this lead generation system...something to keep my customer engaged and constantly buying more products and services from me and at varying price points.

So, this ebook program is a reflection of my own (trial and error) tinkering around and crafting a formula...and anybody can duplicate my success in generating their own (free) unlimited leads from the Internet

[Gerard Fairley](#)

Copy written Jan. 2014

What is Marketing?

Marketing is a collection of things you do, to make your customer want you, need you and search for you.

So if we extrapolate the meaning of marketing we see that *Internet Marketing* is just using the Internet as your primary tool or distribution vehicle of all of your marketing efforts and content material (digital content). Marketing is the “things” that you are doing or processes... that generates a lead. Leads are potential customers...someone who has expressed some interest in what you have to offer. So now let’s examine how to do this more efficiently.

The most effective way to Market and generate Unlimited Leads is by Solving Problems and Teaching skills.

Efficient marketing all boils down to how much money, energy and time are you investing in return for customer sales (return on investment - ROI). So typically you want to spend less money on advertisements and you want your current and existing customers to generate a lot of your income. *So, ideally you only want to spend the money and time to “pitch” to a person who already wants your product!*

Do you want to be that marketer that spends most of their time placing ads trying to generate leads? Do you really want to be that marketer that is buying recycled leads from somebody else? Spending an 1-2+ hrs or more per day cold calling leads? Or bulk emailing tons of leads (which is borderline spam)? Or just pushing out fake money pics on Instagram and Facebook (“come and join my business “)? There are several MLM and online businesses that offer leads as the primary focus of their business. But the fact that you are reading this ebook means that you know the power of generating your leads thru your own website via your own methods and incentives. Now you can play around with the metrics and get those leads at the highest quality level possible. But if you are buying from a third party vendor you have no idea how that lead was generated, the quality of that lead (is it really targeted towards **your** business ?) or how long that lead has been circulating around the Internet.

In fact you are probably frustrated at the high cost of buying good quality leads, or getting crappy leads, and/or are frustrated with the energy and time (and cost) in generating good quality

leads from your own prospecting efforts.

It really doesn't matter who you know or if a person likes you or not. They are not really going to be open to what you have to offer, unless they actually *really* want what you have to offer. Even better would be to snag someone who is actively searching for what you have to offer...this way they come to you pre-sold.

So now I guess you see the whole simple strategy to this whole Lead Generation program...its to be that "thing" that a person is searching for... on the Internet.

Most Home Based Businesses Fail because they cant generate enough qualified Leads...

Most home based businesses (including Network Marketing) fail because the owner/operator cannot pitch his or her product to enough qualified leads. Typically a home operator can spend upwards of 70-80% of his time trying to generate qualified leads. Talking to strangers in the grocery store. Going thru their friends and family network. Cold calling. Handing out flyers. Tweeting on Twitter and posting Facebook status updates. Placing ads on Craigslist/BackPages. Making YouTube videos. Blogging and posting on your website. Spending money with Google Adwords. This is all done to generate qualified leads. You maybe scratching your head now saying yeah, so what? How am I gonna generate unlimited leads ? Well, I'm about to show you. Its really very simple (but its not easy to execute).

"Find something that you are good at and build a business around it. Find some kind of natural interest or passion you haveand build a business around it. Solve some kind of problem, and build a business around that." ~ Gerard Fairley

Teach some kind of thing, and build a business around it. Whatever it is, that is what you will Brand yourself as ...an expert or authority in this or that. If you want to sell Herbalife health products or BeachBody or P90x Affiliate products, then you have to create a business around health and or fitness....then **demonstrate your authority** in some aspect of it.

For me, I decided to use my keen passion for generating leads...and build a business around that. My sheer frustration of grappling and dealing with it everyday...lead me to pick this niche as the basis for my Brand. It definitely solves a problem. Many marketers need to understand the right way on how to generate their own leads. You see, it can work for anything that you are passionate about and or spend a lot of time doing or thinking about. I spent hours and lots money learning how to develop and generate leads, that I have become sort of an expert. Not to toot my own horn, but I know that the average Internet Marketer is not making money because they need leads and *cant* generate enough of their own. So I have identified a problem and figured out a solution for it. And even further still, I have put together an ebook program to *teach* anybody else how to do the same thing. Now all I have to do is offer this ebook program as a free download in exchange for an email address...and Im generating leads.

So, you see ? I have just sketched out the entire program for you. The idea is to create a **Brand or Authority persona that represents a solution to a problem or has some kind of specialized teaching element attached to it.**

This is the age of not just information...but *specialized* information. The Internet affords anybody the opportunity to become a specialized expert in any subject or topic. The Internet allows anybody to compile an ebook (like this one) and generate leads (and sales), just by giving it away online. This is Attraction Marketing at its best. Because of the Internet, you can create yourself into an authority figure (around a particular topic) that people respect and buy from. All you need is free giveaway Branded Digital Product and a Mobile Optimized Website. This allows you to generate leads just by giving away your specialized information.



A Teaching or Problem Solving Brand is you're best choice for the platform you need to build a successful business online.

Branding of your Persona and Authority Image:

It is not about having a flashy website or app that people can download... its about building a Brand around your problem solving or teaching component. This will help you generate trust recognition online. It is all about synergy and it starts with your website.

When you solve a problem for a person, you now have their attention at a much more intimate level ~*Gerard Fairley*

People are not picking up the phone book any longer they are now firing up Google or Bing and conducting searches for the things that they need. People go to Facebook or Instagram to relax and unwind...to laugh and be entertained, to show off and be seen. Trust me, they are not there to read about your product . So if you are trying to sell your business opportunity like *Wake Up Now*, then you are just pushing ads down your potential customers throats. But what if you put together a ebook on the tax advantage of having your own business ? Taxbot is one of the components of *Wake Up Now*. What if you created a website dealing specifically with how small business are affected by the changing tax code. And perhaps tips on how to cut taxes etc, etc ? What if you created a travel blog...*specializing* and focusing on families themed travel

destinations and resources? You would attract plenty of people who are searching for that...and as a byproduct of that search you can generate tons of leads for your Wake Up Now business. Do you see the correlation? A person who has a family and loves to travel (and does so regularly) is an ideal candidate for your business. And wait, guess what? You have solved a problem for that individual already because they originally landed on your Travel website because you offered them some specialized information about family traveling. Perhaps a free report on the Top Best Family Getaways for under \$2,000. So, now you know he likes to travel and needs money, and you have your sign up box right there on your website. Your visitor signs up, gets the email and now you are able to introduce him to the Wake Up Now opportunity. You can even set up your website to have a little clickable image age that specifically generates this email lead or inquiry. "Click here to find out how to vacation for free every year with the family". Do you see what I mean? Of course that person is going to click that ad and give you their email address and/or telephone number.

So, I have seen that just having a bunch of affiliate links and capture pages to post ads all over the Internet is just not efficient and doesn't turn into enough real sales. Its too darn hard! Takes too much time ! It tends to only work if you are spending (a lot of time) or money with Pay Per Click ads on Google words or other Paid ads sources like Facebook , Craigslist, Backpages or whatever (I only like to deal with spending money with ads that are tied to a search).

Things started to really come together and leads start to magically generate themselves when I created a website around my other Online Businesses. I was no longer just promoting the capture page anymore, but I had a lot of useful high quality content on my website. .. and started really teaching people how to generate leads. If you can generate the qualified leads, you know at some point they will turn onto money. Your closing rate of course depends on varying factors, but bottom line if you are getting an eager qualified prospect; they are presold when they get to you. So all you have to do is maybe answer a question or two, and then just walk them thru the buying process. Your online Brand has pre-sold you as an authority in your business. Just so you know, besides backlinks, "Authority" is a heavy weighted factor in the Google algorithm in terms of which website shows up for which searches. Google always wants to dish up the highest or most relevant ranked site for any given search. I market [MCA](#) which is 24 roadside assistance program with comprehensive/travel/medical benefits and more. Now I could have started a blog about plenty of topics within my product line. I could have blogged about anything related to road safety , family travels/vacations, identify safety, and so much more. That would be the way to target a particular type of end user such as women, families, etc. However, I decided to target other small business owners, network marketers and online marketers (anybody who is trying to sell online). The whole idea is to find somebody's problem within your product or service...and assemble high value content around that problem solution. The people will come. Why ? Because you are providing a solution to a problem that they are searching for a solution for. As long as you are where your target audience is...they will find you.

Your Branded free giveaway product must be educational and solve a nagging problem that your customer has, and now they are eager to look at what other things you have to offer. Your free Branded giveaway psychologically primes your customer to buy from you...because you already

gave them a free sample of something of value already. There is a certain amount of ‘subliminal obligation’ that hangs over your prospect...prodding them to give you back something in return. The more “high value” content that your customer or potential consumes from you, the greater this “subliminal obligation” build up. This will always translate into sales and unsolicited testimonials for your product. In this report that you are reading now, I’m attempting to solve the nagging problem that many Network Marketers and Internet Marketers have:

- How to generate leads and website traffic

This is accomplished by Strategic Branding. Branding yourself as a teacher of specialized information and/or problem solver.

Branding is the proprietary visual, emotional, rational image and feeling (sentiment) associated with your company.

Your customer is asking themselves 3 main questions:

- How can you help me ?
- Who are you and what are you about?
- Who has used your service...and did they like the experience?

Branding your Entity /Corporation or Persona is a crucial part of your business development for long term success. So, what does branding really mean? Branding is the proprietary visual, emotional, and rational image associated with your company. Branding is communicating your businesses *core attributes and qualities*, and creating a simple but strong emotional (loyalty) association of those qualities in the minds of your potential customers. The name of your website and the specialized information you provide is the first step. You can also create a slogan that goes along with your branded product. Creating a slogan that communicates the qualities of your business might be a second means of branding. My personal slogan is **My name is Gerard Fairley, and “I build websites and help people make money online”**.....The purpose of having people remember your brand name and have positive associations with that brand is to make their selection “easier” and enhance the perceived value and emotional satisfaction they get.

People like to buy from who they feel good about...who they think they can trust. People who they consider an authority in their field. Having a website that hosts your articles and videos about your specialty is a great way to do this. When a person goes to my website texting4homebiz.com website, they see that I have FREE educational stuff there about lead generation. This is the problem that I choose to stake my Brand on ...and so I have created a portal or a community around this very same topic. Why ? Because I’m passionate about it, and I know it’s a large enough problem...that a lot of people are searching for solutions to it. Many marketers are buying leads and buying software to generate leads. What if I wrote an ebook and gave this information away, do you think that would generate a ton of leads for anything relevant that I wanted to sell? hecky yeah ! So, to gather unlimited leads, all I do to is aggregate information about this same topic in one spot for my potential customers to easily digest. I went

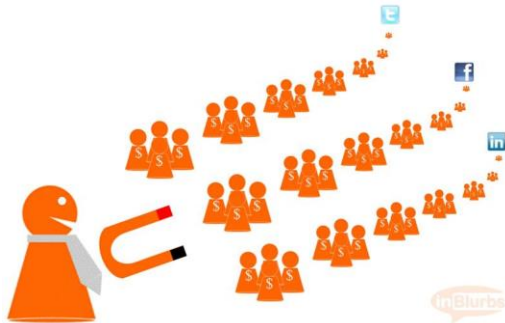
one step further and produced a digital representation of my Brand in the form of a shareable ebook program (that you are consuming right now). I sincerely hope you understand this natural **Law of Reciprocity** that we are benefitting from here. If you give somebody high value content in advance...on or relating to a problem they have...then they feel almost compelled to give you something back in exchange. This compelling energy translates into sales. Because of the information I share with people in this ebook (for free), I get several people per day saying “Hey Gerard, I read your ebook...Im interested in making money with you with MCA, how can I get started ?” I get these kinds of leads generated daily, because a person looking through my material feels confident that they can replicate my success, because *in advance*, I laid out a ready made formula on how to generate leads and make sales.

Regardless of the business that you are in...whether you have your own jewelry line or hair /skin care products that you are selling on line, or you are doing OrganoGold, MCA, or Wake up Now or any other online marketing or network marketing program... the truth is this. Posting ads on Craigslist and on your Social Media outlets is not the winning formula. This will doom you to everyday spending 2 hours posting ads and buying leads, collecting emails and begging for peoples email address. So you can pitch to them. Do you want this life? Or would you rather wake up every day and check your email and see how many leads collected overnight from your capture pages ? That’s what you want. And believe me, my capture pages don’t fill up by themselves, but they are a net to catch the people who have expressed interest in my product. But where does that traffic come from ...a temporary ad from Craigslist or from a permanent Youtube video ??? (which is an ad of course). The whole idea is to have your digital media properties like your website, blog, Facebook, YouTube , Instagram, etc...just churn out information that people really need. This specialized content now drives people to your website and capture pages. The more specialized the information the better. If you are selling a healthy product such as Viaviente or some other kind of “health tonic” juice type of program... could you set up a website on Healthy eating for over 40 year olds? Or an anti-aging website ? Or a website on vegetarian or vegan recipes for the busy mom? Do you see what I mean about specialty information? Now your customers are breaking down your door asking about your products...because you provided them with high value content ...in advance. You gave them some essential free information that they had been searching for. Now they have bonded to you and are a part of your online community. You want to build a brand around your community...with you in the center.

Once you do this building, then you can spend some money on paid ads. First off, only spend money on ads that are linked to a search program like Google Adwords, Facebook or Twitter. Banner ads are simply a waste of money, too many people who have no interest in your product are being exposed to it. And the ones who are looking for your product, are doing a Google search. Secondly, to really generate tons of leads, you want to have some kind of free Banded digital product that is of value! I cannot stress that enough. It has to be of value. Value sells. You never what to start off with buying ad space and have visitors come to your website and not have anything free to offer (that relates to your Brand). Essentially what I am trying to show you is how to turn the whole sales process around. So instead if you being the aggressor, your customer is now the aggressor!

Lead Generation

So by now you have already pieced together the whole program. It really is very simple. The problem is most people are not doing it. Why ? because it requires work. It requires dedication. In the beginning, it requires putting several hours of work in everyday ...for weeks or months ...into your business before you start seeing the results. Nobody wants to put in the work of writing an ebook or putting together some quality video series or DIY tutorials or training.



So what it takes you 1 or 2 weeks out of your life? That little 20 page ebook could generate for you 10-20 leads a day or more...forever. Nobody wants to put together a video series or webinar, package it and give it away to get leads. Its too much work and effort. People are lazy. Hey they want to buy to buy this software, or take this class or course and magically be able to put all the pieces together and make a fortune online. No. It doesn't work that way. Even if you had a ton of money to advertise your business online, if you didn't have a way to gather their email addresses and continue to sell to your customers, you would eventually go out of business.

Continuity is what keeps your business constantly going and turning. Continuity allows me to go on a vacation and I know that I have leads automatically be generated and circulating thru my system. I'm so relaxed because I have people downloading my free Branded material and are sending me emails every day inquiring about how they can get involved in my business. This is the whole idea and concept of Continuity that is not really taught to Internet Marketers and Network Marketers. We are always taught to go after the sale of big ticket items and then count on the lifetime residuals. Some of us make some "side money" by selling motivational material. But I find what works better is to give away a free item in exchange for an email address. The next thing I sell is not more product, but more free information ! I'm a contrarian, I don't pitch to people anymore, I just "sell" my free stuff...and that is what does the selling for me. Giving away free branded specialized information has generated more leads for me than any other methods thus far. This giving away of free relevant information is what gets your customer eager to ask you what you are selling. Your customer upsells himself. Your customer is like "Like wow , this guy is not trying to sell my anything...that's so refreshing"...hmmmm, let me go see what he has anyway. We humans are curious ! lol ...And they start clicking away at your website. Also the free information should be solving a problem or teaching your customer something. So now when you send them an occasional email for an upsell that you have available for a limited time (lol), they are eager to buy. Continuity is about having 5-7 different things within your pipeline of products at varying different price points...and distributed to your

subscribers along with your Branded information that you drip to them on a regular basis via email autoresponder (Aweber, Mailchimp, Madmimi, etc).

OK so you have demonstrated that you have something of value that your prospect needs. Once you identify that problem, there are always a host of solutions that can arise out of that problem, and you can build a community around it. Once you build a community of like-minded individuals, you can easily create and build a very profitable business on top of that.

If you think first about creating value for your prospects, customers ...the money will chase you down on its own. Value is why people will share your website on their Facebook Page or Tweet about it. Value is why people will link back to your website (driving some nice traffic too) and speak to their friends about you. Value is what drives referral traffic and interest in you and what you have to say. Become a trusted authority surrounding your product and/or service...this is what Value is. We love to learn new things, so a lot of the Value you produce as good content...should have some kind of teaching or informative element to it. Funny and Entertaining content are good...but educating and teaching...this will develop a special kind of relationship between you and your customer. Educational Content is the ultimate Lead Generation Tool. And with today's Internet tools, publishing, storing and managing your intellectual property could never be cheaper or easier to do.

Mobile Internet Marketing

The Mobile Internet has taken over. It's no longer Internet Marketing...but its *Mobile* Internet Marketing. Your customer is searching for you, and interacting with you on their mobile devices (cellphones and tablets); so you have to adjust the way in which you reach and engage your current clients and woo potential new clients. You already know that your customers are constantly being bombarded by online offers and promotions from your competitors. Anything you come up with has to be viewable on cellphones and tablets.

All of your potential customers are searching on their cellphones for solutions to their problems....Like how to make money online. How to get rid of acne. How to setup a website. How to lose weight. How to build a coaching business. Etc etc. People are online clamoring for ways to scratch that itch that they have...and every conceivable problem has a solution. Everybody at any given time, has some kind of problem that they are trying to solve (and will pay good money for a solution). At the same time, everybody has something they are naturally good at (and they can sell that expertise for good money). But if you cant think of anything or just aren't confident enough yet, its no biggie... pick one problem, go online and research the solution and put together in the form of a ebook (like this one), or a webinar or video mp4.

The key element to generating unlimited leads is to become an expert at something and then sell products and services that are relevant to that expertise.

This will always work because people are always searching for solutions.

So if you are selling fitness products then you could become an expert on any facet of the fitness industry or a particular health segment. You may do a video series or ebook on how to naturally

increase your metabolism. Or just different tips on how to workout at home. Or just different tips on protein shakes and vitamin supplements for the active (or non-active) consumer. If you are an avid golfer, you could put together a branded ebook product on showing other golfers how to putt better, or dive better, or shave points off their handicap...whatever. But the point I want to make is you are solving a problem and you are teaching. Giving this information away in the form of a free branded product (webinar, ebook, etc)...this act of transferring your expertise to another...creates a certain bond. Now you have helped this person to solve their problem and they are immediately interested in what else you have to offer. If you helped them to solve their acne problem, they will immediately be interested in what other skin care regimen you may have to offer...and are eager to pay for it. They are eager to pay now, because you gave them a free sample. You have proven your value. This is just human nature. We are naturally curious, and eager to learn. We love to solve problems but are quick to reward another person who can solve a problem for us that we cant solve for ourselves. .

Once you are all set up, you can easily maintain this mobile marketing Lead Generation system with just 45 minutes a day. Once a week, you create some fresh new content for your website blog, or YouTube channel. Information and specialized data is the new currency of the Internet.

- Create a free branded product that you give away in exchange for an email address.
- Create a mobile optimized friendly website that can be found and viewed online by mobile phone searchers.
- Use Social Media to get more customers - Facebook, Twitter, Instagram, Pinterest, etc.
- Develop an Email program and/or newsletter campaigns.
- Develop Text message based customer engagement campaigns.
- Paid ads- Google Adwords, PPC, Facebook ads, Live Events and Offline Networking

Create and Promote a Mobile Optimized Website for Your Brand

More and more consumers are turning to search the Internet to find products, services, and locate businesses in their area. Creating and promoting a website for your Brand is a key element of your Lead Generation Process. The Secret to success is to have a list of loyal customers. A website is essential in helping you to build this list, and to keep your customers, get the email address and build a list. Also it is important to have some material out there that does not demand an email address first. Such as this ebook you are reading now... You didn't give me your email to get it, but were able to readily download from my website, no gimmicks, no catch. Produce good high value content and subscribers will still rally around you and form communities. So I promote it both ways. At any given time I have links to my lead capture page where you have to give me your email address first, then get redirected by auto responder back to the download page. Other links from my YouTube videos and blogs will link directly to a download page on my website. That way there are enough roads for a person to find their way to my Free Branded content and not have to give up their credentials if they don't want to. But no worries, because this yours ebook has all of yours contact information inside. A website allows you to easily sell other related relevant products to your website visitors. If you don't have a website, instantly you lose points in your customer's eye. Not just a generic capture page and generic template that your company gives to you for free when you sign up as a distributor or affiliate. Your own [personal website](#) that represents you and your Brand. A website gives you

credibility, the appearance of stability and professionalism. Your website has to be viewable by regular Desk Top Internet viewers, *as well* as Mobile Internet viewers (cellphones and tablets).

A person has to be able to find you because they were looking for a solution to a problem they had...and did a search on Google, Yahoo or Bing, landed on your website, looked at some pictures/videos, read some testimonials, signed up for your offer and brought your product or service.



You don't have to have a fancy website to pull in customers. The most important thing is that your website be mobile optimized and is on the first page of a search engine results page (SERP) within your keywords. SEO is short for Search Engine Optimized. The purpose of SEO is to ensure the visibility of your website. You want your potential customer to easily land on your page from an organic or *natural* search on Google, Bing or Yahoo. Typically you will always see a paid ad at the top of the search, but many people will bypass that, and go for the local listings. A webmaster who knows what he/she is doing will ensure that your related keywords (tagged or embedded in your articles, posts, pictures and videos) are on various pages on your site. Keywords are how people search for you on the Internet. If a customer in Atlanta is looking for Natural Skin Care products...he or she will just grab their cellphone and type that into the search dialog box... or something similar. Will they land on your website about natural skincare tips and homemade products, DIY...., and then are introduced to your skincare or other healthy business opportunity or product that you are promoting? Does your website pop up...because you did a video on that same topic? Does your YouTube channel or video come up in a search for these same keywords?

The idea is to attract people who are already looking for information about a particular thing or topic that you have specialty in,...so you scratch that itch. Once you scratch that itch (solve a problem or teach a skill for free), your customer will 90% of the times, will click thru your website links and offers...without your prompting what so ever. You won't have to sell anything to them, they already want to see how they can sign up to be a part of your team. That sign up could turn out to be buying a product or signing up to be in your Network Marketing program as your Downline. Whatever action you want your lead to take...once you give him a package of high value content for free...you got him emotionally attached to you and eager to consume other free and **paid** content that you have to offer.

If a potential customer does a search on latest fashion tips does your Fashion Tips Blog or Tumblr Blog pop up on Google?...with your Wake Up Now Business opportunity there? (Wake Up Now has an extensive fashion and household goods market place). Wake up Now also

has a language learning component. If you have a passion for a particular language you can create a yahoo channel, website or blog around that very topic. So a visitor finds you because you are creating content about the easiest way to learn Spanish. They found you via a search, landed on your site and began to consume some of the language videos you have on your website or YouTube channel. Now between watching videos they glance over and notice your ad “ *Learn 10 languages and make a great income doing so, Click here for more details*”. This visitor may decide to download your free 5 video series on learning conversational Spanish (something you put together as the free giveaway component of your Brand). Can you see how powerful this is? Yes, you can do the regular business Opportunity Website that everybody else does...but you will be always trying to convince someone to join your business for just the sake of making money. This way, you get to solve a person’s problem and from their vibration of gratefulness and openness to you for the value you gave them ...now this customer is aggressively looking for anything else you have to offer. They subscribe to your feeds. Now you can offer them more solutions to their problems and offer them a way to profit by offering this same solutions to other people. These leads who have turned into customers and now are entering your Network Marketing business from a whole new energy connection with you. They have a deeper connection to you and the business vision that you put in front of them. Remember, they originally sought you out for your expertise and now look upon you as an authority figure in your chosen field (as represented by the high value content on your YouTube channel and/or website / blog). This is now how you will be generating genuine warm leads from your own website and media properties. As long as your webpages have the relevant words in which your target community is using to search for your *high value content*....you can be assured you wont have to sell to them any more !.

Picking the right domain name certainly helps your SEO efforts. All of your pictures should be tagged properly with “alt tags” and descriptions. A key element of getting search engine traffic is to update your website regularly (at least post a blog item once a week).

Right after you build your website, you need to link your capture page. What is a capture page ? A capture page is a standalone page that you drive potential customers to with the use of online advertisement campaigns and emails. The capture page is used for customers to have information that is pertaining to the current ad campaign. The page is a one stop shop full of information, which other times could only be found by going through multiple pages on your main site. These capture pages assist customers in retaining the information they need right when they want or need it without having to navigate through your entire website to find what they want. A capture page cuts to the chase and gives the potential client exactly what they want to make the decision to buy. A capture page is what gets customers to give you their email address so they can receive more information prior to making their final decision to buy your product or service. Take a look at [my capture page](#) for MCA to see what Im talking about.

A capture page can only bring you the results you want if it is done well. Good copy is key.,But more importantly is the free Branded product that you are giving away. Don’t try to sell right away from the page, all you want to do is get the person really excited enough to give you their email address in exchange for something that they really want. Also be sure to mix it up as well. Post up enough offers of your Free Banded product without any mandatory email address

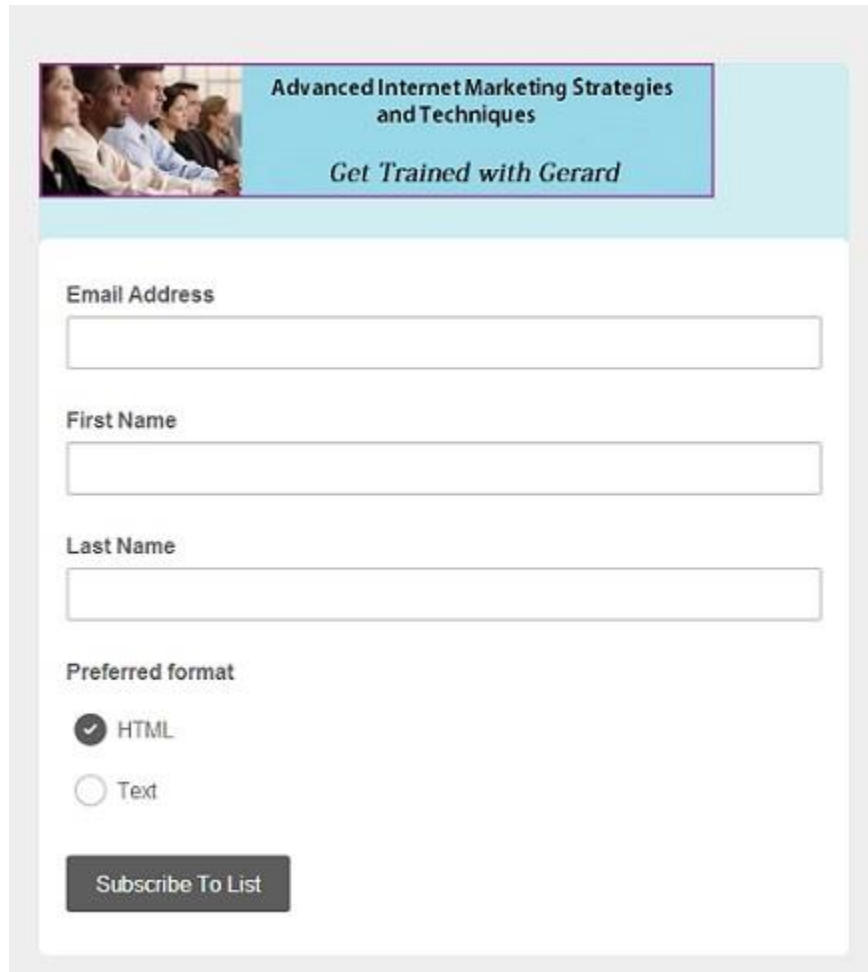
gateway. You will notice an increase in your overall Lead Generation results. Not everybody wants give up their email address in exchange for your ebook, and yet if they ever got a hold of your ebook and read it, they may actually become a customer of yours. So you don't want to lose out on that. Just mix it up with equal access. Email required *and* Email **not** required...for any Free branded products you create and deliver in the name of generating leads.



The capture page is there to excite them. Don't give away some cheap useless information. Be aware that your customers can see right through a cheesy message. Good copy will connect the customer with you making your sales will go up. You want to tell the customer right then and there what kind of problem you can solve for them, or what you promise to teach them. Most potential clients spend time on capture pages reading through the information and watching your videos. You absolutely have to have video, otherwise you are losing sales. Once you have engaged with your potential client will they move forward to your website and want to know more. A well designed capture page always gives them exactly what they are looking for which will captivate the audience more.

Email Marketing

The Money is in the list. Over time you can develop a list of 15,000-25,000 targeted loyal customers (fans) with their email address; and you would be set for life ! You should continually incentivize your list to bring you new customers; just by using some creative promotions and marketing campaigns. Having the email address of your client allows you to send out a once or twice a month email blast containing helpful and educational tips, videos, tutorials, about your relevant products, program...and about your services. This is the [sign up](#) form that you will see when you subscribe to my website newsletter. The whole idea is to build a list of individuals who are interested in what I have to offer. You need to do the same thing too.



Advanced Internet Marketing Strategies and Techniques
Get Trained with Gerard

Email Address

First Name

Last Name

Preferred format

HTML
 Text

You can email blast specials too, and coupons are even more effective with text message blasting. A great tool that makes your customer love you even more, is to offer tech support coupons or some other kind of helping or teaching service. If you are just getting started and have less than 25-50 email addresses then you can work from a regular email account. Once you get past the early building of your list, you can spend money (\$20 or less) and get a third party service to administer your list (via automated tools). I suggest you stick with the market leaders...Mad Mimi, Aweber, GetResponse, ConstantContact or Mailchimp.

There are many third party widgets and contact forms that allow you to collect Email addresses from your website, social media sites and anywhere else online. I use Contact123.com for the contact form on the bottom of my website. When you offer your customer something for free on your web site, they will gladly give you their email address. Valuable Information, videos, samples, or tips that they can really use. If you are not getting them to sign up, then your offer is just probably not compelling enough. Your customer must view your offer as valuable to *them*.

Text Message Marketing

Text and Email Marketing work well together. Email has a slower open rate, but is still great for selling products, keeping your customer informed with relevant information, coupon blasting and booking future appointments. Text Messaging is Email Marketing's younger, stronger and more aggressive brother.



Texts are shared quicker and easier too. In this day and age, Text Message Marketing is taking over. People open a text usually within 90 seconds or less. Texting directly to your customer's cellphone is more personal but should be used carefully so as not to be annoying and cause your customer to unsubscribe from your list. Use a reputable Platform or third party to send out your text blasts. Be sure to follow established Mobile Marketing Association (MMA) guidelines (no spamming, each individual has to give you specific permission to send them texts).

Another aspect of Text Message Marketing is getting people to sign up from their cellphone and immediately be exposed to your compelling offer. This technique is super powerful because it will bring in a lot of new business to you in a very short period of time, and you will have all of those customers and prospects' mobile phone numbers, even the ones who don't come in to redeem this coupon. You will be able to send other compelling offers, promotions and specials to the people in your mobile database in the future. First you would come up with a compelling offer like, "Free ebook on how to reduce face wrinkles by 50% in 7 days" to the number "72727" and you will receive a mobile coupon right on your cell phone! Offer good thru June 30th" Now you have plenty of women who will ask you about your NuSkin opportunity...because that will be in the background. This is how you can generate leads for any network marketing company that has actual retail products. NuSkin is a great example. If this was the company that you were involved in, you could easily produce a website on any number of skin care topics. You could do the same with a dedicated YouTube video channel. Posting information on how the certain products of NuSkin...resolve problems your potential customers may have with their own skin or complexion. All this stuff you could then link back to your NuSkin capture page or sales landing page. But instead, you have been trained to pursue your clients directly. No, Stop that ! We are doing a contrarian move now ...so we can see some different results. So next, you would then post that compelling offer on your Facebook page, your website, get it printed on flyers, etc. You would want to promote that offer anywhere and everywhere.

Once your customer or prospect sees the promotion and sends that Text, 2 things will happen:

1. The customer or prospect will immediately get an automated text message back to their mobile phone with the coupon.
2. That customer or prospects mobile phone number will be automatically added to your

business's mobile database.

Now you have delivered your Branded product to your potential customer and peaked his interest on what other things you have to offer.

Social Media

Social media is probably the second most important driving force for your Website after search engine traffic. People will search for you on Google, but if they see you on Social Media...then they will turn around and go do a Google search on you. That's how it works. Social Marketing is an efficient (and fun) way to brand your service as a professional. Writing blog posts, creating YouTube videos, tweeting with your audience and updating your Facebook fan page might sound like a lot of work but it can be done very reasonably. The idea is to automate these tasks with various free and paid apps. Your website represents your Brand on the Internet. All of your mobile marketing efforts should focus on driving (promoting) traffic to your website itself. Because Twitter is already a Mobilized Social Media Site (Twitter started out as a mobile site and is ahead in terms of the mobile experience...more so than Facebook right now. But who knows, that could change in the near future). I use [Facebook](#) and [Instagram](#) as my main social media distribution platforms. I use [Pinterest](#), [Youtube](#), [Google+](#) as my second layer... And I promote all of my individual "sub social media components" *and* my entire Brand with [Twitter](#).

Social media is your best friend and worse enemy. It can soak up a lot of your time, but it should be at the top of your list when trying to come up with ideas to drum up new business. Chances are your customers now are just waiting for you to become active in the social space if you haven't already. But don't think of traffic as just sales. Traffic is potential customers looking for more information about you AND existing customers looking to interact with you. Social Media Marketing drives a lot of traffic and can still be done very successfully for free. If you spend some money, it certainly speeds things up for you. The key to success in social media is to have a *properly optimized personal profile* with links to your official website.. Good pictures and videos are a must, and they will do most of the heavy lifting for you.

Most of your posts should be non-marketing related. I would suggest that you get a Buffer account or Hootsuite account and link your 2-3 social media accounts together. Use anyone of these great apps as your primary posting tool because you can also schedule posts days and weeks in advance. Now set up some Google Alerts so that you get email notifications whenever something relevant happens in your industry.

Everyday when you open your email, you will have a few items of worth that you can post. News, Videos and General information. Simply select the most relevant...copy and paste these links into your buffer app or hoot suite app and let them drip the content to your social media accounts thru the day and into the next day. Include several links of your own content that track back to your website. Again, it doesn't have to be marketing related. You have to start to treat your written articles and the videos that you create...as your commercials and advertisements. So, you could post an article snippet about the recent Government Shut Down of 2013 and how this affects the tax season for small business owners. What implications this may have on their bottom line, etc. So now anybody who is interested in that post will click it and be taken back to your website where you have this full article on your blog. But now they are in your website and you have the opportunity to expose them to your offers. This is selling without selling. This is something that you can do in 10-15 minutes every morning over your cup of coffee or tea. Don't try to kill yourself, 1-5 posts a day of high quality is good enough for Facebook. Twitter may need 5-10 tweets a day if you can manage it (use Buffer.com). But again volume is not nearly as important as quality. You will need to pick one day a week to produce your own high value content material...such as produce a video or write an article and post it on your website (and then share it

on your social media properties of course). This kind of investment in your time and energy into your business will reap you great rewards over time. High value content, especially teaching or problem solving videos...are shared around the Internet at a high rate. This is the reason why the category #DIY is so popular (Do-it-Yourself). People want to learn new things and share that thing and experience with their online community. You want to build multiple layers of communities clustered around You, your Brand, and your Business.

So, the daily information that comes to your inbox you can auto-schedule with your Buffer app. Once a week you can put together your content and schedule that as well. You should get into the habit of retweeting people on Twitter and sharing other peoples (your friends) post on (on your timeline) Facebook. This sharing can also be put into your Buffer app or Hoot Suite. This is also a way to generate Leads! Being engaged in your community. I spend 10-15minutes a day in my news feed, just running down the posts and "liking" some and leaving 2-5word comments on others. Nothing long ...just a few inspirational or motivational words. When you do this kind of stuff, a certain percentage of people will no doubt look at your timeline posts and read your "about me" section of your profile (some will even click thru to your website). But as you can see the whole idea is to be very nonchalant about your business on Facebook & Twitter and your other social media sites. This is contrarian mode, total opposite of what the gurus tell you to do. Create your Brand on social media as a Problem Solver or some kind of Teacher. Be specific about your (expertise) specialty, and make sure it is completely congruent with the Network Marketing program that you are promoting. If you go back to [my Facebook Page](#), you see that I hardly promote my business Opportunity at all. I generally post Motivational Videos and Inspirational Videos.

Ideas of things to post and announce using social media:

- New problem solutions
- Relevant teaching videos
- Relevant News
- Special events
- New products
- Sales & discounts

Facebook Marketing

While Facebook is primarily a social networking site, you can use the site to your advantage and makes some sales too. The idea is to see and use Social Media as just a tool in your Lead Generation arsenal. Having a presence on Facebook for your Brand affords you the opportunity to develop **Loyal Fans**.... to interact with current customers and potential customers alike on a virtual level.

Facebook is a social networking site where people form into smaller groups and networks. At least 90% of your customers are already on Facebook..your job is to attract them into your network. Your "network" is a special list of people that you want to convert into customers...along with your existing customers. You keep these customers and potentials; engaged around your brand within your Facebook Page (your mini network within FB).

You can do limited marketing with your Facebook personal profile, but to really engage your customers and attract new ones, you should set up a fan page (here [is mine](#)). But only do this when you have at least 1,500 friends. Marketing is about creating interesting conversations about your Brand. Interesting conversations usually start with questions. It's about creating visual stories and having a forum for your fans to learn more about you and what benefits they can derive from your brand. But first let's look at your personal profile. The key to optimizing your Face Personal Profile is to completely fill out your **about** me section with your relevant keywords. This is what is indexed within Facebook and shows on your profile. If you are a full time Instant Rewards referral agent, then put that in your bio. But also talk about how it is a great Home Based Business.

You may want to take the time to create (or buy) a professional looking banner, so that when a person hovers their mouse over your name anywhere on Facebook, a miniaturized version of your banner will show. When you are leaving comments, this is how you will get extra exposure.

Following up with your Leads

The primary obstacle that stands between a Network Marketer and converting a lead into a repeat customer is the task of lead follow-up. On the surface, lead follow-up would appear to be quite straightforward, but this simple concept is difficult for most small businesses and network marketers. Research suggests that 40-50% of all inbound sales leads are never followed up on.



The single most important aspect of follow up is speed. Speed of responding to that call or potential lead. The key is to reach the prospect within 48 hours or less. You will see a diminishing return on every call made outside of 48 hours, and after 7 days you will see a 60-70% drop in leads generated. The within 48 hour timeframe will guarantee that the prospect remembers your site and the material he/she viewed.

The second most important part of follow-up that marketers fail to do is keep it simple. Don't hit your lead with a whole lot of talking and trying to persuade them on the telephone or email. You come across as desperate for the sale and they will back off. When you call back, just say hi, this

is Mr. or Mrs. so and so from so and so, I just called to see if I can be of any help in answering any questions you may have about so and so. That's it, now you sit back and let your prospect talk. Never try to sell products and services aggressively, instead just highlight and emphasize features and how your product or service solves a problem.

Keeping track of your leads should never be a problem, there are enough third party apps and providers out there that can take care of this problem. You should have all of your leads delivered to you by email or text, so you can respond to them with any give 12 hour window. That really only applies to leads that are generated at night. Because if you get leads during the day, you can follow up with an email at the very least within the hour. Not the automated kind, but one from your personal email account. Always address every lead by their name in the subject line. Then send a text and/or give them a telephone call later on in the day. Personalized attention goes a long way.

I am available for private consultation

[Gerard Fairley](#)

Texting4HomeBiz.com