

# 7-Steps to Becoming a Highly Paid LEAD GEN CONSULTANT

## STEP 1



### Determine Niche\*

Choosing which niche or niches to go after doesn't have to be difficult. Ultimately this is not something you should over think. Its best to chose one and test it. If its profitable, awesome! If not, no big deal. Move on to the next one. With all that being said, there are some niches better then others. The key thing to remember is businesses with higher Total Customer Value will pay the most for leads and lead gen sites. Ex., lawyers, specialist doctors, wedding photographer, etc. But remember the cost per lead is more expensive. Its best to test a less competitive niche and build from there.

## STEP 2



### Buy Domain & Build Site\*

Once you decide on your niche you need to buy a keyword rich domain and build your lead-gen site. A keyword rich domain looks like: DallasWeddingPhotographer.com or DenverPersonalInjuryAttorney.com. You can use prefixes and suffixes if needed. Ex., using 'the' or 'best' at the beginning of the domain. Or using 'site' at the end. Building a high converting lead-gen site can be difficult. For beginners you can create test sites by using sub-domains on your main site. Ex., plumber.yoursite.com

## STEP 3



### Create Free Giveaway\*

Not only does every good lead gen site have the phone number clearly displayed for customers that want to call immediately it also gives something of value away for free. Like a free report or video. This free giveaway should be something of great value and unique. A perfect example is something like, "The 10 Must Ask Questions Before You Get a Vasectomy" . If you're a man considering a vasectomy then a report or short video that gives you these 10 questions is something you're very likely to give your email for. The free giveaway doesn't have to be long just valuable. By the way, we have fully written reports for over 50 niches. See page two of this report for details, but not yet. Read Step 4 first..

## STEP 4



### Generate Traffic

When starting out the best and quickest way to drive traffic to your lead gen site is by using PPC (Pay Per Click) advertising. Services like Google AdWords and Facebook Ads work great. As you add SEO optimized content to the site you will begin to rank organically in the search engines. Which means free traffic. But this takes time.

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## STEP 5



## Make Money: Sell or Rent

There are many ways you can make money from lead gen sites. You can sell the leads individually. You can sell the site outright. You can rent the site. For this report it would be difficult to cover this topic in great detail. The main reason is because ultimately you will have to choose what is the best fit for your business and personality. I prefer to sell LGS sites while many of my students prefer to sell leads individually. In many cases they make a lot more money than me! In the end, it is a decision that you need to make and one that you need to test for yourself.

## STEP 6



## Follow Up, Get Referrals

Depending on your choice of business models in step 6 will determine how you go about doing your follow up and asking for referrals. If you sell leads individually you will be talking to your clients on at least a weekly or monthly basis to deliver reports and issue invoices. Each and every month you should be asking for referrals. Businesses owners hang out with other business owners. All you're looking for is for them to recommend you to their non competing friends. Another great way to "keep in touch" and generate referrals is by using a service called Send Out Cards. You can send full blown, customized and professional greeting cards for very little money. You can check them out here: <https://SendOutCards.com>

## STEP 7



## Rinse & Repeat

After you experience some success its time to repeat it over and over and over again. You should always be testing things to improve your performance and income. But at the same time, when something's working keep it going! There's no time to keep chasing the next, "new shiny object". Stay focused, build your business and serve your customers!

## Next Step

## Get 50+ Pre-Made LGS Sites

If becoming a Lead Gen Consultant is something that you're interested in then I'd like to introduce you to our PLR Store where you can invest in any of our over 55 Local Lead-Gen and Lead Magnet Funnels. These are already pre-made for you and contact the actual Lead-Gen site (in ClickFunnels or WordPress Theme), conversion videos, full report/niche hiring guide, checklist, email swipe files, plus much more. Go to our PLR Store for all the details:

<https://marketingconsultantplr.com/products>