How You Can Generate A Highly Responsive List AND Get Paid To Do It! In Just Seven Days Or Less!

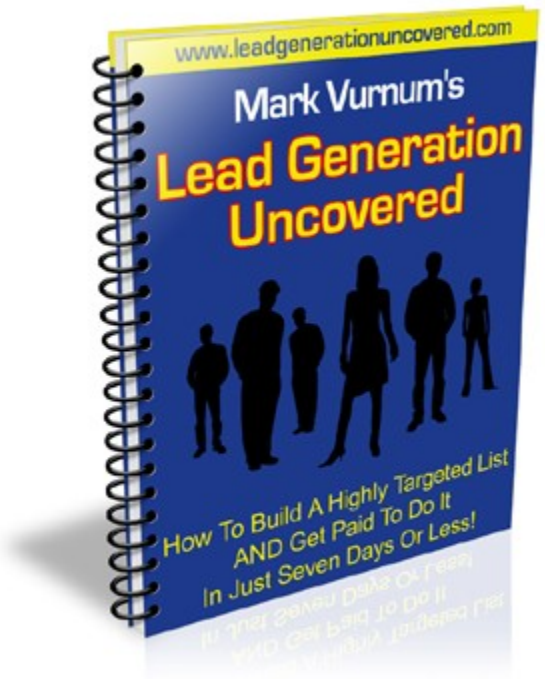

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Table Of Contents:

Introduction

- What exactly is lead generation?
- What types of lead generation are there?
- Why should I use lead generation?
- How do I use lead generation in niche marketing?
- Five Step Plan To Lead Generation Success!
- Step One – Getting Started
- Step Two – Shortlist Your Research & CPA Match
- Step Three – Secrets To Lead Generation Websites
- The 'Triple C' Lead Generation Marketing System
- Step Four – Driving Traffic without Losing Your Shirt
- Step Five – Backend Profit Building
- Create Your Own Profits For Life

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Introduction

Welcome to the wonderful world of lead generation. Lead generation is nothing new; in fact it's been around for years. It's only now, with the use of the internet that it has really come into it's own to be a truly powerful method of building and sustaining a long-term business on the internet.

In this unique report I am going to show you the simple, yet effective method of using lead generation to build yourself a highly responsive list in a niche AND get paid to do it!

Sounds too good to be true? Well hold on tight as I reveal to you the methods that you can use to build a business AND get paid for it!

What exactly is lead generation?

Now I could give you chapter and verse about how technical it is and how many different things you must master to ensure you become an expert and truly succeed at lead generation, but the truth is… it's really simple.

Simply put lead generation is a method that allows you to capture prospects information and put them into your marketing system to ensure future relationship building and potential profits.

Lots has been written about lead generation and many of the expert marketers would lead you to believe it's a black art, but if learnt and applied you can build your business to last. Just by using a simple website and an auto responder such as Aweber you can easily start your very own lead generation.

What types of lead generation are there?

So, now we know what a simple definition of lead generation is now we can explore what types of lead generation there are.

The first type of lead generation is known as CPA (Cost Per Action). Simply put this is just a system that means the advertiser will pay an affiliate when a visitor takes a desired action. This action usually is to complete a form that will contain one or more fields of data that the advertiser has requested.

The length of this data can vary from one field (i.e. Zip code) to a number of fields(name. address, email, telephone number etc). Usually the more data requested the more the advertiser will pay the affiliate. Currently, for example on Max Bounty you can get paid $1,00 for a visitor entering just a zip code. Compare this to a refinance application which may contain up to 20 fields that could pay up to $150-$200.

You can easily fund CPA networks, as they are known by searching in Google.com, here are a list of the most popular CPA networks that are currently live:

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Max Bounty
Azoogle
CPA Empire
Link Share
Share A Sale
Primary Ads
CPA Storm

This list is by no means exhaustive but contains over 80% of the most used and trusted networks.

LCPA – Local Cost Per Action

Whilst the massive growth of CPA networks over the last twelve months they are still only a very small percentage of the lead generation that takes place on the internet.

As I detail in my Lead Generation Videos Course I highlight a new, yet highly profitable method that is currently expanding across the internet. This new method of lead generation is known as LCPA (Local Cost Per Action). LCPA is like CPA where the affiliate will get paid based on a visitors defined action except there is no CPA network.
Instead, the affiliate can sell the lead to local/national/international business that is seeking leads on the internet for their business. The true benefits of LCPA are that there are millions of businesses across the world desperate to get leads for their business. The biggest benefit to the affiliate is that they can charge whatever they feel like for the 'lead' that they have generated. This method is fast growing in popularity and a detailed step-by-step plan can be found at my Lead Generation Videos Course.

Why should I use lead generation?

So now you know what lead generation is you are probably asking 'why should I use it?'
Well, let me ask you a simple question that will immediately highlight the power of lead generation. **'What what happen if you couldn't email your list tomorrow?'**

Well, if you answered, 'I don't know' or felt a sudden sinking feeling then you NEED to start doing lead generation right now. If you answered 'well that's fine, I would just send them a letter or call them up' then you can still benefit from the information in this report.

The other major benefit of effective lead generation for your internet (or bricks and mortar) business is 'lifetime value'. By using lead generation effectively you can increase your lifetime value of your list. I have small, yet highly targeted lists that have a lifetime value in excess of $1,000 per name!

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You see, the more information you gather and use about your visitors the better. No longer is just having their name and email address enough, Just imagine being able to send them targeted offers for the birthday and being able to rake in $$$$'s just by sending an email with an offer in it. Well I know of one top internet marketer that does just that and makes an extra $10,000 - $20,000 extra a year all because he used lead generation and captured their birthday and then sent them a birthday card with a happy birthday discount coupon present! Now can you see the power of lead generation?

How do I use lead generation in niche marketing?

As you may know the common phrase 'the money is in the niche' is definitely true, now combine a highly targeted niche list with lead generation and you can hit a home run!

If you use lead generation and combine it with a targeted niche, you will not only become known as the expert but also you will be able to lock in your profits as you can send them tons of highly targeted offers that they will jump at. As I have said already, this will dramatically increase your lifetime value of a subscriber on your list, which ultimately means you can pay more than your competition and crush the competition.

I am going to show you how you can build a highly targeted list and get paid for it using CPA networks to monetize your sign up and make a PROFIT on your traffic!

CPA networks are growing and if you search you will find many offers out there that you can get paid on that your highly targeted niche will love.

OK, so know we have discovered what is and why you should be using lead generation in your business lets know dive in to the five simple steps to generating instant cash in hand and building a highly responsive list.

Five Step Plan To Lead Generation Success!

Step One – Getting Started

We all know in real estate its location, location ,location. In lead generation its all about Research, Research, Research. Without research your lead generation campaign is dead in the water before it's already began. I have seen so many people lose tons of $$$ just by not doing effective research.

You need to get your info FIRST then build a site, again I have seen so many people do this the wrong way round, they build the site then do the research! You need to spend more time here than anywhere else, if you get this right, you can own the market.

Ok, so what research do we need? We need to know what offers are out there in the CPA networks. After all there is no point in building a site without being able to monetize it!

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So we go off to the main CPA affiliate networks and sign up for a new account. Some of these networks will want to review your site to authorise your application. Once you have your application approved you will be able to view all the offers of that network.

Here is the list of the main CPA networks:

Max Bounty
Azoogle
CPA Empire
Link Share
Share A Sale
Primary Ads
CPA Storm

Your Goal –Get 10-15 niche market ideas. This part should take you know more than 10-15 minutes. It is important to point out that I recommend that you don't go for the ones that pay the most. I have made more with the $1.00 - $2.00 CPA offers rather that the ones that pay $20-$100. This is due to a number of factors but the main one is that there are more people pushing these and that makes it more difficult to get sign up's at the right price.

Step Two – Shortlist Your Research & CPA Match

Ok so now we have 10-15 ideas of the niche markets that we would like to build a list in. The next thing we need to do is see how many people are 'active' in the market. To do this we are going to use Niche Bot Classic. We need to type put in the niche we want to market too and see how many searches there are a month.

200	bmw m6
195	bmw 325i
174	bmw 2002
171	bmw z8
165	bmw wheels
158	what does bmw stand for
155	bmw 3 series
122	porsche boxter vs. bmw z8 road test
115	bmw 135i
112	bmw dealers
112	bmw mini cooper

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We can see that from above if we are targeting the 'BMW market' we can see are over 121 searches per day for terms ' **Porsche Boxster vs BMW Z8 Road Test** ' Now this could be a great market for matching with a 'car survey' CPA offer that would pay $1.00 - $2.00 every time you get a form completed.

Also we are looking to see if there are any other 'mass traffic' opportunities. To see if there are any 'mass traffic' opportunities we go to Google and look for any associations that may exist that we could write an article for or send a press release too. So all we need to do is go to Google and type in " your keyword association" and look at the returns, make a note of this along with your existing research.

Once we have this data we will then go back to the CPA networks and look to 'MATCH' at least THREE relevant CPA offers too. Now a word of caution here, your offers MUST be relevant to the market your are targeting. For example, in this BMW example I would find offers on the CPA networks about: auto surveys, insurance offers, satellite navigation offers, auto accessory offers, travel offers, auto book offers etc. Don't just select the home refinance offers as you think they will match, as they won't make you money!

Goal: To have ONE market that has over 20,000 searches a month in Overture, has at least THREE good, well matched CPA offers

Step Three – Secrets to Lead Generation websites

Congratulations! You are already ahead of the masses, by doing targeted research and carefully matching your offers you stand to develop a highly targeted and profitable list.

Now comes a crucial factor in ensuring you succeed. Building an effective Lead Generation Website. So many people build websites that they think will ensure 'entry profits'. They believe that if they put up a standard 'name squeeze' or 'name capture' page they will make profits on entry of the niche. The sad fact is that they don't. Typically they build a site, drive traffic and build a list. However, they send email after email to the list and make little or now income.

With an effective Lead Generation Website, you can dramatically reduce this by capturing more data and 'training' your subscribers to complete forms to ensure you make money AND ensure that you can ALWAYS communicate with them.

The 'Triple C' Lead Generation Marketing System

Having generated 1,000's of leads through my network of websites I have devised a simple yet effective 'marketing system' for lead generation regardless if you intend to either generate leads for yourself or sell the data on.

My simple 'Triple C' Lead Generation Marketing System consists of three simple, yet highly profitable steps.

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Capture - Offer Report

Credit – Give them thanks and offer

Communicate - Use auto responder to develop relationship and make offers

Stage One – CAPTURE visitor's data

The aim here is to capture a visitor's data and then use this to build and maintain a relationship with them to ensure we increase their lifetime value. Any serious internet marketers knows it's not 'the money's in the list' but 'its what you do with the list that counts!' To do this we need to build a relationship with the list to ensure you get the most profits out of the them.

Now if you are going to build a highly trained, profitable list then we need to start out on the right foot and train our buyers. To do this we MUST build our site correctly.

The ONE Golden Rule

To ensure you make an 'entry profit' in a niche your need to ensure you do ONE thing. Here's the thing. Most people who attempt to use CPA networks to build a list don't capture the visitors data BEFORE they send the visitor to the CPA networks partners website.

So here's the GOLDEN RULE:

CAPTURE <u>at least</u> their name and email <u>BEFORE</u> you send them to CPA networks

By using a simple auto responder such as Aweber you can easily capture name and email, however ALL auto responders will be able to offer you the chance to capture:

Name
Email
Postal Address
Zip Code
Tel Number
And usually up to 12 other custom fields of your choice!

Now just by setting up a few extra boxes in your auto responder you can now capture tons of vital information that will enable you to communicate with your subscriber forever. Also it gives you information that you can use to 'smart market' to your subscribers too!

Above all by capturing the data BEFORE you send them off the CPA Networks means that you benefit FIRST by being able to build a list then you can use the CPA networks to make you money.

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To do this you need to have a lead generation focus website to ensure you attract your visitors to leave their details before you present them with a valuable offer. Many people in the internet marketing world know of a 'name squeeze' or 'name capture' page. This is a simple page that ensures you capture a visitors name and email address in exchange for a special report on the subject. It is known as an 'ethical bribe' and is commonplace in the internet marketing community.

Now an effective lead generation website you must have an 'event page'. Now an 'event page' is exactly what it says on the tin. It should create an 'event' in your business. By an 'event' I mean that it should start a chain reaction. When a visitor completes my event page then it starts of my events. These events are, an auto responder message, a direct mail piece and a follow telephone call. All this leads to increasing the lifetime value of the subscriber.

So What Does An Event Page Look Like?

Below is a screen shot of an event page. You will notice that it is not too dissimilar to a typical 'name squeeze' page, but with TWO major and very important exceptions.

The first is that we are not just capturing name and email; we are capturing FULL data set, name, address, post code, telephone number, email and one other field.

The second is a Privacy Policy Link. Now this is very important. Every lead generation website you have MUST had a privacy policy. This privacy policy informs the visitor exactly what happens when their data is submitted. Now if you are looking to share the data with other companies at ANYTIME in the future then you need to have this on your site.

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The other important note here regarding the privacy policy is exactly where the link is placed on the page. Now most internet marketers will typically place the link below the sign up box. In a successful lead generation website we place it at the bottom of the page in the footer next to the copyright notice. The reason why we do this is to ensure that we offer the visitor the chance to view the policy but we don't want to have every visitor examine this in fine detail or it might hinder the sign up rate. It is important to note this is contrary to what a typical internet marketing site would do. Now we are not being sly here, we are just ensuring that the visitor is aware that there is a policy yet not drawing to their attention to it.

We of course will only be sending them relevant offers and not spamming them, so therefore the privacy policy is there to ensure that we meet the legal requirements when we are passing data from one company to another. **Important Note: You should ALWAYS check with a lawyer before entering into any LEGAL aspects, I am not a lawyer nor do I play one on television.**

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Privacy Policy

So what does a policy contain? Well as we have stated already it basically lays out what you intend to do with the subscriber's data once you have it. You can find a sample privacy policy **here.**

Stage Two – CREDIT Both YOU AND The Visitor!

So How Do You Make Money From A Lead Generation Website?

Ok so now we have the 'event page' set up to ensure we capture all the data about a visitor in exchange for a special report on the specific niche, we now can focus on monetizing the visitor to ensure we build a highly valuable list of hungry, and profit trained buyers. This is the important second step of the Triple C system. The Credit.

The key secret that is now revealed by any of the top internet marketers until now is the **IFRAME Thank You Page**. This is what an IFRAME Thank You Page look like:

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Again notice TWO important points. Firstly you will notice that we thank the visitor for signing up and inform them how the report will be delivered. Secondly (and most importantly) you will notice that there is another web page being shown on the same thank you page. This little sneaky technique is done using an IFRAME code.

This is an IFRAME code:

<iframe name=stbbox src="http://www.yourdomain.com" width="800" height="600">
</iframe>

You will notice the part (yourdomain.com) this is where you replace your domain.com with the affiliate link of the website, product or service you intend to promote. This is then load your affiliate page below the thank you statement, now as the offer is on the same page, through testing this, we have found that there is a much better uptake of the offer (as long as it's relevant) than if we directed them away to another website. Visitors are happy to take action on your website by taking whatever action is required to ensure you get paid. This also increases your credibility as the visitors perceive that this is in your site when really its on another website. It is also worth noting that any action that the visitor takes they still stay on your page.

So to easily monetize your website you can easily put your relevant CPA offer in the IFRAME and this will help you build a list and get paid for it.

Stage Three - COMMUNICATE with the List!

Now I am not going to write chapter and verse here about developing a relationship with a list. There are many courses, ebooks and articles about how to do that. One thing I will say though is don't be afraid. Don't be afraid to 'make quality offers' to your list. When I started out building lists in niche markets I was adamant that I was going to never recommend more than one product a month so my list didn't think I was pitching to them all the time. The result… I ended up poor! Why, well the thing is you need to change your mindset. If you don't bring to your subscribers attention other quality products and services then you are doing both them and you a disservice!

You are doing them a disservice as they might not be interested in the your products but would buy someone else's who style matches theirs. You are also doing yourself a disservice as you are spending your valuable time, energy and money building the mechanism to get to this stage. So in summary don't be afraid to offer valuable related products and services as they appear to you.

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Step Four – Driving Traffic without Losing Your Shirt

Now we have a quality lead generation website we need the traffic! As a site without traffic is like a business without footfall.

Now there are literally tons of ways to drive traffic to a website, if you are already confident of driving traffic using your method of choice then use it as this system works like a dream regardless.

I tend to use Pay Per Click traffic to test to see if a niche is worth spending time on. So I will drive traffic to my lead generation site in a few hours and then test and measure to see if it is worth spending more time on to increase profits.

Secrets to Google Adwords

If you are not aware of Google Adwords then you must have been living under a rock for the last 4 years or so! I am not going to cover Adwords set up here as Google and the numerous articles, courses and ezines cover the subject much better than I ever could. In my personal view, I would recommend anyone interested in setting up Google Adwords to get their hands on Perry Marshall's excellent Adwords Course to learn the basics and the more advanced techniques to ensure your success.

Test Test Test

Speak to any successful internet marketer and they will tell you tracking and testing are the KEY to be successful online. None is truer than when you are doing lead generation. If you are looking to sell on your leads then it's vital that you know exactly how much it costs you to convert a lead, so you can sell it on at a profit. This I cover in detail in my Lead Generation Videos. However, even if you are going to generate your own leads you need to track and test! I cannot make this point clear enough, testing headlines, fonts, sub headlines, call to actions etc can literally make or break your internet business.

I use Google Analytics to track and test various elements on my lead generation website to improve my levels of success. There are numerous trackers and testing software out there, just ensure the one you choose to use gives you the functionality you need.

You need to ensure you (at the beginning anyway) just test ONE thing at a time. For example if you were testing headlines just test one versus another. Don't also try and test a different font and a different headline, as you won't be able to see what actually made a bigger difference.

The FREE Google Tool that will save you $$$$'s

Did you know that if you are doing Google Adwords that there is a free tool that will help you know some of you basic conversion percentages? Many people don't use this tool and struggle to make a profit, so I urge you to use it. It is called a

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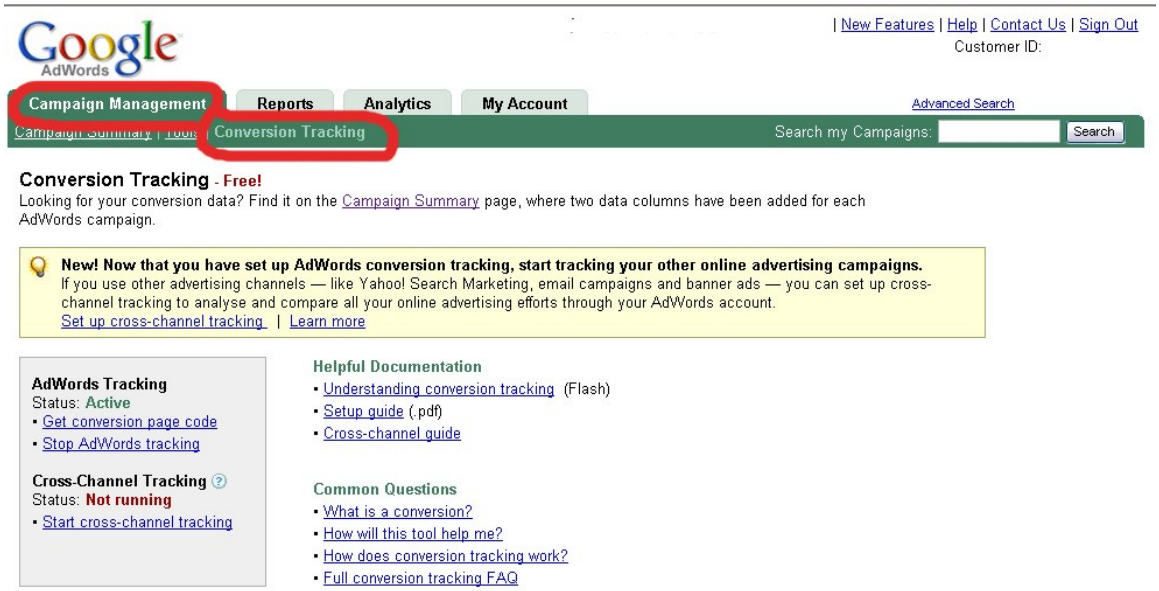
conversion tracker. Below is a screen shot or where you can find this in Google Adwords.



This tool is very simple to implement, all you need to do is cut and paste the code that Google give you and place it on the thank you page of your lead generation website, by doing this you will be easily able to track how much it will cost you to bring a new subscriber to your business. Once you know this you can then work out who much profit you will make when a subscriber completes the CPA on your thank you page after signing up.

Even if you only track how much it costs you for a subscriber and test headlines you will be 80% more effective than the majority of the internet marketers out there. So don't delay track and test today!

So there you have it my simple yet highly effective 'Triple C' Lead Generation Marketing System. If you use this system you will be able to build a highly profitable and trained list that you can contact time and time again via many marketing channels to ensure your future profits.

Step Five – Backend Profit Building

As I have said already the money is not in the list, but what you do with it. So what we want to do is to continue to keep in touch with our subscriber and continue to offer them high value by being on our list. At this point the crucial question to ask yourself when you are sending offers is 'would I respond to this offer?' if the answer is no, I would look to tweak your offer to ensure that you get the best possible response.

The key here with ANY of the offer is to ensure you don't just point them to your affiliate page. As we want to 'train' our subscribers to use our website and remember

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that we offer them value every time they read our follow up emails. To do this we need to make sure we that they keep coming back to our website.

To do this we use our old friend the IFRAME again. Instead of just sending them to your affiliate link, send them to a separate page on your website with an IFRAME on it with your affiliate offer in the IFRAME.

This is what you would see as a visitor

You can see that they are still on our website, but the affiliate offer is below but appears to still be on our website. This increases subscriber stickiness and ensures that they stay on your page and your e zine for longer.

Now if you don't have your own products to offer you can get them from the great resource that is Clickbank. Clickbank is a great way to find niche products. You can also use public domain, search on ebay to buy reprint rights or even create your own.

In addition you can search the CPA networks and affiliate networks to find good matching offers. Here are a few of my favourite affiliate networks that I use to find matching offers to add value to my list:

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Clickbank
Commission Junction
Clix Galore
Affiliate Fuel
Link Share

Let Google pay YOU!

Yes it's true Google via their Adsense programme will pay you to advertise on your site. Again I am not going into detail here on Adsense as you can find tons of products out there that will cover in detail. However, what we can do here using the 'Triple C' Lead Generation Marketing System is to use Adsense to monetize our list.

Again we want to ensure that the subscriber remains 'sticky' to our list and our site. So instead of just sending them an e zine with the actual newsletter content actually in the email, send them an email with two or three lines of information and then link to your website where the main content is. This is where you will place your Adsense.

By doing this you will stand a chance of a visitor clicking on your Adsense and making you a few cents. Not bad for very little work! I have come across very few internet marketers that actually use this method to make money from Adsense, yet it is a great and simple way to add value and make some income!

Create Your Own Profits For Life

There is without a doubt the best way to ensure lifetime profits is to create your own products. You can do this by asking your list what they would like answered using online surveys. I like using Ask Database to ask my list what help they need. By asking your list what they would like to see from you means that when you do release the product you stand a much better chance of selling it as they asked you for it. Ed Dale and Frank Kern used this method fantastically well to create e books based on visitor's answers to their questions in their Underachiever method.

So, once you have build a relationship with your list and made some income to create a profit from your Adwords traffic you should then create your own products to lock in your future profits.

Now For The PROOF!

Now whilst I know some of you will say that this system won't work because of this or that, so I wanted to show you a summary of my earnings from just one market that I used my 'Triple C' Lead Generation Marketing System in.

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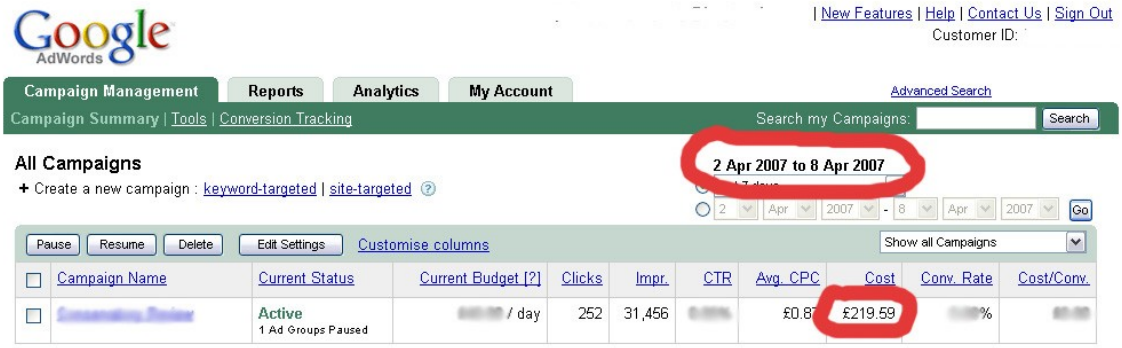
This is a screen shot of my Adwords account for a seven-day period…



You can see my spend is: £219.59 or $419.42

This is a screen shot of one of my CPA Network accounts

You will see the earnings are: £1,097.02 that works out to be:

$2,154.64!!

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So using my 'Triple C' Lead Generation Marketing System I created a list and profits of

$1735.22

in just 7 days!

Now you can see the power of this system I urge you to use my system in your business. More importantly you should right now capture more than just name and email address.

Very few internet marketers use the techniques that I outline in this report. They are powerful, as I have shown you above. Better still I believe that by completing each step you will build a highly profitable, targeted and trained list that if you use all the marketing channels to communicate to them will give you the ultimate 'future proof' business on the internet.

However as my short example has shown you can actually get PAID via CPA networks to build your list! Add to this the lifetime value that you can generate from the list and your business will skyrocket!

If you are interested in learning more about my tactics, tools and techniques for lead generation then visit my Lead Generation Videos website where you will find two free videos that explain my system in detail.

Thank you for taking the time to read this report.

Mark Vurnum

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