

How To Get Your First 500 Leads Online Blueprint

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How To Get Your First 500 Leads Online In 60 Days or Less Using My Simple Step-By-Step Blueprint!

Hello! My name is Glenn T Guillory, and I'm
a Home Business Owner.

I'm excited because this will help you start
building your list quickly!

So let's get started!



Step By Step Path to Succeed

Step 1: The Basics

You gotta have a list.

An Auto-Responder to collect your leads (This is big! You need one so as to not break the rules & laws for email marketing).

If you don't already have one, I use Aweber and love it! It's very easy to get an account and set it up too! Get an Aweber account here:

Aweber.com

A Capture/Lead Page System: This is basically the online page that will attract and send people that want to be added to your list.

There are many different options for this but if you don't have one here's a very easy system I use that I'll give to you for free (yep free!). There are a few requirements to use my system but it's pretty simple:

You gotta have a capture page system.

Using my Free Capture Page System

Once you click the link below, you will arrive on a page with a button like this:



Next you will see 3 options, the free one will be on your left. The system will charge you one time \$1. This is to make sure you are a real person and want to actually use the service for your own purpose

Get yours: [MITS Free Pages](#)



Step By Step Path to Succeed

Step 2: How you will do this.

1. There are many ways you can do this today the first is with Solo Ads. Now Solo Ads are basically you renting someone else's list to build your own.
2. So you're going to need a few things like a place to buy or someone to send the Solo for your offer. Here's some good ones:

[John Cornetta](#)

[Paul DeSousa](#)

2. Before You Create Your Solo Ad, Do This:

Write text for your ad using this formula-

- How To Get XYZ result,
- In XYZ time
- Using XYZ

Write 3 with slight variations of your text ad to use and monitor which performs better. Here are a few examples you can use:

- Want To Grow Your List Quickly?
- These 2 Secrets Helped Me Grow A List Of 500 people in a month!
- (Product, Or Your Name, etc.) Business...Details Inside
- URL Of Capture Page Link (*note MITS Pages will host your page and provide URLs of completed pages). Your link will be placed in the text of the Ad.
- Your "Call To Action" should be, "Click here" or "Go Here Now", etc. This will be where you attach your link and it should be clearly related to your ad such as "Get Your 2 Secrets Here".



Step By Step Path to Succeed

Step 2: How you will do this. *(continued)*

Some Solo sellers recommend or require a “free” offer to entice the requested “clicks”.

Offer a free bonus with your offer, something of value people would want and use.

Extremely important! **DON'T HAVE ANY LINKS DIRECTLY TO YOUR AFFILIATE OFFER(S).** You have to give needed value before exposing them to your offer. Here's why:

You will not be **SELLING ANY COMPANY PRODUCT**; you're building a list.

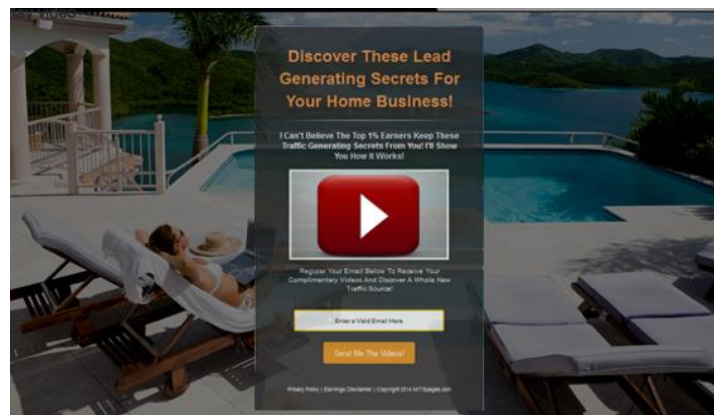
You want to build a **RELATIONSHIP ASAP**, getting responses from these new leads.

The only thing you are selling is **YOUR** ability and knowledge to help solve their problem (how to build a list, grow their business, etc.).

Step 3: How you will do this.

Creating Your Lead/Capture Page: Using your Capture page system you will need to link your Auto-Responder to the Capture page.

Keep in mind that same text you used with the Solo. Use some of that same text for this too.



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Solo Ads Secrets

Here's a list of things you need to know and understand before you buy your first Solo Ads to start building your list:

- Solo Ads are non-refundable.
- You are placing your trust in the seller that his or her leads will be responsive to your ad.
- The clicks you buy are just that, there are no guarantees to having “Opt-Ins” to your list. Showing your Ad and the number of clicks you get are the only thing guaranteed by the seller.
- Some seller's actually care and will help you, some will go the extra mile by helping you construct or adjust your copy to work better
- Beware any Solo seller that places your ads in a rotation on another site, promotes to 3rd & 4th Tier countries (you want as many 1st Tier Countries as possible. These are the main English speaking countries such as the U.S., U.K., Canada, Australia, etc. not China, Asia, Russia, Middle East Countries).

Solo Ads Secrets

Although there are many other Home Businesses, Affiliate Marketing Programs and Direct Sales Companies that recommend Solo Ads they give you the tools but tell you methods that are outdated.

Success is harder to come by with Solo Ads because you're marketing to people that are not your “Targeted Leads” but are from the “Targeted Market”.

There is a huge difference between the two, see the “*Bonus*” section for more details on how you can know the difference.

Solo Ads are great for list building but you have to work quickly to get a response from those that “Opt-In” to your list.

You need a response beyond just adding people to your list, “**what do I do next?**”



Solo Ads Secrets

The very first email people should see from your Auto-Responder is, “Call Me”.

Have a number they can call you in the very first follow up email. You can get a “pay as you go” cell number, a service for your business or even pay about \$60 a year for Skype like I do.

It’s important to have a number for your leads to call you to answer their questions.

Why a call? People *buy* from those they know and trust, you’re building a relationship, don’t be pushy just be the authority they’re expecting from your ad.



You can call me if you need help but if you’re just starting out this can be a little overwhelming. Write down a list of questions you anticipate might be asked.

Don’t just write down your answers, practice them out loud, believe me it helps!

How to handle the hardest question of all...

“How much money did/do you make”?

You say:

“Listen, I want you to open yourself up to being Coached for a minute okay? See I used to think the same way, thinking about the money didn’t make me much money at all. I didn’t see a change in my business until I started giving value. I’m learning more everyday just so I can share it with my team without any expectation of money. From now on look for value, that’s what I’m sharing with you right now. That’s what will make your business work and grow”.

Right now, you’re ahead of where I was when starting out. I’ve learned some valuable lessons and made some blunders too. It cost me more money than I like to remember but this info will save you that heartache. Go out and build your list!



Solo Ads Bonus!!!

Remember “Targeted Market” & “Targeted Leads”?

A targeted market is simply the niche your business is in, Health & Fitness, Home Business, Real Estate, etc.

A targeted lead is someone who is actively looking for what you have to offer.

Targeted Leads for a niche are “buyers”.

They are looking for a solution to their problems or issues.

A targeted market includes “window shoppers”, people interested but mainly just looking around. Very few Targeted Leads exist in your Targeted Market.

For example:

Someone buying new shoe laces may also want to buy new shoes but someone looking for tires rarely wants or needs a new car.

Targeted Leads are what you will want for your business from now on because they are buyers, you just have to find them, provide value more than your competition & solve their problem, i.e. lack of time for family, extra money, dream vacation, owning their own business, retiring early...etcetera!



Solo Ads Super Extra Bonus!!!

You will hear it a hundred times, but I want you to get REAL value from me and hear it right.

“The money is in the list you create, but the real fortune is in the follow-up”!

This is why you should call your list, that’s where the real money is.

Now your Super Bonus:

Did you know that you could also create lists outside of your Auto-Responder?

I know you’re smart, heck you’re a person that takes action!

This list methods involves, Social Sites and you can build an ever bigger list to add to your new list of 500 leads! You could even double up to 1,000!

If you would like to double your list with new secret strategies, just call me on Skype, or have an appointment with me here:

[Partner With Glenn Here \(your appt\)](#)

Call:(719) 445-8651



Thank You!

I really appreciate you taking the time to apply these strategies. You can get access to even more training for Home Business and I love helping motivated people increase their own personal value.

If you're an action taker and would like to learn even more Home Business methods add yourself to my schedule here:

<http://www.meetme.so/gtguilloryonline>

Looking forward to talking "Your Business Success"

Your Friend,

Glenn



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