

INNOVATIVE *LEAD GENERATION*



Powerful Methods For Finding High
Quality Leads For Your Business

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INTRODUCTION	4
Lead Generation – What Is It?	4
The Importance of Lead Generation	5
The Sales Funnel	6
The Difference Between a Prospect and a Lead	6
Inbound Marketing vs. Outbound Marketing	7
THE INTERVIEW – METHOD A	9
Select a Domain	9
Build an Attractive Website	10
Content is King	10
Line up Interviews	11
Follow Up with Your Offer	12
Takeaways for This Section	12
THE INTERVIEW – METHOD B	14
The Process	14
The Benefits	17
Takeaways for This Section	18
LEADING WITH CONTENT	20
How It Works	20
Why It Works	21
Takeaways for This Section	21
THE SURVEY METHOD	23
Takeaways for This Section	24
FREE BONUS ON RELATED PRODUCTS	25
Takeaways from This Section	25
CONCLUSION	27

Introduction

You are in the business of making money. If you're not, you should be. As a business owner, or potential business owner, turning a profit should be your primary goal. If you're not keeping an eye on your bottom line, then you soon won't be in business at all, no matter how revolutionary or innovative the products and/or services you offer may be. The most successful entrepreneurs understand and embrace this concept. They never shy away from the chance to turn an opportunity into a profit.

Effective lead generation is one of the most important elements of any successful business. When you are able to generate leads you are able to generate sales, and sales equal money. Therefore, learning the how to successfully generate leads, time and time again, is the number one way to ensure that you are in, and remain in, the business of making money.

As the title suggests, this book is about learning the most innovative, as well as the most effective, ways to generate solid leads. Good leads equal good prospects. Good prospects equal sales opportunities and the more sales opportunities you have, the more actual sales you will generate. However, before we get to the specifics of lead generation, let's take a look at a couple of the primary concepts that quality leads depend upon.

Lead Generation – What Is It?

Lead generation, at its most basic, is the process of creating interest in and/or awareness of a product or service offered by a business among the general public.

This awareness and interest can be created to directly generate sales. An example of this is television and print advertising. Here, the business directly solicits the general public with information in an attempt to generate sales.

Alternatively, awareness and interest can be created to indirectly generate sales by first directing a consumer to free content which, in turn, will lead to more awareness and interest.

As this dynamic between the potential consumer and the business grows, the consumer's trust and confidence in the business increases. At the appropriate time, the business solicits the potential consumer with a direct offer. Because of the pre-existing trust-based relationship, the likelihood of the consumer responding positively to this offer is greatly increased. In this way, the indirect lead generates a sale.

The bottom line is that understanding what a sales lead is, and how it works, is the first step to profitability for any business. Speaking of profitability, let's take a look at the next concept.

The Importance of Lead Generation

No matter what the method, lead generation is the fuel that fires the engine of any business.

Without interest and awareness on the part of the general public of what a business is, does, and sells, there can be no sales. Without sales, there is no business. It's that simple. It really is.

Some business owners fail to fully understand the importance of this extremely simple concept. They tend to treat profit as an afterthought. They make the mistake of assuming that they are in the business of "fill-in-the-blank", whatever that "blank" may be. Making that assumption is often a fatal mistake.

There is not a single successful business in the world that is in the business of manufacturing a product or providing a service. Instead, successful businesses are in the business of attracting interest in and awareness of what it is they do.

They out-compete the competition precisely because of the level of interest and awareness they generate. They understand they are in the business of making money and they make that money by generating solid leads. Enough said.

The Sales Funnel

A clear understanding of the process involved in getting potential consumers to become paying customers is essential to understanding how to generate leads.

This is because the concept of generating leads is intimately tied to the concept of the sales funnel.

Your sales funnel is one of the most important tools you have as a business owner to increase profits.

How your funnel is constructed determines how your potential customers approach your product or service. If the funnel is too wide, too many potential customers end up being exposed to your sales pitch before they are ready. If your funnel is too narrow, the opposite occurs. You end up sacrificing sales because solid leads can't get to the products or services they need.

The goal is to develop the perfect funnel for your particular business.

The funnel your business needs is unique to your business and the product or service for sale. There is no template, or one size fits all solution. Every different offer requires a different funnel.

A funnel that is too wide for one can very well be too narrow to another.

The Difference Between a Prospect and a Lead

What's the difference between a prospect and a lead?

It depends on who you ask.

A prospect is sometimes a good lead. Other times a lead is a prospect who expressed interest. Sometime a prospect and a lead are exactly the same thing. This confusion breeds a complete lack of clarity. The answer is simple. A lead is someone who has contacted you, while a prospect is someone you have corresponded with. Although not always this simple, using, and keeping to, this definition allows you, as a business owner, to use these sometimes confusing terms more clearly and with some consistency.

In the typical sales funnel, leads provide contact information in return for content. This is the initial contact. These leads become prospects when a lead expands the scope of this initial contact by expressing further interest in your product or service. This can occur, for example, when they take advantage of an offer for additional content farther down your sales funnel. In sum, leads become prospects and prospects become opportunities for conversion into sales.

Inbound Marketing vs. Outbound Marketing

Today, there are two basic approaches to marketing your product or service. You can outbound market or you can inbound market. While the choice is yours, a clear understanding of the differences between inbound and outbound marketing will help you to decide which method is right for you.

Outbound marketing is the type of marketing we grew up with and are familiar with. A business sends an unsolicited offer about a product or service to a segment of the general population. The business selects this market segment based on some relevant criteria, usually geographic for a brick or mortar company. Some percentage of the market segment responds to the offer and sales are made.

Inbound marketing is, as the name implies, the opposite of outbound marketing. With inbound marketing, a business makes content, usually informational in nature, available to anyone in exchange for contact information. This contact information is then used to direct interested consumers to a further level of product engagement. The goal of inbound marketing is to find those potential customers who have an interest in, or affinity to, a product and develop an ongoing, natural dialogue with those people. This dialogue then results in sales.

In short, a business using outbound marketing attempts to actively find a market segment for its products, usually through one time, unsolicited, offers. A business using inbound marketing, on the other hand, lets a market segment develop an interest and need for products through an ongoing informational dialogue that develops a trust relationship in the business and what it sells. One actively grabs

for a market segment through monologue. The other cultivates that same segment through dialogue.

Now that we've taken a look at some of the main concepts involved in developing an understanding of leads and how they are generated, it's time to dive into the specifics of innovative lead generation. These powerful methods have been proven to generate high quality leads, the type of leads your business needs to have in order to stay in the business of making money. Let's get started.

The Interview – Method A

Nothing spells success more than a warm lead. This method is a way for you to generate quality business to business leads that are, warm, trusting and, most importantly, will convert into sales. Business to business leads are extremely valuable because business clients, whether online or offline, tend to be loyal, long term and lead to referrals. When a business owner is satisfied with the performance of your company's product or service, they are much more likely to recommend you to other business owners they know.

This method works because it eliminates the need for cold calling. No one likes cold calls, neither the person doing them nor the person on the receiving end. Cold calls set up negative dynamic and makes turning a lead into a sale an uphill battle from the beginning.

With the interview method, you invite a business owner to your existing website so that they can promote and showcase what they do to your audience. This sets up a warm, positive dynamic, because it provides the lead with an obvious benefit from engaging with your offer. The free publicity gained from the interview helps develop trust between you and the business owner. Because of this trust, the owner is much more likely to respond positively to your offer when the proper time comes.

Now that you know why this method works so well to generate warm leads, let's take a look at the specific steps you'll need to take in order to have it work for you and your business.

Select a Domain

The first thing you need to do in order to implement this strategy is find a good domain. One of the best places to this is at Dynadot.com. Just remember to choose a domain name that describes what your site does and is localized to the region or area where the businesses you're targeting are located. For example, yourtownbizblog.com, yourtownbiznews.com or yourtownlocalbusinessinfo.com conveys locality and purpose to the audience and your leads.

Build an Attractive Website

Once you've got an eye grabbing domain, your next step is to build an attractive interview website. You want to make sure that the site is designed to make it as easy as possible for you to add and update content. The best and smartest way to accomplish this is to use WordPress.

If you've never used or installed a WordPress site, don't worry. It's very easy to do and there is a lot of free information out there to help you get the job done. You can simply Google "WordPress setup and installation" or you can take a look at this blog post to get a good idea of how easy the process really is: <http://justinpopovic.com/online-marketing/new-domain-new-hosting-account-install-wordpress/>

Once you've got your WordPress site installed, you want to make sure that you keep it looking clean, sharp and attractive. Remember, when it comes to a website, less is very often more. Keep the look of your site as focused as your domain name. All you really need is a logo and a few simple graphics that support the purpose of your site and refer to the locality that you are targeting.

The next thing you'll need is a WordPress theme. The theme is the "look" of your site. There are a lot of very good free themes out there. Again, just Google "free WordPress themes" and find one you like or take a look at a site like WooThemes. Once you've chosen a theme, download it and install it on your site as the active theme. If you don't know exactly how to do this, remember Google is your best friend.

You're going to need a nice clean banner logo for your site. Unless you're an expert graphic designer, the only, and best, way to get this done is to hire a designer you know, or to find a designer on places like Fiverr or Elance to make one for you.

Content is King

Now that your website is up and running and looking sharp, you'll need to fill it with some content. Content is any media you use on your site to engage and

connect with the visitors to the site. If the website is your “store”, the content is the furnishings in that store that gives it ambiance. You want your site to be as warm and inviting as possible because you want people to stay longer on the site and return to the site again. This “traffic” is what will make your site valuable to the business owners you plan on interviewing.

The easiest type of content to produce is five to ten short informational articles. These articles can be about anything, as long as they are related to the locality you are targeting and the businesses in that locality. Don’t get hung up on the subject, as long as it is well written and engaging. You might have an article about the history of the locality, or trivia, or little known facts. You can also do a preliminary article about the businesses that the owners you plan on targeting run. If you do, remember to send a copy of the article, or a link to the article, to the owner. This makes an excellent icebreaker and helps start the trust dialogue we discussed earlier.

Line up Interviews

Once you’ve got quality content on your site, it’s time to start contacting business owners in order to begin generating the leads that will help you make money.

The first thing to do is to make up a short list of the specific business owners you are planning on targeting. It’s a good practice to keep this initial list short, no more than five businesses to begin with. The exact businesses you do target largely depend on the nature of the product or service you plan on, eventually, offering to them.

Once you have your list compiled, send an introductory e-mail to the owner, or give them a call. (Remember those articles you produced as content for your site? If one of them was about any of the businesses on your list, sending along a copy of the article is a great way to introduce yourself to the owner in question.) At this point, it is important to remember that you are not selling anything. You are simply bringing a great opportunity for free publicity to the business owner.

Once you’ve broken the ice by contacting the business owners on your list, and you’ve started to get responses back from them, it is extremely important to get a

date for the interview scheduled, get the interview conducted and get the interview out for broadcast on your website. There's no time like the present when it comes to this step. Be willing to work around the owner's schedule, but maintain a strong sense of urgency. If you act like you want to get the interview done, then the odds are interviewee will pick up on your urgency.

Follow Up with Your Offer

Once you've completed the interview and posted it on your site, make sure to send the business owner a follow-up e-mail thanking them for participating and asking them to share the URL for your site with their contacts. After all, the buzz generated from the interview benefits them, as well as you.

Now that you've built a relationship and established trust, the time has come to make your offer to the business owner. Remember, the nature of this offer can be almost anything, but should reflect the specific products or services you are able to offer. The important thing is to remain flexible. Your offer should be tailored to their specific needs as well.

Takeaways for This Section

- Interview Method A is a powerful lead generator because:
 - It eliminates the need for cold calling potential leads;
 - It establishes trust between you and the lead;
 - This trust creates the opportunity for a sale.
- In order to create a website to host the interviews you conduct you need to:
 - Select an appropriate domain name;
 - Build an attractive website;
 - Fill this website with quality content.
- Once your website is finished, you need to line up interviews by:

- o Creating a short list of potential interviewees;
 - o Sending these potential interviewees an introductory e-mail or phone call;
 - o Schedule the interview and get it out on your site.
- Once the interview is broadcast, you need to:
 - o Follow-up with a thank you e-mail to the interviewee;
 - o Make you offer to them based on your abilities and their needs.

The Interview – Method B

You've seen how the interview method can be used to generate leads, establish relationships and leverage those relationships into sales, success and status. Now let's take a look at a variation on this method that can be used simultaneously with Method A to generate additional leads and produce even more spectacular

Your business has, or should have, a specific suite of products and services that play to your talents and strengths as a marketer. These strengths or talents are your particular niche in the marketing world. This niche can be anything. The other marketers in your niche are an invaluable resource for your business. They have knowledge you may not have. They have experience in areas you may not have considered or encountered. They have an established audience different from yours. These factors have a collective power to boost your business to a new level.

With Method B, instead of interviewing business owners, you interview the other marketers in your niche. The interview can be conducted live, as a webinar, to an audience of invited attendees who have provided contact information in exchange for this invitation. Alternatively, the interview can be recorded and then sent to an audience who has provided contact information in exchange for a copy of this recording. Either way, this method will build your online presence in a number of important ways. This increased presence, in turn, provides you with a number of indirect benefits that allow you, in the long run, to effectively generate more leads, make more money and increase your online presence yet again. Let's take a look at the specifics of how this all works and the benefits you gain as a result.

The Process

The first thing you need to implement this method is a website dedicated to your online presence. Because of this, you need to find a good domain. Again, one of the best places to do this is at Dynadot. Just remember to choose a domain name that describes you, your brand or the services you provide. For example, {yourname}.com works as the best possible brand, since you, your style and personality are your brand. Additionally, {yourtagline}.com or {yourservices}.com

conveys the essence of your business philosophy or the quality of your product to the audience and your leads.

Next, as you learned earlier in the section on The Interview – Method A, you will have to build out your website and add content. The steps listed above, in the earlier section, for doing both of these things are applicable here. The only difference is that the content you place on your site will reflect you, your outlook and what it is that you do in your business. Keep in mind that this website is your primary place of business on the internet for this particular business model. Don't forget to let your audience know the products and services that you offer and what you charge for them.

Once you have your site up and running and have your content loaded, you can begin scheduling interviews. Get involved in social media groups that specialize in your niche. Participate in discussions and ask questions. The more you participate, the higher your online profile becomes. Be yourself and you'll soon find that others are attracted to your particular style and viewpoints. Also, don't be afraid to contact other marketers, even if you are new to this particular niche. Smart marketers will immediately be able to see the value in conducting an interview with you.

When a fellow marketer agrees to be interviewed, make sure that you follow through and set a firm date and time for the interview. Also decide ahead of time whether the interview will be conducted live, in front of an audience, or will be pre-recorded and distributed later. Remember that you can also combine both these approaches by doing a live interview and later distributing a recording to everyone who has signed up to be an attendee.

If you decide to use a webinar format for the interview, there are a number of sites that provide webinar hosting for a fee. Take a look at GoToWebinar, MeetingBurner or AnyMeeting and find a webinar plan that suits your needs. If you have also decided to record your live, webinar-style interview for distribution later, all of these sites allow you to easily record and download the interview. Alternatively, you can transform a Google hangout into a private and monetized webinar by using one of the many software plug-ins that have been developed for

this purpose. Just Google “Google hangout webinar” and take a look at your choices.

If you decide to pre-record the interview for distribution later, there are a number of iPhone and Android apps that allow you to clearly and professionally record a phone call. Go to the app store of your choice, search “record phone conversation” and pick one that seems right for you. You then simply conduct your interview over the phone using the app you’ve chosen. You can then download this recording from your phone to your computer and distribute the result as an mp3 file to the people who’ve signed up for a copy.

Next you’re going to have to set up a squeeze page in order to collect the contact information from people who want to attend the webinar and/or receive a copy of the recorded interview. The squeeze page can be set up as a separate page on your main website or you can use a service such as LeadPages which provides an all-in-one solution for a monthly fee.

Finally, you’re going to need an auto responder to collect and organize all the warm leads you’re going to generate using this strategy. The three main auto responders used by almost all marketers are GetResponse, Aweber and Constant Contact. They all offer different plans for different needs. Take a look and choose one that fits your current business model.

Once you decide on the date, time and format of the interview, as well as have your squeeze page and auto responder set up, you need to begin publicizing the interview. To do this, you will send out e-mails, Skype posts, Facebook posts and Tweets all describing the interview. Each of these will contain a link to your squeeze page. Interested parties will click on this link, be directed to your squeeze page where they will provide contact information in exchange for an invitation to the webinar, a copy of a recording of the interview or both. This contact information represents your leads and they are solid gold to you, since they represent people who are active, involved and interested in the niche where you do business.

When you publicize the interview, remember to utilize your social media contacts within your niche to get the word out. The marketer you are interviewing should also be more than willing to publicize the interview within their circle of contacts. Remember, this is your gig to generate leads. So, don't be afraid to beat your own drum!

Once the interview is over, remember to follow up by sending a copy of the recording of the interview to every lead, along with an e-mail thanking them for their interest. Remember to include links back to your main site in the e-mail and don't forget to tell each lead that if they have any further questions to contact you. Also, congratulations! You've just taken another step towards making your business more profitable.

The Benefits

The benefits of using this interview method are tremendous. First, the interview itself is valuable content for your site. As you do more interviews, you keep building your stock of this Grade A content. As you already know, content is king when it comes to online presence. This leads us to the second benefit.

The content on your site, the publicity and new contacts surrounding the interviews and the fact that you are the one conducting the interviews all raise your online presence. People begin to recognize your name and associate that name with what you do. This, in turn, establishes you as an authority within your niche. Never underestimate the value of this reputation in other people's eyes. People gravitate to authority. People trust authority. People buy from authority.

Another benefit of the interview method is that you are introduced to each interviewee's audience every time you conduct an interview. These are people you likely would never have met but for the interview. They not only become familiar with you and begin to see you as an authority; they also comprise your growing pool of leads. They are now a part of your circle of influence. When you send them a well-timed e-mail offer regarding a product or service you provide these facts work to transform them from leads into paying customers.

Finally, the marketers you interview also become familiar with you. They begin to see that you're a decent business person who follows through on projects. This, in turn, develops trust. When you have a new product or service for sale, these marketers will be much more likely to become your sales affiliates and send your offer to their customer lists. This results in even more money in your pocket and, since you're in the business of making money, this is a good thing.

Takeaways for This Section

- The Process;
 - Choose a business niche that plays to your strengths and talents;
 - Choose a relevant, on-point, domain name that describes your brand;
 - Build an attractive website around that brand;
 - Fill this website with quality content, again built around your brand;
 - Get involved in your business niche through social media and networking;
 - Schedule interviews with fellow marketers in your niche;
 - Decide on an interview format;
 - Set up a squeeze page and an auto responder to gather the leads you generate;
 - Conduct the interview and distribute the results.
- The Benefits;
 - You build a stockpile of quality content for your website;
 - You establish yourself as an authority in your niche;
 - You are introduced to new audiences and gain their trust;
 - You are introduced to new marketers and gain their trust;

o All of the above increases your bottom line.

Leading With Content

By now, you've seen that quality content is king when it comes to online or offline profitability. What you haven't seen is how powerful content becomes, in terms of profit, when you give it away. Yes, you read that correctly. In today's digitally social world, giving away quality information is the number one way to establish trust, generate leads and make sales. Let's take a closer look at how this process works and why.

How It Works

If you decide to lead with content, your first step is to produce quality content with a high information value. (At this point, we will assume you already have a branded website for your business, as well as the other necessary pieces of software/hardware for this website, such as an auto responder account.) This content can take any form. It can be blog posts, articles or instructional videos. The main point is that the information contained in this content is a valuable as you can possibly make it.

Once you have produced the content, you need to put this content on your website. Include any other helpful information a viewer or visitor may need on this page. Most importantly, include a link on the page that a visitor can use to request more information or, alternatively, to be alerted when you post additional free content. The idea is that anyone who visits the page can access the information easily and also has the option to get more information, should they so choose, in exchange for contact information. The idea is to make the gathering of the contact information as subtle and natural as possible. Your visitors exercise the option for more info or an alert and your auto responder's opt-in page gathers the contact information in a low key, non-sales oriented way.

Once you have the content loaded on your site and your auto responder set up to gather opt in information, you're ready to direct traffic to your site. You can do this through social media marketing, for example by blogging and then posting a link to your blog post on social media sites or including a link to your free content in your social media profiles, doing SEO (search engine optimization) on your main

site, including the URL of your site in your email signature and using paid ad traffic. While in-depth details of all of these topics are beyond the subject of this book, suffice it to say that the traffic driven to your page through these methods is what provides you the opt-in contact information that becomes your leads.

Why It Works

Leading with content is a form of inbound marketing. As we discussed in the introduction, inbound marketing techniques seek to establish a dialogue with potential customers prior to making a sales offer. This initial dialogue, especially when seen as valuable by a potential customer, establishes trust between them and your business. They see your business in a positive light because they have approached you for information and have found that information valuable. Therefore, when you do send them a well-timed offer based on your content, they are much more likely to become paying customers because of this pre-established trust and interest.

Takeaways for This Section

- How Leading With Content Works;
 - You produce quality content for your site with an extremely high informational value;
 - You post this content on your website and direct traffic to the site using various methods, including social media marketing, SEO and paid ad traffic;
 - As a result of these direct traffic efforts, the number of visitors to your site increases;
 - These visitors can choose to provide contact information in exchange for even more content;
 - This content information becomes your leads.
- Why Leading With Content Works;

- o Leading with content establishes a dialogue with potential customers prior to a sales offer being made;
- o This dialogue, in turn, establishes trust between these potential customers and your business;
- o This trust raises the likelihood that potential customers will respond positively once a sales offer is made.

The Survey Method

The Survey Method is a potent way for collecting leads that are right on the money. It relies on a very powerful psychological tool to quickly and easily gather contact information from the survey participants. Best of all, the subject of the survey is directly relevant to the product or service your business is selling. Therefore, each contact you collect through this method is already warm and ready to become your customer. Here's how it works.

Let's face it; most people are interested in themselves. While they wouldn't want to admit this fact to anyone, it's still true. Because of this, you, as a marketer, can indirectly appeal to their vanity, and obtain their contact information, through the use of a simple survey. Let's take a look at an example.

Let's say you're offering a product based around Kindle publishing. Your target audience for this product is, obviously, people who want to earn money through writing. Most writers are interested in reading and in other authors, so you fashion a simple survey designed to tell the participants of the survey which famous author they are most like. This survey appeals directly to the desire of your target audience to become an author and, as a corollary, be a famous author.

Designing the survey is easy. Simply Google "online survey software" and you'll find dozens of results that will suit your needs. The software itself will automate both the creation of the survey and its packaging. All you have to do is come up with eight or ten clever and funny survey questions, the famous authors who'll be the result of taking the survey and whether you'll be asking for content information prior to taking the survey or after.

In addition, you also want to provide each participant with the option to share the results of their survey on Facebook and other social media. If they do, their list of friends on that social media outlet will get a message that says "Hey, I'm Edgar Allen Poe. Who are you?" with a link back to the survey, so that anyone who receives this message can take the survey and share the results as well.

Once the survey is complete, you post it on your business branded Facebook account (if you don't have one, create one) and direct traffic to that post through the usual means (paid Facebook ads, social media channels, etc.). This traffic will mean that people will begin to take the survey and share the results. These shares will generate even more traffic to the survey. Every person who takes the survey will provide contact information directly to you. In addition, a high percentage of these people will be die hard readers and closet authors. Thus, when you send an offer regarding your Kindle publishing product to these leads, it will convert like crazy and your sales will go through the roof.

As long as you make the survey relevant to your product or service, you can repeat this process over and over again, with spectacular sales resulting out the leads you've generated.

Takeaways for This Section

- The Survey Method is so powerful because it indirectly appeals to the participants vanity and fantasies;
- A survey is extremely easy to put together using online survey software;
- The survey you produce should be relevant to the product or service you will eventually be selling to the participants;
- Make sure that you allow the participants to "share" their results through social media outlets.

Free Bonus on Related Products

When someone buys something, they are already psychologically in a place where a) they have decided to take action on a problem, obtain help to satisfy a need; and b) they have decided to spend money to achieve this end. When you offer a free bonus on a related product that someone has already decided to buy, or has already bought, you take advantage of this mental state and are easily able to establish trust, obtain contact information and, eventually, make sales. Here's how it works.

Your bonus can be anything, a pdf guide, a video or a report. You need to find another marketer who has a product closely related to the subject of this free bonus. This marketer will want to include your bonus in their sales funnel because it's a bonus. They provide a benefit to their customers, as well as drive sales, at no cost or effort on their part. Your bonus is then offered as an extra on the original product's download page in exchange for the buyer's contact information. The idea is that because they have already purchased the original product, they will absolutely want an additional product that helps them obtain better results when they use this purchase.

When you offer a free bonus on a related product, it's a win/win for you as a marketer. Your bonus provides extra value to the original marketer's clients. This establishes goodwill and trust between you and both parties. In addition, in order to obtain the bonus, these clients have to providing contact information. This contact information provides you with a boatload of solid leads who are already interested in what you have to sell.

Takeaways from This Section

- Using a free bonus on a related product produces excellent results precisely because the two products are related;
- People who have already purchased one product are very willing to take advantage of a free product that enhances their use of the original purchase;

- Your bonus establishes trust between you and the marketer selling the original product;
- Your bonus establishes trust between you and the clients of the marketer selling the original product;
- You grow your sales list with every client who takes advantage of the bonus and this means greater future sales for you.

Conclusion

We've taken a look at some extremely innovative ways to generate leads. These methods have been tested and are used by countless successful online and offline marketers to achieve stunning success product after product, year after year.

Why? Because these strategies work to produce high quality leads for very little upfront work. These leads, when used correctly, are money in the bank. If you're in the business of making money, then you owe it to yourself and your bottom line to put these methods to work for you today.