



Leads Marketing Guide

The Steps You Can Apply To Grow Your Business With Daily Leads.

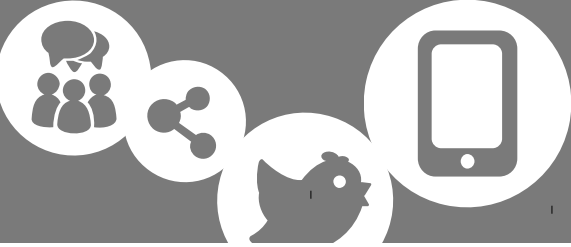


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ISN'T IT TIME YOUR
HOME BUSINESS STARTED PAYING YOU
FOR A CHANGE?

Contents

Thanks! Letter from Glenn	3
The Tools	4
Mindset	6
Apply To Almost Everything	7
Bonus #1 - Marketing	8
Bonus #2 – More Leads Tips	9
Contact Me	10



Simply Getting Leads Will Not Be Enough To Grow Your Business:

Thank You for being here, you are a Action Taker! My first taste of online success allowed me to generate over 4,000 people onto my lists with Solo Ads. Great right? Well it wasn't great because I had no idea what Targeted Leads were and very quickly my sales & customer interest fell off a cliff! I didn't know it then but my skills & knowledge needed vast improvements. With that in mind, I put this together for you to avoid the same heartache and confusion. My Internet Traffic System or MITS has been the biggest reason for me making sales by getting my own leads & adding these insights..





The Tools & Mindset You Must Have

“What do I need exactly to start generating a dependable income & Grow My Business?”

The Tools & Mindset You Must Have:

- **An Autoresponder:** Used for growing, cultivating and following up with your leads (I’m currently using both [Aweber](#) and [GetResponse](#), choose one for now) . The Autoresponder is one of the tools you need that will remain useful in the long term. Never stop growing your list even as you expand. It allows you to follow up and contact your leads.****Super Important**
- **A Blog/Site:** Domain Name & Hosting (Google search, I use GoDaddy & BrainHost) of your choosing.
Recommend your Domain to be your own name or variation of it, so your audience can identify with you as a real person and not the Company your products come from(*Branding You*). Your Site will be the Hub of all your Business.
- **Landing/Capture Pages:** To Promote Ads, Your Brand, Training, Products, Offers and Lead Generation. I use a combination of these, you must have at least one but I recommend having 2 ([LeadPages.com](#), [MITSPages](#), [Optimize Press](#), [WP Popup Plugin](#)). There is a learning curve for learning Optimize Press but it’s worth it. Just check the videos on YouTube.



Must Haves For Consistent Success.

With the proper Mindset & Tools you will be ahead of other marketers in your Niche at the same level as you. Always present “The Best You” in appearance, conversation and actions. This makes you more attractive to those looking for help in your Niche.

Next as you Brand yourself by building “Know, Like & Trust”. You will stand out with what you do from your peers by continuing to learn more skills to share with those visiting your Site/Blog, Social Pages and on your Auto Responder Lists. While most will be stuck trying to get old methods to work you will be on a much clearer path to success. Keep in mind that these are minimum requirements. Your Business will expand and grow and so will your Tools & Resources.



The Tools & Mindset You Must Have

“What do I need exactly to start generating a dependable income & Grow My Business?”

The Tools You Must Have Part II:

- **Tracking Software:** Most Offer Systems provide tracking for your clicks but it's better to have your own (I use the [Pretty Link WP Plugin](#)). You want to use your link tracking software for all of your pages to track and record your numbers through out your process from the initial Ad click all the way though to your offer page.
- **Facebook Ads Account:** Create an [Ads account](#) on Facebook, if you don't already have one. You can find a zillion (I exaggerate only a little) examples by doing a Google Search. Once done go into your Ad Manager and choose [“create audience”](#), give it a name and copy the pixel. The pixel will be placed into the “Head Tag” of your Landing page when you create with [MITSPages](#), Lead Pages or even Optimize Press (which ever one you decide on). The reason for this is that later once the Traffic starts clicking on your ads the audience number will grow. When the audience reaches the 1,000 mark you will be able to send an ad to those same people on Facebook. This is basic Retargeting!



Must Haves For Consistent Success.

With the proper Mindset & Tools you will be ahead of other marketers in your Niche at or near the same level as you. Always present “The Best You” in appearance, conversation and actions. This makes you more attractive to those looking for help in your Niche. The ones in your Niche most receptive to help are usually other marketers. What have you struggled with? Odds are high that hundreds of others in your Niche are struggling with the same things.

Next as you Brand yourself by building “Know, Like & Trust”. You will stand out with what you do from your peers by continuing to learn more skills to share with those visiting your Site/Blog, Social Pages and on your Auto Responder Lists. While most will be stuck trying to get old methods to work you will be on a much clearer path to success.



Mindset

Understand that you can't prepare for everything that can possibly go wrong but it is pre-determined that you will **fail** and have **frustrations**. It really is part of the process, those that have had the greatest success have some of the biggest failure stories. "Don't let failure stop you, keep building your skills by learning, taking action and sharing that knowledge with your Team/Audience."

“Don't allow negative mindset or frustration to ever enter your marketing”

Why You Should Always View Your Business As A Tool For Conversation:

Even if your System or Company does all the interaction with leads for you, having actual interaction from calls, video chat or direct emails is exactly what you want to be doing. Increased interactions with your leads is one of the most critical aspects of growing your business from making hundreds to generating thousands! Ask yourself, *“are you more likely to buy something new to you from someone you have a trusting feeling from or from someone you never even talked to?”*

“The Fortune Is In The Follow Up!”

Reach out to your leads on the same day or the next with a phone call or direct email if possible. If you didn't get my “what to say to your leads” cheat sheet you can download it from the same page this PDF appears on and it should also be in the 1st or 2nd emails from me. Keep growing your list always & contact those leads. This will increase your sales more than depending on your System to do all the work. Just keep your calls on a schedule time limit (I use 15 to 30 minutes tops) and make sure to secure a follow up call. Your intent is not to “sell” but to help the lead solve their problem with your skill, experience and offers.



9+ Leads Per Day

There is no better training to get leads than “My Internet Traffic System” or MITS.

MITS is a training site specializing in training marketers to gain the skills to generate their own Traffic & Leads. MITS trains you on what is working right now in the market place.

MITS has 3 different levels but the goal is to see the value and get in on all the training by advancing from level 1 up to level 3. Here are some of the things that MITS will teach you:

- Weekly Value Based Content For Marketing From Vince Reed (the Leads Guy, 7 Figure Marketing Entrepreneur, one of my Mentors)
- 12 Untapped Traffic Sources (level 1)
- 1 On 1 Business Consult
- 4 Part Lead Generation Audio Course
- Access To All MITS Products (level 2)
- 4 Per Month Live Practice Webinars
- 4 Per Month Live Coaching Calls
- License To Offer All MITS Products (level 3)
- Phone Team To Call Prospects
- Access to purchase Traffic Packages (Vince himself oversees your traffic)

Some Of The MITS Products:

- Yahoo/Bing Search Traffic PPC Training
- Facebook Ads PPC Training
- Recruiting Mastery (get more people in your Biz)
- Twitter PPC Training
- Weekly Mastermind Live Call/Webinar
- PPC Mastery
- Retargeting Mastery
- Mobile Pay Per Click Mastery
- Recruiting Juggernaut
- Capture Page Mastery
- And yes there's more..

Apply These 3 Things To Almost Every Part Of Your Marketing Actions:

1. **Conversion** = Every post, ad, email, any content should convert traffic to leads, interested traffic into leads, leads to buyers
2. **Engagement** = All of your Marketing should have a “call to action”. Asking your leads to respond, comment, share, call or click onto a Sales page, your Site/Blog, Ad etc.
3. **Reach** = Know who your perfect Targeted Lead is and where they can be found. This is the “where” of your marketing. Your content, ads, etc. should always reach your targeted audience or your Avatar

Apply these 3 things by asking yourself before sending that email, posting new content, making a new ad; “Do I have **Conversion, Engagement & Reach** within this?” Some Marketers fall short because they don't have a good call to action or any purpose to send leads where they want them.

Combine The Training In This With [MITS \(Vince Reed dot com\)](http://mits.vincereed.com)

To Expand Your Business Into A Lead Producing Income Generating Juggernaut:

- This guide is meant to be used with the [MITS training platform](http://mits.vincereed.com), no training is all inclusive but this guide is meant to help you grow your business quicker. This will help you to avoid some of the struggles you could still experience solely relying on your Company Training Library.



Bonus #1 Advanced Marketing:

Your Process Install

The secret sauce is always in the process and having a complete system in place. Using the Traffic Generating methods in [MITS](#) you will learn how to find your own Targeted Leads. What you should do is to utilize the Targeted Leads into a system:

1. **Pay Per Click Ad** – Do You Need Traffic For Your Offers? Always ask a question that speaks to a common pain within your niche or market. The sends the traffic by link to your Landing Page.
2. **Traffic Lands On Your Site/Blog From The Ad** (best practice is to integrate your Auto Responder on your Site/Blog)
3. **Landing/Capture Page For** – How To Get Traffic For Your Offers (the same words & images from the initial ad should match the Landing/Capture Page = Congruency). You will need a Facebook Ads account to create a audience and get a Retargeting Pixel to install in the Head Tag of your Landing/Capture Page
4. **Targeted Leads Added To Your List** (Subsequent emails, at least 8 as a follow up sequence)
5. **Lead Magnet Promise Delivered/First Email Arrival**, your Lead Magnet should be a solution to one of the biggest pain points of your Market (mine is getting Traffic for example)
6. **Video Training/E-Book/MP3/Items To Add More Value Instant Download**(The download should be on your Site/Blog on a private page and also downloadable in the first email to the lead). You give more value to build “Know, Like & Trust” and possible lifetime customers
7. **Emails** in your follow up series of the Auto Responder should build on “Conversion, Engagement & Reach” by calling your leads. The initial Opt-In when created should collect Names, Emails and Phone Numbers. Encourage your leads to call you by adding your own contact information in all of your follow up emails. One simple trick can ensure you get the right emails is to include this statement on your Opt-In pages, “The Requested Information Can Only Be Sent To The Email Address Provided”.
8. **Testing, Tracking & Tweaking your process!** Every ad you create should actually be 2 versions of the same having one slightly different than the first. Only a slight variation of color a few different words, video, etc. Use your imagination and track your results, keep the best performing one and create another with your next variation. It usually takes 10 different ads for me to get results so don't be discouraged by few results in the beginning.



3 SIMPLE BONUS LEADS METHODS:

- **Business Or Drop Cards:** Not traditional but get some business cards with a simple link to a page on your site that gets leads to a video or article on your site. Have good copy that has your Lead Magnet offer to get leads Opted Onto Your List. Place these cards on Laundry Mat cork boards, DIY car wash bulletin boards, Biz boards at Wal-Mart and Office Supply Stores and any place you can find them. You can also place these cards at book stores, place them in Entrepreneur, Home Business, Online Marketing, Social Media Books. I know it sounds cheesy but this can get you an extra 3-5 leads a month.
- **Craigslist Local City Ads:** Part 1; Scan through your local Craigslist Ads for Marketers promoting their business and reach out to them. "Hello I saw your business ad and it's pretty good. Would you be interested in knowing how to get more leads for your business?" This works pretty well if you use MITS as your Lead Magnet tool! Part 2; Place an ad in on Craigslist for your local and surrounding cities. "Local Company Looking To Build Team Of New Reps". Make sure the ad does not mention Online Marketing, Making Money, Home Business, etc. Your ad should again link to a web page on your site. * Call leads from Craigslist quickly and schedule a follow up call like this, "I'm really busy but I would like to send you an introduction that's mostly visual. I can call you back after you've seen the presentation tomorrow at 5:30pm, will you answer at that time?" Do not schedule your follow up more than 2 days from your initial call. Also do not reveal any information about the presentation over the phone because you're busy and pressed for time (even if you're not). Create new Craigslist as every 3 days to keep them fresh. You will generate plenty of response from Craigslist but be prepared to also receive a lot of Resumes too (call it a side effect). This method generates leads weekly!
- **Local Networking Events:** Every kind of event for Networking from Marketing to Real Estate with real people already in the industry looking to improve! No pitching required but this will make it a smooth process. Introduce yourself and ask for their card (do not give out your card), when they ask for your card tell them you gave the last one out and have to get some more. You want to ask questions about their business, how long, how well it's doing (write down the key points after the talk to use later). Here's the sauce, "*sounds really good, if there was one thing that would make your business work better or a goal that you have to reach this year what would it be?*" They might tell you a income milestone, more recruits or something like that. Be gracious and thank them for their time, go write down your notes and move on to the next Networker. Call them back in a couple of days and say, "*Hi Name, yes I'm the guy who lost his business cards. Remember when you said that your business would be better if _____? Well I found something that will help you do exactly that but it's mostly visual. I would like to send it to you if that's okay?*" Most will ask to see what you have or try to get you to reveal it now. Simply restate, "*it's mostly visual, and I'm pretty pressed for time right now. I can send it over and we can talk about it tomorrow at 3:30, you will be there for our call right?*" The may have a different time, work it out and send your presentation just prior to the return call with enough time for them to watch it before the call. You can get many leads from each event and the more you do this method it will hone your skills with every other Lead Generating Tactic.



HELP IS HERE

Home Business Mentoring

Glenn T Guillory

I'll help you solve your Home Business Struggles get more leads & sales

Contact Me www.meetme.so/gtguilloryonline

*How Can I Help You With Your Business?
Email: admin@glenntguillory.com*

Always "BE THE BEST YOU" for your business, speak well and dress your best. My best rule is in everything I do I'll ask myself would I let my Mom or Grandmother read or watch this? You won't please or even be liked by everyone, the goal is to provide value to the market place and help others. That's the real key to being a successful and profitable Business Owner.

I'm looking forward to hearing from you,

Your Friend Glenn