

NOTE: While this lead-gen site is for YOU to use as a Marketing Consultant to generate your own leads the follow guide is the same information that I provide for the lead-gen sites that you provide to your clients. I thought it would be easier to use this information instead of writing a new Success Guide.

SPECIAL CUSTOMER DISCOUNT!

If you are not a member of our lead-gen membership site you should definitely take a look.

You get two lead-gen sites per month - which you can sell or rent to your clients – for LESS than the price you'd invest for one!

Check it out here:

<http://leadgensiteprofits.com/customers-only/>

Introduction

Thank you for being a great customer! It is truly appreciated.

If you have invested in one of my lead gen niche sites before you should be good-to-go. If this your first one then please read everything carefully so you know exactly what you need to do to get the most benefit out of your investment.

Let's get started...

Below are some steps you can take to get your lead-gen site up and running and profitable as quickly as possible. Please note that this website template is in a "ready-to-go" format. However, **you need to make sure that all of the content and contact details are changed to reflect your own domain, etc.** There are several areas to do this including; keywords, title of web pages, content on individual web pages, etc. The good news is once you've updated everything, it's done forever! Use the ***"Lead-Gen Site Customization Guide"*** included with your package for further assistance.

Also, it is important to know that while I love talking and helping my customers this site template was sold with the assumption that the owner is familiar with uploading their own website, inputting their autoresponder code in the proper areas, etc. For the small amount I charge for a quality product like this it would be difficult for me to help everyone upload their site, etc. There are many reliable sources to assist you at fiverr.com, odesk.com and of course the Warrior Forum.

How to Use this Lead-Gen Site Template

I use these types of lead-gen sites in two different ways.

1. I generate leads very quickly through PPC (see below) and then I sell these leads to a local business owner.
2. After I get my lead-gen site ranked high on the first page of Google and it is generating leads without PPC I look to either rent the site or sell it outright to a local business owner. I prefer this method. Sometimes I do not use any PPC.

There are a couple other things I am doing to test various strategies and if I come across something that is working better than what I've outlined I will certainly let you know.

While we have all used lead-gen sites for a long time I started using them in this way when I ran across *Peter Maxwell's WSO*. His lead-gen layout is what I've had great results with and that's why I used a similar structure for this product. If you want all the details on how he and many others are using his lead-gen site strategies to generate income please go to his WSO at the link below. (This is NOT an affiliate link.)

[Click here to go to Peter's WSO.](#)

Success Guide

While this product is a website template and it's not intended to be a complete course on all the ways to use and profit from lead-gen sites – that's why I highly recommend Peter's WSO – I will give you a quick outline of what I do to get my best results.

Goal of my Lead-Gen Sites

Short term goal: I want to generate leads quickly to sell to local business owners.

Longer term goal: My next goal is to get my site to rank high in Google so I can eliminate my PPC costs and rent the site or sell it outright.

Website Basics

- Be sure to customize everything that's needed in the report as well as on each page on the website to your information.
- Upload your autoresponder script in the appropriate areas.
- Make any adjustments, tweaks that you see fit.

Marketing Basics

- There are three ways I market my lead-gen sites:
 1. Facebook Ads: I like to run FB ads because they seem to be more targeted than even Google AdWords. This helps me generate a lot of leads right away.
 2. Google AdWords: While not my favorite AdWords does produce very fast results
 3. Local SEO: While I generate immediate leads through PPC I am also doing SEO to climb the ranking on Google. This is where I ultimately want to be so I can have the most leverage and eliminate my PPC costs.
- Once I'm able to start generating leads I contact local business owners and sell them the leads.

Selling Basics – Remember you're NOT Selling this Site, You're Using it For Yourself!!

- Do NOT complicate this part! Simply contact local business owners and ask them if they want fresh leads. If not, move on to someone else.
- You can also approach business owners before you start generating leads and try to rent or sell them the site and then agree to a monthly fee where you will work on their behalf to generate leads and get the site to climb the rankings.
- Inevitably someone will email me asking how much I charge per lead, when I rent a site out or when I sell one outright. Pricing is a complicated thing and depends on many different variables. I have rented these sites for as little as \$50/month to as much as \$1,000+/month. It really depends on you. The one thing I will say is that whatever you think is a good price – double it! And then start your negotiations.

You are only limited by your own imagination on how you can succeed with these lead-gen sites. The bottom line is they work and work very well if you work at it!!

Action Plan

Below is a quick outline of the exact steps you need to take to get started quickly.

1. Buy a keyword rich domain for this niche. Ex., 'YourCityKeyword.com'
2. Upload your entire site via the instructions provided.
3. Once uploaded be sure to check to make sure everything is correct and working properly.
4. Customize the site to fit your needs. Ex., by replacing **ALL** references to 'Your City' with the name of your city or target area, etc.. See the **"Lead-Gen Site Customization Guide"** included with your package for more information.
5. Customize the report/book however you see fit and save it as a PDF. Be sure to replace your new report with the old one in the 'dl-guide' folder using the **SAME NAME**. (Be sure to submit your book files to CreateSpace and order your proof.)
6. Input your Autoresponder code, per the instructions provided, and check to make sure it is working properly.
7. Start marketing the site and making money!
 - Use PPC to get leads quickly.
 - Use effective SEO strategies to get it ranked high in Google.
 - Once you start generating leads - sell them, rent the site or sell the site!!!

As always, please feel free to contact me if there is anything I can do for you.

All my best,



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