

Lead Generation for Local Businesses: a Step-by-Step Guide



GREEN STREAM
MARKETING

Important! Read this first!

Thank you for downloading this report. There is so much to gain from these sweet pages. But if there's only one thing you take away from it it's this:

Until you can generate new customers on demand, your business and your life are never going to expand like you want them to.

Think about it. The lifeblood of any business is its customers. The reason so many businesses fail can always be traced back to an issue with their inflow of customers.

Not enough cash flow ← Not enough sales ← Not enough customers

But can you just press a button and new customers start coming into your business?

Well, I'm quite sure the answer to that question is a big "No."

But hey, neither can the vast majority of businesses out there. What separates you from the crowd is that you're doing something about it, right here with this report.

If you could generate new customers with the press of a button, I think we can both agree it would change the way you run your business, and your life.

What would you say if I told you that you can spend \$1,000 on advertising and make \$10,000 back in new customer or client sales. That's the kind of math that enables you to scale up your business.

When I say scale up, I mean you can go on to spend \$10,000 and make \$100,000 revenue. Hire the help you need in the business, leverage yourself out, have more time to yourself, and more cash flow coming in. This is what it means to generate new customers on demand.

And that's exactly what you're going to learn how to do in this report.

Table of Contents

GENERATE CUSTOMERS ON-DEMAND 3

THE FOUR ELEMENTS OF CLIENT GENERATION 3

Building Trust 4

Earning Credibility..... 5

Creating Desire 5

Showing Value..... 6

EXAMPLE FUNNEL 7

ITEM #1: AD..... 8

ITEM #2: LANDING PAGE 9

ITEM #3: REPORT 10

ITEM #4: OFFER..... 11

CATAPULT YOUR GROWTH.....12

Generate Customers On-demand

Over the next few minutes, I'm going to show you how I build online marketing funnels that literally pump new customers into businesses with the flick of a switch.

If you want 10, 20, 30, or even 50 new prospective customers a month, you can have that.

I'm not talking about random people calling you up.

These leads are as close as you'll get to organic word-of-mouth referrals. People who know who you are, are interested in what you offer, and are ready to book an appointment with you.

The best part is, this on-demand customer generation system can be scaled up to whatever capacity your business can handle.

What's scaling up look like?

When you can spend \$1,000 and make \$10,000, or spend \$10,000 and make \$100,000, that's scaling up.

This kind of perpetual customer stream gives you the cash flow to hire extra hands, leverage yourself out, expand the business, build your reputation, and *seriously upgrade your income*.

So. Before I show you how to do all that, I want to teach you how to make sure the new customer leads are **top quality leads**, eager to speak to you.

The Four Elements of Client Generation

When you get client referrals, it feels great for two reasons.

- 1) It means a past client gained so much from you that they recommended you to their friend. *Ego stroked. Customer satisfaction validated.*

Very nice. But more importantly...

2) You just got a new client in the door who knows who you are, what you can do for them, and has taken action to seek your help. *Money is just around the corner!*

I can't stroke your ego, but I can reproduce that second experience for you.

My goal is referral-quality leads. To meet my goal, the leads have to have these four qualities.

1. TRUST: They must feel that they can trust you. They have to feel comfortable spending money with you, and not be afraid you're going to turn out to be a fraud, or work against their interests.
2. CREDIBILITY: They've got to feel you are capable of solving their problem. It's not enough to be honest and trustworthy - they want to know you can get the job done.
3. DESIRE: Even if they trust you and see you can get the job done, if they don't want what you have to offer, it's not a good lead. They've got to know what you can do, and *want* it.
4. VALUE: They need to see the value of what you're going to bring them. Wanting it is not enough. They need to know that it's a worthwhile investment that justifies their desire.

When you've got leads coming in with these four qualities, there's so much less friction in bringing them on board and actually helping them out.

Ready to see how we do it?

Building Trust

Notice I said "building" trust. That's because prospects are starting out with *distrust*. That's just the way we operate. So how do you build up their trust in you?

You've got to be open, honest, real, and vulnerable.

These are also the qualities of our favorite leaders. Your customers want to look up to you. When you're real, open, and vulnerable, people respect that, and they will see that you're trustworthy.

Earning Credibility

Trust is the first step. But you've also got to earn credibility, to show them you've got what it takes.

This will be easy for you because you're not just starting out. You've got experience on your side.

Now, here's the thing. Degrees, certificates, and other wall-hanging credentials can help (sometimes they're required), but what people actually want to know is, *"Will this person get me the result I want?"*

Use testimonials, success stories, and your own track record to show off the results you've achieved for others.

You can also put in place guarantees. People love guarantees because

- a) it minimizes the risk for them, and
- b) you wouldn't make a guarantee unless you know you can get the job done!

These are powerful ways to earn credibility.

Creating Desire

You would think trust and credibility were enough, and that people already know what they want. Here's the funny thing...

People get *comfortable* in their problems.

You've got to snap them out of it. Wake them up to the possibility of something better! But how?

You use comparison.

Show them where they are now, and compare that to where they want to be.

Too many people say, “I’m an accountant.” What they should be saying is, “I can show you how to make the most income and pay the least taxes as possible, and put your future investments into tax-free assets.”

Compare where they are now, to where they want to be.

“Right now you’re wasting thousands of dollars every year by going it alone managing your tax returns, and it’s a headache to file. Let me do the dirty work, and I’ll show you how to put several thousand dollars back into your pocket every year, so you can make the most money and pay the least taxes, legally. Plus, I’ll help you put your kids’ college funds and your own retirement funds into tax-free accounts. Wouldn’t a few thousand extra bucks a year buy a nice vacation?”

How much more inclined are you to go speak to an accountant now?

This is not a trick.

What you’re doing is getting them to *stop settling for less than what they could be having*. Get them to stop being comfortable in their predicament.

Showing Value

The last pillar is showing the value of the result they now want. This is important because people have a hard time justifying investing in themselves, even when they desire it.

So, put it into dollars.

If you’re going to save them \$5,000 in tax returns and strategic tax planning, spending \$500 with an Accountant is a great investment. Throw in the fact that you’ll be saving them the headache and stress of doing it on their own and they’ll have no excuse but to help themselves to your services.

Show them why it's an amazing deal. And show them how they will benefit from doing business with you.

—

If you have all four elements in place—they trust you, see you've got credibility, desire what you offer, and see the value in doing business with you—the leads coming through will be as close as possible to good 'ol word-of-mouth referrals.

Now let me show you what this looks like in practice.

Example Funnel



This is the exact marketing funnel I use to turn \$100 into \$5,000.

Likely you've been through a funnel like this before—are you on any mailing lists?—but you didn't even realize it. That's because they work.

This may not make 100% sense just yet.

What's important to understand at this point is that you're not selling or even advertising your services/products to them on Facebook.

What you're doing is offering them genuine value, creating a relationship with them, and pretty soon, they'll see every reason to speak to you further about how you can help them solve their problem.

Let's break down each piece of this funnel now.

Item #1: Ad

This ad was for an educational program that teaches teenagers to start investing. The ad was targeting their parents.

**Young Investors Alliance**
Sponsored · 

Like Page

Parents of Teenagers...Find out what's missing from our children's education, and how they can use their personal strengths to build a million dollar retirement in just \$5 a day.



Your Teenager - Confident, Wealthy, and Successful
Parents of Teenagers...Find out what's missing from our children's education, and how they can use their personal strengths to build a million dollar retirement in just \$5 a day.

YOUNGINVESTORSALLIANCE.COM

Learn More

 Like  Comment  Share

What kind of person do you think is going to click on this ad?

Parents who have teenagers of course. 75% of them were women, actually. And they were all interested in how their child could succeed financially.

This Facebook ad was costing \$0.23 per click. That compares to Google Ad Words ads that can cost 5-50x that price per click, depending on the industry.

Prospects click the ad and go to our Landing Page.

Item #2: Landing Page

After clicking on our ad, the prospect arrived at our landing page where we offered them our free report.

The Young Investor's Self-Discovery REPORT

Teaching teenagers to discover their money-making sweet spot, and build a million dollar retirement with just \$5 a day.

What's inside...

Learn what American high schools are NOT teaching our teenagers that can disable their earning power for decades!

The Young Investor's Self-Discovery REPORT

- 1 The missing ingredient to motivate your child to succeed in school and outside of school
- 2 What your teens must know to stand out as high achievers
- 3 How your teen can amaze college admissions and be recognized as unique
- 4 The one simple secret that ensures your teen will succeed in life, anywhere.
- 5 What your own child can do this year to set themselves up for financial stability

Email me the report now

Free For A Limited Time Only ~~A VALUE OF \$69.97~~

It's important to realize that we're not selling them anything here. We're just giving away valuable information that's going to *actually help them*.

This gives you instant credibility as an expert in your field. The fact that they've already gotten help from you, completely free, shows that you're all about giving them value.

Of course, we can't expect every person who visits this page to download the report. This page was getting a 14% conversion. That's actually low for our standards. We like to get closer to 25% or more.

When we spend \$0.23 per click, and 14% convert to leads in our mailing list, it costs us \$1.63 to add someone to our mailing list.

Let's pretend you could buy a ready-made mailing list of, say 1,000 interested prospects like these. I don't believe there's a sane marketer out there who wouldn't consider investing \$1,630 (\$1.63 x 1,000 subscribers) to purchase that ready-made list. Here's why:

If each sale brings in \$1,000, all you need to do is convert 2% of your 1,000 subscribers (20 people) in order to turn a \$20,000 profit from an investment of less than \$2,000. And at a bare minimum to just break even and *reimburse* your invested ad spend, you'd need to make a measly 0.2% sale rate from your 1,000 person mailing list. That's 2 people out of 1,000 interested leads.

In the next step of the funnel they read the report.

Item #3: Report

If your report is junky, you shouldn't even bother advertising. If this funnel is going to work, the report must be top quality.

I don't know if you've noticed, but you're actually going through this exact marketing strategy *right now*.

You saw an ad on Facebook, opted in on my landing page, and have read 10 pages of solid marketing advice. Advice you can begin implementing today!

Can you see how this type of strategy is so powerful?

But if your report is low quality...no one will read it. Your funnel will have a big blockage, like an artery with a blockage where nothing flows.

On the other hand, a smashing report allows you to show prospects what you're made of, gain credibility, and well-earned trust. It's also a perfect opportunity to show them the true value of your offering.

Item #4: Offer

Now that you've used the 4 elements of high quality lead generation to construct your funnel, it's time to make them an amazing offer.

What's an amazing offer look like?

An amazing offer should build off of what you've already got going in your funnel: you've shown them you're the real deal, and that your approach is to provide value to customers. Your offer should be just that. Something highly beneficial to your prospects that has real value.

For example...

In a minute I'm going to actually invite you to have a free 30-minute strategy session with me. This kind of time usually goes for \$150. And anyone who reads this report gets to have it for free.

In those 30 minutes, you're going to have a strategy building session where we'll start putting together a marketing plan customized to your business.

If at the end of the call you'd like to do business with us—terrific! And if not, that's great too, because the most important thing is that you gain value from all this. That you walk away from the strategy session with a plan you can implement, feeling good and excited about your business.

Can you see how my own offer is more about giving value than trying to make a sale?

With an offer like that, your business will win new customers with ease.

When you can spend \$1,000 to make \$10,000 or more, everything in your business and your life will change for the better.

And the best part is, when you have that kind of ROI, you can scale it up—as much as your business can handle. Can you imagine what your life will look like when you can hire the right staff and leverage yourself out?

Catapult Your Growth

If you've read this far, I commend you for investing in your business growth.

How would you like to have someone like me personally develop a lead generation funnel like this for your own business?

My unique on-your-side approach to marketing is (sadly) hard to find. But this offer is not for everyone. This offer is only for people who are serious about growing their business well beyond where it's currently floating.

Why would I give this away?

There are 3 reasons I've created this offer.

1. Right now I'm looking for business owners I can personally work with to help upgrade their business and bring it up to \$250,000 or even \$1 million+ a year. People who have serious potential and want to take their business to the next level.
2. If you're an ace like that, then my biggest desire is to build you a free marketing plan that unleashes your potential. A plan so strong that it brings hundreds of thousands of dollars more to your business, so that you'll want to work with me too.
3. I love doing this. The way I see it, I'm helping give people financial freedom *and* unleash their talents on others who desperately need their help! It's a thrill for me because everyone wins. So, even if after 30 minutes it's not a good fit, I still want to give you as much value as I can.

As you can imagine, this takes up a sizeable amount of my time. This is only open to a limited number of people at any given time and closes on a first-come first-served basis.

If you're interested to book a free strategy session, contact Rebecca at Rebecca@GreenStreamMarketing.com. Just tell her you read this report and would like a free strategy session with Daniel Keebler.

To your upcoming success!