

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

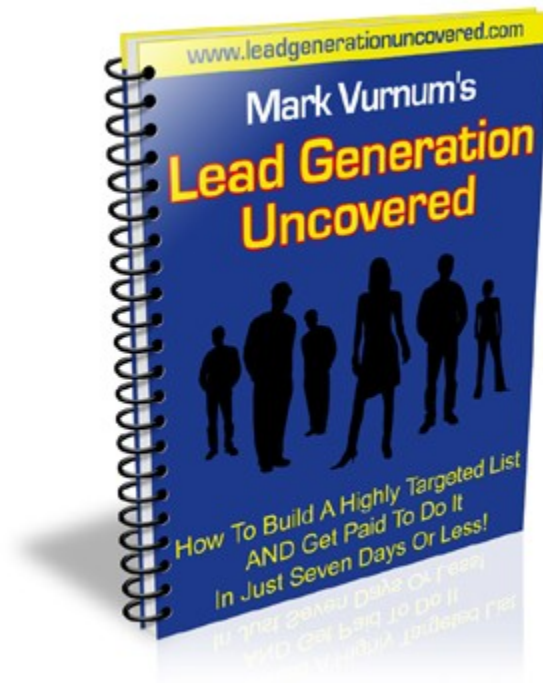


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Introduction

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:

[Max Bounty](#)
[Azoogole](#)
[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!

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 now 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!

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 than 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
150	bmw 1 series
122	porsche boxer vs. bmw z8 road test
120	bmw car dealerships
115	bmw 135i
112	bmw dealers
112	bmw mini cooper
111	bmw accessories

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.

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 at least their name and email BEFORE 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.

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.

New York Tour Review

Find All The Information You Need For Your NYC Tour



Attention All Visitors To New York Looking To Do A City Tour!

What You MUST KNOW BEFORE You Talk To ANY New York Tour Company So You Don't Get Charged \$\$\$'s!

Are you visiting New York in the coming weeks or months and looking to go on a city tour?

There are certain things you need to know before making ANY contact with a New York Tour company that they don't tell you until it's too late.

Not knowing this vital information WILL cost you TIME and MONEY! Don't get caught out. In this exclusive **FREE** guide you will discover:



Yours Free For A Limited Time Only

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- What Questions You Should Ask The Tour Company To Save \$\$\$'s
- Why New York Tours Is A Growth Industry And What To Look Out For To Avoid The "Less Reputable" Companies
- How To Choose The Right Tour Company To Get The Best Value For Money
- What Helicopter, Bus And Walking Tours Should Cost You
- What Are The Best Tours To Go On And Why?
- And Much More!

To get your hands on this FREE exclusive guide and also get a FREE no obligation consultation with one of our expert New York tour consultants please complete the form below so we can rush you your guide and answer any questions you may have.

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Date Of Arrival:

* Please Note: All Fields Are Required And Checked

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[Privacy Policy](#)

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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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