

LEAD ATTRACTION 
SECRETS

Lead Attraction Secrets

*"How To Get Customers And Clients And Really,
Really Make Money Online"*

Contents

Introduction : The Name Of The Game	1
Chapter One : The Alpha Marketer	7
Chapter Two : How To Create Authority Today.....	9
Chapter Three : Behind The Scenes Of My 7 Figure Online Business ..	15
Chapter Four : How To Generate Targeted Leads	20
Chapter Five : The Highest Paid Writing Profession In The World	23
Chapter Six : Autopilot Business.....	33
Chapter Seven : How To Get High Ticket Clients	36
Chapter Eight : How To Create Recurring Income	41
Chapter Nine : How The Rich Get Richer	45
Conclusion : What You Must Do Right Now (Yes, NOW)	48

Introduction: The Name Of The Game

Hey there.

Welcome to Lead Attraction Secrets.

This book has helped hundreds of students make money online. They are their own people, succeeding in various niches and corners of the industry. And that's the beauty, because this shows you don't have to grow under an online marketer's armpit or stay in their shadow.

All these are made possible with what I am about to share with you. This is quite unlike what you already know.

If you're new to doing business online, read with an open mind and leave behind your struggles and frustration.

And if you're a seasoned marketer, good! Now it's time to go great.

Whatever business you're in right now...

- Whether you're selling your own product as a vendor
- You're promoting other people's products as an affiliate,
- You're a coach looking for Clients,

Lead Attraction Secrets

- You're a service provider,
- Or you're an MLM / Network Marketing Distributor

This book has the answers you seek. It is the missing puzzle that most business owners and marketers alike are seeking and when you put it all together, this will add another digit to your income. Maybe two.

I wrote this book in your hands for a reason. Because I know it will change your life the same way it did for countless others out there.

Bold statement? No, understatement is more like it.

If you are new and clueless on what to do, but all you know is you want to make money online, then this is going to save you months, or easily years of guesswork.

If you have been trying to succeed for a long time and saw no results, in the coming pages I will de-mystify Internet Marketing. Lead Attraction Secrets is meant to take the complicated and break it down to simple-to-follow steps.

If you have been buying one shiny object after another - STOP. I bring you this missing puzzle and I will show you how to put together the things you've purchased and transform them into a tangible, cash-generating machine.

If you have your own product, or bought the rights to another product, but don't know how to get Customers, the answers are here, staring back at you.

Lead Attraction Secrets

If you are an affiliate promoting other people's products for commissions, I will show you how to build authority on par with the vendors you promote. The last thing you want to be right now is another 'me too' marketer.

If you are a Network Marketer and run an MLM business, the same holds true. It's a red sea to compete with thousands, tens of thousands, maybe hundreds of thousands of other people promoting the same product as you. How would you like to discover an edge over your Cross-lines and even Uplines, and grow your network even if you have exhausted your own contacts?

If you are a service provider or a Coach, and you have trouble looking for Clients, I can tell you often times the real problem isn't so much in the way you sell but rather it's a PROSPECTING problem. The good news is, the same method to sell products is also applicable to attracting high paying Clients.

All in all, every business needs one thing: **LEADS.**

Picked up a common pattern?

Every business has a lead problem.

Even if you have a proven sales system, you will still need leads. You can't possibly sell anything if no one even knows about you in the first place, yes or yes?

And no matter how big your business grows, you will still need and want MORE leads.

Lead Attraction Secrets

Unfortunately for most people, the only experience they have is frustration. That's why most marketers desperately resort to hard-sell, hype and heavy-handed sales tactics. And as a result, they betray their insecurity to their prospects. And what happens? Either most prospects leave, or the few Customers they close will become disgruntled buyers.

* * * * *

In this book, I will show you that **it is possible for YOU to achieve financial freedom...**

To be able to write your own check. To be able to live life on your terms. To be able to have the time to pursue your passion or hobby.

All of which you will not find in a regular job or running a conventional business.

Most of the time, the reason why most businesses suffer has to do with lead generation.

Sure, there are other factors - like having a compelling message, converting sales funnel, quality products, etc. But again, if you have no one to show your offer to, then you can't make any money. Period.

Here, Lead Attraction Secrets addresses the root of the problem.

Is this the ultimate book and last word in marketing? Absolutely not. And neither is any other book.

Lead Attraction Secrets

But for everything else to make sense and come together, Lead Attraction Secrets holds the answer. If you know how to find and generate leads, you not only solve a big part of the problem in your business but you can very well scale your business and turn yearly income into monthly income, or monthly income into weekly income.

Before we get into the meat and potatoes, I'd like to mention a few things about this book.

First things first - the tone of voice of this book is pretty straightforward - no matter how harsh, it presents things as they really are. And at this stage, I would think you will appreciate honesty and telling as it is, after all the lies and half truths you have been fed by 'gurus' in the industry or people who didn't know any better.

If anything, I ask that you at least be honest with yourself. It's time to confront some of the limiting beliefs that has been holding you back from achieving greatness.

A lot of people approach this business, hoping to make money as a newbie. There is nothing wrong with being a newbie, but there is something very wrong with trying to succeed as a newbie.

Think of the experts and leaders you know in ANY industry, niche or profession. Did they get to where they are today by staying a newbie? Or did they invest time, effort and money to hone their skills and mastery?

Yet for some strange reason, most people don't want to level up. Maybe because it takes effort and that's a put off.

Lead Attraction Secrets

Look, your business isn't going to build itself. If you're planning to do nothing or want everything handed to you on a silver platter then you might as well stop reading here.

To this day, I don't know of any millionaire earner that got their results by staying ignorant or refusing to grow out of their comfort zone.

Again, there is absolutely nothing wrong with being a newbie. No one starts out being an expert. But **success is earned, not given.**

Pursue mastery. Make it your craft. And don't worry if you've not done this before. No one has ever died from learning how to make money online!

We are living in the most exciting time of human history and the sheer amount of opportunities is unprecedented. Believe it or not, you already have access to some of the most powerful leverage easily afforded to mankind.

And this book will help you achieve the power to earn up to 7 figures.

Are you ready to do this?

CHAPTER ONE: The Alpha Marketer

If you've been in the Online Marketing scene for at least a few months, then you will have already learned of some of the marketing top guns. The guys who are crushing it in this business.

You will have also come across more marketers in the making...

And then, there is the rest of the crowd. The majority of the people who are not making much money - or any at all.

After so many years of Internet development, evolving technology, abundance of training products, software, and more opportunities than ever before, how is it that the odds of success hardly improved?

Is the playing field still far from being levelled?

Or could it be... the player himself?

CONTROL vs LUCK

Given the seemingly low rate of success in Internet Marketing - or in nearly everything else - it's easy to suggest that a few people just got lucky and the rest got the short end of the stick.

But what if I told you that you're in control of your own success?

Lead Attraction Secrets

How you envision your business to be depends on the amount of work and specific actions you take to make it happen.

Some people might not be happy to hear the part about work, but you know what I think? That's an infinite times better than luck! Because being lucky implies that you got here by chance. You either get it or you don't, and most people don't.

Isn't it great to be able to forge your own path and be the master of your own destiny? Or would you rather surrender that power to someone else and be at the mercy of external forces you have little to no control over?

Where I'm leading you up to is this: if you've been struggling to make sales, be it online or in person, the first thing you've got to do is take charge. Take control. Take ownership.

You are responsible for your actions - or the lack thereof.

For success is found within you, not outside you. It's not found in the book you've just bought, or the seminar you're about to attend. I mean, sure, these are great time savers and a compass in the right direction, like this book you're reading right now.

However ultimately, your business isn't going to build by itself. Not in the initial stage, at least.

And these books, courses, programs, software, etc. they're just tools for you to use and leverage on. If you're a lousy carpenter, you can have the best saw in the world and still produce mediocre work. But put average tools into the hands of an expert and he can craft beauty.

It's hard not to see where this is going.

CHAPTER TWO: How To Create Authority Today

So, by now, you would already know you gotta be an Alpha to achieve massive success in the marketing world.

Attraction is not a choice - people naturally gravitate towards an authority figure.

It's why people read the news and quote from it, and also the same reason why people look up to and quote from the words and works of pioneers, inventors, teachers, entrepreneurs and thinkers.

People trust them, as supposed leaders or experts of their respective fields.

However, some internet marketers out there have the wrong idea. They think that one has to collect the relevant qualifications and certificates to create authority.

Now, you don't have to do that. In fact, it's not necessary at all.

Because here's the thing: you don't have to wait for someone to endorse you before you can start.

After all, who out there certified these certificate-giving guys?

Don't waste your time on such things.

Lead Attraction Secrets

It is more often a procrastination move.

Give yourself permission to go ahead and do it now (which by the way, is an Alpha trait!).

The truth is, people listen to you if you are capable of solving a problem for them. You just have to find ways to inspire confidence in them.

“But... How can I be teaching others when I’m not an expert or successful yet?” - this is one common self-limiting belief that hinders one’s potential.

If you don’t feel good enough, you operate from a position of lack. This is one mentality you have to change in order to succeed.

All you have to do is make an effort to position yourself as an authority figure.

There are four ways you can do this:

1. "I’m just like you"

Let’s say you are trying to promote a book on developing social skills. You can appeal to people by relating to people and their current situation, like this :

Five years ago, I was just like you - speaking to people was a struggle for me. I was awkward, and had little friends. But then I discovered these tips and things changed for me since then."

Lead Attraction Secrets

Since you have been through the same things before and have since then found success, you inspire trust and confidence in others because they know you know best.

People are more likely to look up to you as a role model.

2. Be the reviewer / researcher

Take movie reviewers on YouTube - Chris Stuckmann and Angry Joe.

They do reviews of newly released movies, so that people don't have to go through a bad movie. People look to them for movie advice.

In the same way, by positioning yourself as the "researcher", people know you know what works best, because you've put it upon yourself to try out all possible solutions out there. People look to you for advice, and this way, you create authority.

3. "The Expert"

Expertise is subjective - there is no clear cut criteria as to what makes an expert, particularly in the field of internet marketing.

There no way to know everything; there will always be something new, and someone who knows more than you do.

The definition of an expert, to me here, is just knowing 5% more than what 95% of the people dont know! Establish yourself as an expert by making an effort to know a little more than what others know, and you'll create authority - people will look to you for solution to their problems. And plus, you get paid this time too!

4. Leveraging the expertise of others

This can be done is by working together with industry experts.

They have the expertise, and you know the right people - it is often a win-win situation for both parties.

An example would be creating a short training program featuring an expert in a particular field.

Another way this can be done is through interviews.

You may be new or clueless when it comes to the topic at hand, but through this way, you can gather valuable, expert-level information for your use - be it content or product creation, or the marketing or promotion of your products.

Leveraging on others' expertise positions you as the "village chief", indirectly positioning you as an authority figure in the field.

Offer Value, Create Authority

The main reason why people struggle or fail in internet marketing is simply because they offer ZERO value. The income you make is in direct proportion to the value you contribute.

An example would be comparing a general practitioner (GP) and a heart surgeon.

Lead Attraction Secrets

Both are jobs in the medical field that require one to have the relevant qualifications and medical knowledge.

However, there are few heart surgeons if compared to the current number of GPs out there. Not only that, a heart surgeon's job requires more specialized knowledge and skills, and involves a significant amount of risk.

Hence, the value the surgeon is able to provide is evidently more, which again, is reflected in the surgeon's higher income.

Now, with this in mind, when starting an internet marketing business, don't just start a site offering junk to others. Be the people's go-to guy.

Offer something of value, a product or service that people out there need. This way you establish yourself as an authority figure.

Now, you can create something from scratch, but it will take time. Use Private Label Rights (PLR) products instead - it will help you save time. And if you suck at writing, all the more you should outsource your content writing!

But first things first : What are PLR products? PLR are content products that you can buy rights to, giving you the right to change, personalize or alter the material to make it your own. This also includes the right to claim ownership over the product.

Another common misconception among those who are just starting out in internet marketing is to get themselves involved in the Making Money Online (MMO) niche, thinking it's a surefire way to succeed.

Lead Attraction Secrets

It's okay to be a newbie in the niche, but don't fake it. Particularly if you don't have the experience or authority in this area.

People are not idiots; they'll figure it out sooner or later.

Don't just look at MMO as the only way to succeed in internet marketing - it's a very one-dimensional way of thinking.

In fact, you stand to make money in providing services to help people save time and effort.

One way is helping people to edit their work, or doing the rebranding effort for them.

CHAPTER THREE: Behind The Scenes Of My 7 Figure Online Business

In the previous chapter, we've already talked about how you can be the go to guy and project authority through your image. Now I am going to unravel the secrets to building a 7 figure online business. This is where all the fun begins!

In fact this very book, Lead Attraction Secrets is the example of this system that I'm about to share with you.

Firstly, I have noticed, 65% of local businesses are unable to capture leads online. Most people I've contacted out there don't build a list. For those that did build a list, only half made money from it.

What most rookie Internet marketers don't realise is that you need to build a list. You can't go far without a list. The money is in the list.

I know some people are trying to rephrase it or reword it but that's the truth in general. You can only start making money by building the damn list.

Why?

Most people don't buy on first contact. It takes a while to build trust with your clients, not to mention with a lot of noise going on. However, if you're exceptionally good on making massive sales, that's great.

Still, that's just 5% of the clients you are able to engage, the other 95% is wasted traffic. Therefore, you need to build a list and follow-up. What I

Lead Attraction Secrets

noticed after I've cultivated my list over a period of time, many of my clients buy my high end programs after getting to know me for some time.

Consider this, you have also experienced some purchase decisions that took you a while to get convinced too, especially if the products are of a high end price.

So, here is my blueprint which helped me kick start my 7 figure online business:

LEAD CAPTURE

The first step is to build your own site. You can also get an autoresponder such as Aweber or EmailConversionPro for sign up and list building purposes. You don't need to dress your websites in a corporate way.

This is probably what some people may have in mind that if you want to sell something their websites must look something like this; they put a picture of their company, pictures of people smiling, and there's a homepage, about us, what the products are about, how they contact us, and maybe some content or articles that make you sound like you are smarter than you are.

It couldn't be any further from the truth. You don't need to build a corporate looking site with dozens and dozens of useless pages where no one is going to bother reading.

Your site should only be one page and there's just only one thing for you to do; either enter your details or in some cases I might ask you to buy something, there's nothing else than that because the purpose of a direct response page is to elicit a kind of response or, get a call to action.

Lead Attraction Secrets

Whether it's to put in your name and email address to join a list or to purchase a product. If you look at all of my websites, they are all created in a very similar fashion so I call them the one page direct response sites. That's how you should be creating your pages.

Some people might say "That's cool and all that but I'm not good in HTML or building a webpage, heck I don't even know what HTML stands for!". Well, you don't have to enrol in a web master course or anything like that, or informatics whatsoever, you can get drag and drop page builders like the one I'm using right now. Optimize Press is one option, and you'll find that page builders are more abundant today than it was before.

So, think about it. You might not know HTML and that's totally fine, but can you drag and drop? I'm sure you can because as long as you can point your mouse, you too can build webpages like the ones I have built.

SALES FUNNEL

Now I want to bring you to a very important point here. If you go back to many years ago, when Internet marketing was a lot more new in it's infancy back then, it's quite normal for marketers to sell even just one product. And maybe back then, you can just make money by selling one product, that's totally fine. But today, if all you do is just sell one product, you're going to die! That's why it is important for you to establish your own sales funnel.

Front-End

Whenever you visit a website and the first thing you see, is a sales page, that is normally called a front end. Rule of thumb: Price front end at low prices, between 7 to 33 dollars and here's why; if you try to sell an expensive program right off the bat, it's going to be a little bit more challenging because less people are more inclined to pay 2000 dollars right off the bat.

Lead Attraction Secrets

What you should do is to put low price, front end options first, priced anywhere between 7 to 37 dollars because let's face it, it's easier to spend 7 dollars than 2000 dollars right now with a stranger. So I hope this part makes sense to you right now.

Upsells

But I don't want you to stop there though, because having a front end offer is not the means of just making money, and most of the time for some people its just the loss leader.

So, what I want you to do is I don't want you to stop just at selling low priced offers. If that's all you do, it's going to not only be a struggling business, I would say that it can spell doom for your profits as well. What you should do is to have a string of upsells after the initial purchase. So when customers buy a front end offer, you can present to them optional upsells. Of course, you don't use the word upsells with them, but present it to them in a form of one time offers.

Back-End

What if you want to scale your income to grace a height of 30 thousand, 40 thousand, 50 thousand or even 100 thousand dollars a month and above.

For that to happen, you need to include what I call the backend. A lot of Internet Marketers and business owners don't really have a backend. If you put in a backend, to me the definition of backend is quite simply, an offer you present to your customers usually not immediately like the upsell but more like the day after or within the few days after the initial purchase.

This is because people are usually not ready to buy this kind of offer right off the bat, it rarely happens but normally I present this within a couple of days after the initial purchase.

Lead Attraction Secrets

So in the backend, you can be putting in your best and high level programs that could reach anywhere from coaching to done for you services, and over here you can charge anywhere from 2 thousand dollars to even 25 thousand dollars and above.

You can sell at rates higher than this even - it is possible. Imagine the amount of money that you can make when you put all these together! You don't have to create dozen of hundreds of cooperate looking websites.

Now, if you look at restaurants like McDonalds, you can see that they do their upsells pretty good because whenever customers buy something, you are going to see that the cashiers will always ask, would you like to supersize it or would you want to have fries with that or would you like some dessert? Now these are very simple questions but if you think about it, if only 20% of the customers said yes, that would be an additional 20% revenue for the company or for the restaurant.

Upsells work in a very similar way. If about 20% of your customers who bought the front end, also agree to buy the upsells, this means more money in your pocket, with no extra effort on your part. And have you noticed you do not need to find any extra customers? Think of it this way, if your upsell is priced at 200 dollars and you have one customer buying it, that's the equivalent of 10 customers at 20 dollars.

To put it in simpler terms, McDonalds are actually creating system, not a better burger!

CHAPTER FOUR: How To Generate Targeted Leads

Now that you've got your system all set up, the next step to take would be getting leads.

I believe that traffic is everywhere. All you need is simply a compelling message that will attract the attention of your intended audience.

However, I suspect most people out there chicken out from this step, and hide behind buying more products with the hopes of finding that one magic pill that will help them achieve success.

Let me tell you - you don't need more products. You need to take more ACTION.

To generate targeted leads, I have a few favorites :

1. Facebook Profiles

Most people out there use their Facebook profiles for recreation purposes.

Now, what you can do here is "weaponize" your Facebook account - use it to build up your authority and expert status, which will in turn generate leads for you.

To do this, the posts you share on your Facebook timeline should be have something to do with your niche, and also include a call to action - whether it is to PM you for more information or to go to your site and join your list.

Lead Attraction Secrets

Of course, it is still fine to share your personal posts; it's good to strike a balance between a sales-y approach and a little of your personal self.

By doing this, you build up your expert and authority status, and people who stumble upon your Facebook profile will be more inclined to look you up and follow you to find out more about what you do.

2. Facebook Advertising

You may have noticed advertisements for products in the particular niche you're interested in pop up as you browse through your Facebook newsfeed.

Once you look up a subject on the internet, another ad related to that particular subject will show up on your Facebook newsfeed. And that's how Facebook ads work.

With Facebook Ads, it is now possible for you to single out any specific audience based on almost any description you want : by gender, location, age, interests and more, according to your goals and budget.

This helps you reach a highly targeted audience who are very likely to be interested or looking for an offer similar to yours.

3. Joint Ventures (JVs)

This is the ultimate secret to building up your buyers list fast.

In the context of Internet Marketing, a JV is a deal between the vendor and the affiliate to promote the vendor's product for a commission. As a vendor or product owner, this means you seek out marketers with mailing lists and get them to promote your offer. With this JV method, you are also actually getting paid to build your list!

Using this method, you will only need to pay for results. If your JV partner does not make sales, you won't need to pay a single cent.

Imagine getting 10 or 100 people promoting and talking about you at the same time? That's what you can achieve with the JV method.

Would you rather depend 100% on your own effort?

Lead Attraction Secrets

Or 1% on 100 people's effort as they promote your product simultaneously throughout the internet?

This is leverage, at its very best.

4. Solo Ads

Solo ads are essentially paid ads or offers sent out by publishers or vendors to their email subscriber list.

It would only make sense to find subscribers already subscribed to other similar mailing lists. With this way, you get to purchase your targeted traffic in the form of a mailing list, in a specific niche related to your service or product.

To illustrate - let's say I own a clothing company, with styles that are more suited to teenage girls. It would only make sense if I placed ads in magazines aimed at the teenage female audience, like Seventeen.

It's the same with solo ads, except that this is based online, through email.

The sole purpose of all these methods is to tap into cold traffic - visitors to your page who have little idea of who you are and what you have to offer, which has the most untapped potential.

If you can tap into this area, you win at internet marketing.

Remember : Your message and efforts at targeting the right audience are crucial in your efforts to generating targeted leads for your page

CHAPTER FIVE: The Highest Paid Writing Profession In The World

Lead generation and copywriting - these two aspects should be prioritized by any internet marketer looking to make up to eight figures in the Online Business.

With these two key aspects mastered, I'd say you pretty much got the marketing game covered. Aced it, even. These two main skills will help you get everything up and going within a short period of time.

Copywriting is a valuable ability that helps you to sell anything ; it's the skill to crank out sales copies. Most of the time, it is not just about what you are trying to promote, but the ability to awaken a deep desire from your prospect towards your product. And if you know how to write to sell, not only do you save thousands of dollars in hiring someone else to write your copy, you can also make just as much, often times manifold.

So, as you can see, it's an absolutely worthwhile skill to learn up. This here, and lead generation skills are what separates the successful from the not-so-successful in the internet marketing world.

if you're a little hesitant about selling - not to worry! With the Internet, you won't need to do any form of face-to-face selling. In fact, there is no leverage in this conventional method.

Personally, I prefer to whip up a website, put my sales page on it, and let it do all the selling on my behalf. This saves me valuable time - hundreds to thousands of prospects view the website and buy at the same time, and I don't have to go over them one by one.

Lead Attraction Secrets

In fact, did you know that the online sales pages you see today have their roots to direct response mailing? You know, those 'long brochures' that are several pages long and often has only one Call To Action - BUY.

So, the sales copies and sales videos you see today - this is the result of direct response marketers adapting the same approach, but on the Internet.

And when you master the skill of copywriting, you will be able to adeptly write Sales Video scripts, Landing Pages and even email campaigns for your online business.

THE SECRET TO HIGH SELLING COPY

Most sales letters out there have a specific pattern or formula.

Selling information products is quite different from selling common products. The approach to selling information products is more of Direct Response approach; common products out there, on the other hand, does not need a lengthy explanation.

Every high converting sales copy contains these following elements (in chronological order) :

- Headline
- Sub Headline
- Opener / Introduction
- Regurgitation
- Solution
- Handling Objections

Lead Attraction Secrets

- Call To Action
- P.S.

Let's go through each element one by one, in detail.

1. Headline

The most important part of the body of the sales letter would be the headline.

Look at the Headline as everyone's first impression of the product. As soon as the page loads, it's the first thing your visitor will see. And trust me, first impressions can really make or break your sale!

According to expert copywriters, 80% of your effort should be focused on crafting an attention-grabbing headline.

Keep in mind and do include these important details In your copy's headline :

- The headline should be able to capture the attention of your prospect, and most importantly, qualify him or her so that he will continue reading on.
- Have a character mentioned in the headline. It can be anyone, but what makes a copy effective is someone your prospect can relate to. This makes a successful headline.
- Write about the results and benefits that your prospect will experience using the product. Remember to be as specific as you can. As they say, features sell and benefits tell - this will make the product more desirable to the prospect. The more specific the results are, the more attractive it is.

Here are some basic headline formulas you'll want to adapt for your own use:

- Who Else Wants To _____
- How To _____. No _____. No _____.
- Discover The Secrets Of _____
- Here's How _____
- Why _____ Trumps / Is Better Than _____ (comparison).
- Why _____(insert surprising fact).

- Here's A _____ Guide To _____

2. Sub Headline

A Sub Headline follows right after the Headline, and is few sizes smaller than your Headline. It is equally as important as the Heading. This part serves as a "hook" that reels in your prospect to read further. This, in a sales copy serves as a very brief summary of your offer - it gives your prospect a general idea of what it's about.

Most people skim through your page before reading your letter carefully, so again, a good Sub Headline will help catch their attention and read what they want to listen to.

3. Opener / Introduction

So, your headline and sub headline has gotten your prospect curious and wanting to know more. Great!

Now, this is where the Opener comes in ; it's where you make your first impression last.

Crafting your sales letter is quite similar to writing a personal letter to a friend - you can, in fact, adopt a more casual approach. The tone of your sales copy should be that of a one-on-one relationship rather than of a broader address, despite it being meant for a larger audience and number of views.

So what exactly do you cover in your Opener?

- Introduce yourself
- Address the problems your prospect is facing
- Address a goal your prospect desires

The purpose of the Opener is to qualify your prospect further.

Introduce yourself. Now, this may lead to your prospects questioning you, asking "Who are you?" and "Why should I listen to you?"

Go on to share a little about yourself and get the prospect to relate to where you once were. State how you can help him reach his goals and solve a problem he or she may be facing.

Lead Attraction Secrets

Since you're not there in person to close the sale or talk to him, your sales letter can be considered your 'virtual salesman' - it does the selling for you.

Do make sure you describe his problems and challenges accurately. If everything you said here does not resonate with him, he's definitely not going to stay around. And even if that happens, it's okay, because again, you want to qualify the right prospects for your product.

4. Regurgitation

Regurgitation here simply means the process of 'exaggerating an existing problem'.

This part of the sales copy is where you present to the prospect inferior alternative choices, compared to what you're about to offer.

In my sales copy, before I get to the solution, I first remind my prospect of these seemingly less appealing and more costly alternatives. This then paves the way for announcing my software to overcome all these limitations.

5. Solution

So, you've introduced the alternative choices ; similar stuff that's inferior to what you're about to offer.

Now, it's time to announce THE ULTIMATE solution to their needs and wants - your product or service.

It doesn't just end at announcing your product as the solution though. Specificity and detail is also required here. You should aim to answer questions such as these :

- What does your product do?
- What can it solve?

Again, features tell, benefits sell. Make sure to list out your product's features as well as benefits.

Also, be sure to highlight Benefit Words - you can either put it in bold font or color it yellow. Examples of benefit words are results oriented words such as:

Lead Attraction Secrets

- Easy
- Fast
- Twice the power
- \$10,352.49 in 72 hours
- 38,328 unique visitors in 30 days
- Proven effective

6. Handle Objections

So, by now, you would have revealed your product as THE solution, as well as the seemingly amazing benefits and features of your product or service.

People out there, however, are naturally skeptics. Most will certainly think twice or have reservations before being willing to part with their money. Plus, your sales copy can only do so much - they have no way to get their doubts or questions resolved. So, to overcome this problem, handling objections ahead of their concerns would be a good thing to do in a sales copy.

Below are a list of some of the most common questions that should be answered in your sales copy:

- Can I trust you?
- Will this work for me? What can I get from this?
- What if I need some extra guidance?
- Is there a guarantee?
- Are there bonuses?

To address this, one of my favourite ways of overcoming these objections in one fell swoop is to have a Frequently Asked Questions (F.A.Q.) section at the bottom of the sales copy.

POWER TIP #1: Include Social Proof.

People want to be assured that what they see is not fake, to know that they are not alone in this. Include endorsements and testimonials from experts and past and present customers on your sales copy. This can

Lead Attraction Secrets

come in either a social network post, or even better, a real life video testimonial. All these lends credibility to your product.

POWER TIP #2: Include A Money Back Guarantee.

To many out there, buying online is still a scary and risky experience. Scammers online are aplenty; I'm sure you would have heard some stories going around yourself.

How can you convince your prospect you're different? Well, with a Money Back Guarantee policy, you can avoid being tarred by the same brush and instill confidence in your would-be customers.

In fact, your prospect doesn't even have to say 'yes'; a 'maybe' will do. Here's how I wrote my guarantee:

100% Satisfaction Guarantee

We want you to be completely satisfied with you purchase. If you're not satisfied with your experience, contact our support helpdesk. The bonuses will be yours to keep as a token of trying. A full refund is available for cancellations made within 30 days from day of purchase. Refunds are not available for cancellations made 30 days after purchase.

With this, you'll be able to assure your prospects that you are genuine, and have no ill intention whatsoever.

7. Call To Action

Now that you've handled objections , you should move on to this crucial part: Call to Action.

Have you noticed that sales letters out there usually do not reveal the price until nearing the end of the sales letter, where it's near the order form? This is the part where you finally name the price.

Also, you may have noticed that most online products are sold at prices that normally end with the number 7. This is especially prevalent in most Western culture or even informational products sold online. However, you don't have to confine yourself to that. You can still sell at various price points - \$10, \$49.95, and more.

Lead Attraction Secrets

Here, you will want to press the prospect to take action right NOW, before he leaves your web page. If the prospect leaves first, there's a high likelihood that he or she would forget about the product and never come back again, with other websites clamouring for his attention.

IMPORTANT: SELL THE DREAM!

Show the prospect a future with and without your product, as he contemplates and makes his decision. What will happen if he buys today? What happens if he doesn't? To nudge your prospect a little further and move him towards making a "yes" decision, you can even add some bonuses into the mix.

8. P.S.

Fun fact : the Post Script is actually the second most viewed part of the sales letter. Surprising, isn't it? I'm sure you're surprised, I was just as surprised myself when I first found out.

The majority of people out there who surf the Web tend to skim and scroll through a website. They'll look at the headline first. Getting curious, they scroll down the page real quick, and find themselves reading the fine prints in the P.S. section of the sales copy.

Again, I recommend putting more effort here, the same as you would for your Headline and Opener.

What should you include your P.S.? Here's a couple of things :

- Your offer summarized in 2 or 3 lines.
- A reminder of your Money Back Guarantee and Bonuses.
- More testimonials.

DO PEOPLE ACTUALLY READ EVERY WORD OF YOUR SALES COPY?

Unfortunately, the answer is: NO.

Most people's attention spans don't last that long.

To overcome this, you need to send a clear and concise message through your sales copy. I would liken this to how you can pretty much tell what's in today's newspaper just by skimming through the headlines and sub headlines. That is pretty much how you should do it.

Despite this, you shouldn't use this as an excuse and slack off when crafting your copy. There will definitely be exceptions to the norm. Some may be obsessed with the details, which would very likely be the ones who are interested in your product.

HOW LONG SHOULD A SALES COPY BE?

The answer to this question is very subjective.

My advice here is that you just write as many words as you need. Remove words that won't contribute to your conversions. Make it long enough to cover the subject, and short enough to not lose your prospects' interest.

At the end of the day, it all boils down to perspective. It's not about how many words you write; it's about how you SELL.

Also, you will need to do a little more convincing and selling if your product price point is higher - people generally will take more factors into consideration before deciding on products that require a large sum of money. So sales letters will definitely longer than a cheaper product.

That's why you may notice that sales letters on low ticket products are shorter than those high ticket ones.

WHAT ABOUT SALES VIDEOS?

Sales videos are more recent development that's pretty popular nowadays. Most of my more recent sales copies feature a sales video. In fact , crafting a regular sales copy is very similar to writing a script for a sales video. You will naturally know how to tell your story in your sales video if you already know the latter.

Of course, it's not possible for you to use your sales copies word-for-word in the creation of your sales video script, but you can at least use 80% of the content. This will save you a lot of time.

I usually write my sales video script first. Once done, I carry over the same script to my sales copy and format it accordingly. Your audience wouldn't mind that, so don't worry about both being similar to each other.

The length of a sales video however, is quite important. My personal preference is to keep my sales videos short - anywhere from 8 to 16 minutes long. However, there are sales videos out there that span 30 to 40 minutes even... and still manage to sell well!

This also depends hugely on how well you know your target market. I personally believe that it's better if you can explain all that your prospect needs to know in the shortest time possible.

CHAPTER SIX: Autopilot Business

Here's another secret I would like to share with you. The best part is, you can focus on building and marketing your 7-figure empire while you run your business on autopilot.

Running an Internet marketing business means there are times when you need to refer people to join your programs. As I referred people, I didn't know who they were. And get this, I don't like 1-on-1 driven businesses as for me it's a waste of time. Some people may think I'm aloof but no, I just guard my time more. One saying that I always hold onto until today is "be generous with money, be stingy with your time".

And if you realise, when you do MLM or coaching, 1-on-1 has no leverage. You'll be focusing only on that one particular prospect and that will be a waste of time.

What if I told you, you can build your business on autopilot? Yes, it can be done and this is one of the secrets to building a 7 figure business.

GET AN AUTO RESPONDER IF YOU HAVEN'T

This is what separates online business owners with casual webmaster. If you don't have an auto responder, you are clearly not in the business.

What is an auto responder? An auto responder is an automated sequence of emails that are sent to your subscribers on your email list. You need an autoresponder to store your leads and email them at any time, be it through automated follow up emails or time sensitive broadcasts. The process is fairly simple. You may create your own auto responder through popular sites such as Aweber or MailChimp. Once you've developed your auto responder, load it with your email series.

Lead Attraction Secrets

Always keep in mind that the money is in the list, and emails are still your #1 seller.

BUILDING A RELATIONSHIP WITH YOUR LIST

The intention of sending out emails to your list is not to give free content. That's far from the truth. You build a relationship with people on that list, by providing them with valuable training and content. This does not only give you the opportunity to pre-sell your products, but it inevitably builds your reputation as a mentor and leader, which builds attraction, affinity and trust.

At this point, some of you may ask, will some people on the list unsubscribe and have a problem? Screw them.

While I'm at it, yes I have some things to sell but I make sure you make money and that's my promise. If you have known me for quite some time, again, I'm not here to waste my time and we're not here to service tire kickers. We're here to work with serious people and you should too. Here's my take on this. You can make money even if they refuse to join you, which means you can afford to advertise and generate endless leads. There's nothing to lose!

CONSTRUCTING YOUR EMAILS

What I usually do is, for 1 product, I prepare a few emails. If you are wondering how many emails you need to write per product, the answer is, you can write as many as you want. Your email content may include case studies, education, real life stories, promos, reminders or even a last call to action. You need to write your emails from multiple angles, don't be lazy.

That's the way I double or triple my sales. I constantly include reminders in my emails to ensure my list are aware of my offers. The best part about auto responder emails is that you can prepare your contents months or even years in advance, set it all up so your Members get the first month's content and subsequently the rest.

Lead Attraction Secrets

When you build a list and you know how to generate leads, and when I talk about generating leads, it's about converting visitors into prospects, and then you convert prospects into customers. This is very possible, this is the secret to making money day in day out. You have a mailing list. When you have a mailing list of people, you get to build your relationship with them on autopilot because ultimately people buy from people that they like, know and trust.

All of this on autopilot, and you can even make money while you sleep! How crazy awesome is that?

CHAPTER SEVEN: How To Get High Ticket Clients

The secret to reaching 7 figures faster.

THIS is where the REAL profits are made. Consider this for a moment...

If your income goal is \$10,000 per month, which one of the following scenarios will help you achieve that faster?

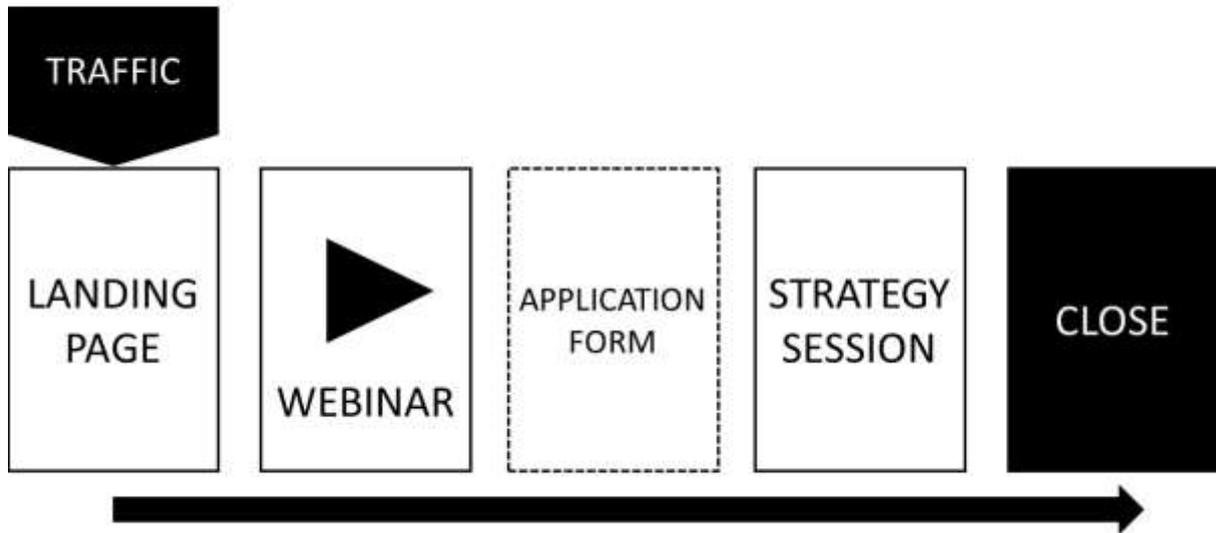
A. Selling 1,000 copies x \$10 product

OR

B. Closing 5 Clients x \$2,000 each

You know the answer alright. And contrary to popular belief, it takes about the same effort to close a Client at \$2,000 as a Customer at \$10. Provided you set the right context.

Here is how my High-Ticket funnel looks like:



TRAFFIC

As we have established earlier, traffic isn't really a problem nowadays. Your potential Customers are everywhere and they are just one click away.

What you need first is an offer.

Some call it the irresistible offer, some call it the compelling offer. Whatever you choose to call it, your offer should obey the following:

1. **It solves an urgent, immediate problem.** Any skill or craft that requires mastery is going to need several steps to get there. Most people are stuck at Step 1 and if they are stuck at Step 1, they surely can't move onto Step 2, no? Help people get over the first hurdle. Often times, people have misconceptions or limiting beliefs about something they still want. Can you help solve that problem?
2. **Digital in nature.** It can be a PDF Report, Video, Templates... although for High-Ticket it is ideal to have an automated Webinar. Creating the offer is one-off, and it doesn't anything to produce

Lead Attraction Secrets

unlimited copies of the e-book. And an automated webinar can be watched over and over again by anyone around the world, thus freeing you from having to be there in person!

3. **Information can be consumed within 60 minutes or less.** Even though you're giving this away for free, time is growing a premium and a lot of things are fighting for your prospect's attention online. This is why one should keep PDF Books short (not hundreds of pages) and webinars no more than an hour.

The marketplace cares about only one thing, and I believe that T. Harv Eker, the famed author of *The Millionaire Mind* and his Millionaire Mind Seminars said it best:

"You will be paid in direct proportion to the value you create in the marketplace." – T Harv Eker

This is why (pardon my French) you can't just put out random shit and expect it to stick. I've lost count how many Internet newbies scrape up random Private Label Rights, mish-mash the contents and offer up for giveaway, thinking that just because it's given away for free means their subscribers will appreciate it. Then they wonder why no one opens their emails let alone take them seriously.

If you want to build a strong, rabid following then put out stuff that really speaks to your prospects. Solve their first problem.

LANDING PAGE

A landing page is basically a single page with one express purpose: **to collect your visitors' emails and acquire them as leads.** Your Landing Page doesn't have to look fancy. In fact, the simple minimalistic approach works better most of the time.

WEBINAR

If you have not heard of webinars before, webinars are like seminars on the web hence “webinar”. You might have been to seminars where the speaker on stage delivers his presentation and makes an offer (a.k.a. bookstore closing) at the end of it.

Your webinar should be similar, except that it has one call to action towards the last 15 minutes: invite your Webinar Attendee to get on call with you.

You can run your webinars LIVE or automate them. Personally, I prefer to automate webinars. I would run my webinars live at least a few times, take the best converting one and automate it so it can run without me being there.

APPLICATION FORM

Your prospect fills the form. This is commitment in itself, and he or she will schedule an online appointment with you or your team (if you have any).

STRATEGY SESSION

There is only one goal of the session: to close your prospect to take on the high-ticket offer.

CLOSE

If your program is priced at \$2,000 and above, it is ideal to get your prospect on call.

One of the biggest struggles for most Coaches is generating leads. Therefore if your high ticket program is priced above \$2,000, always get on call. You only want to engage with people who are taking your offers seriously.

Lead Attraction Secrets

That's why you need to have an application form, so my prospects can fill it up then schedule a call with me. At this point, they should know why they're on the call and what do they want. This is because they have watched a video, read my email, and are super interested.

What's left is the price. Most people ask me, do I reveal the price upfront? NEVER.

This is what you need to avoid. If you reveal the price upfront or too soon, your prospects will then focus on the price tag, not the value.

So what you do is you get on call, do a strategy session, ask them a few questions and then give them suggestions. If your prospects are ready to take on the offer, you close the deal.

CHAPTER EIGHT: How To Create Recurring Income

One of the cool things about having a responsive mailing list is that you can email your subscribers and Customers as often as you want. But wouldn't it be cool to refer your Customers only once, and get paid over and over again? Month in, month out?

I am talking about recurring income. Some call it residual income or passive income, but they are one and the same thing.

Unlike active income and one-off sales, locking your Customers to a recurring billing will earn you passive income every month, for as long as they stay subscribed.

Think about it: this is money you don't have to actively work for. Say you have a monthly membership that sells for \$20 per month, and you have 500 paying members, that's \$10,000 you're starting with, every single month... before you even do anything!

You should strive to create as much passive income as possible from your list. Incidentally, this is also the hardest type of income to build.

From my experience, it requires more effort to get Customers to commit to recurring billing than one-off payments, even though it can be at higher prices. But is it impossible? Not at all!

Recurring billing offers convert better when you position them as Upsells or in the Back-end, instead of the Front-End. Conversions are somewhat

Lead Attraction Secrets

average when offered upfront. But when positioned as an Upsell and even reminded through follow-up emails to your Customers, conversions can be well into double digits!

That's not all...retention rates are significantly higher than customers who bought into the monthly membership upfront.

My explanation for this unusual phenomenon?

1. When offered upfront, Customers might worry or be less enthusiastic about adding another monthly commitment to their credit card.
2. However, **the same offer, when positioned as an Upsell, can convert greatly.** Because your Customer would have bought your Front-End offer first, at this stage he or she is in a buying trance.
3. It also helps that your Customer would have made a more informed decision at this point. If your Customer had gone through your series of Education emails, getting your recurring offer would make business sense or justify the expense.

That said, recurring billing offers is usually one of the last type of offers I present to my Customers. I rarely ever present it to Subscribers that have yet to buy anything from me.

In general, there are five types of recurring offers:

1. Hosting

You can provide web hosting services to other business owners, marketers and webmasters. This is without a doubt, one of the most competitive businesses but hey everyone needs a website. You can get your own reseller hosting and offer to your Clients and Customers.

Lead Attraction Secrets

Even if you charge a modest \$10 per month, with 100 customers that's \$1,000 in monthly income. Sure it won't turn heads but at least it takes care of your bills.

2. SaaS (Software As A Service)

There are several types of web based software services out there like autoresponders, app builders, form creators, appointment schedulers, etc. that Users pay to use every month.

3. Memberships

You can run your own membership site and charge monthly or annually. Every month, you can send specific, high quality content to your members and with the wonders of automation, you can even drip feed the contents.

In other words, you can prepare your contents months or even years in advance, set it all up so your Members get the first month's content and subsequently the rest...

... Without you doing anything except the one-off work! This is precisely how my membership site operates right now.

4. MLM

Whether you love or hate Multi-Level Marketing, you can't deny its sheer leverage when put into the right hands. If you can provide your Members a system to replicate what you are doing, then it will only be a matter of time before your Members can do the marketing on YOUR behalf.

And because you override your downlines' commissions and earnings, you're looking at creating long lasting wealth that will only continue to grow!

5. Instalments

If you are a Coach and sell high ticket programs, you can consider breaking down your fees into instalment plans. If you charge \$5,000, you can create a monthly subscription of \$500 for the next 10 months.

Sure, it's not going to bill forever - but you can possibly enroll more Clients and if anyone cancels their instalment? You just stop serving them!

TIP #1: If you do not have your own recurring offer, you can become an affiliate for other services and get paid a recurring commission.

TIP #2: If you have your own recurring offer, consider giving Annual options. Some Customers might balk at the idea of paying every month and prefer to pay yearly, especially if they plan to use your service or stay a member for a long time and if there are any incentives to save. This also helps give you more cash flow plus still retain loyal membership.

CHAPTER NINE: How The Rich Get Richer

This chapter almost never made it to this book. But without it, my message will be far from complete and I want to help you avoid the most common trap marketers fall into as soon as they taste their first success.

Now if you go ahead and put together everything I've taught you in the last eight chapters, you will be able to create your own Lead Attraction machine. Yes, YOU will make money.

It is going to be a very rewarding experience, after all the trials and tribulations you have gone through. **But this isn't the end all, be all.**

You see, most Online Marketers and even Business owners make the mistake of spending the profits they make on things like vacations, a big house, a new car, the list can go longer than my arm...

"Well, what's wrong with that? Isn't this why I'm building my business in the first place? So that I can buy the finer things in life?"

Nothing wrong with that, friend.

Well-known Online Entrepreneur, Andrew Fox has shared before on how he acquired his sports cars and big house - not directly through his already successful Online Business, but through profits generated by his business poured into cash-generating assets like properties and stocks.

Andrew ended the post with a thought provoking question:

In 20 to 30 years from now, which one do you think is more likely to stay: your properties or your Online Business?

So up until now, I've gone at lengths about the beauty and power of having an Online Business to generate leads and even close sales at any level - be it low ticket, middle ticket or high ticket. And many marketers would be content with that. Who wouldn't?

But consider the following...

- **The Internet changes.** Last year's marketing gurus can be replaced by the next generation of up-and-coming superstars. And I've seen this cycle repeat itself over and over again. When I look at my product launch leaderboards, the names are 80% different from those I would normally see from years ago.
- **Life changes too.** Sometimes the Universe has a habit of throwing the monkey wrench into your plans. The last thing you would want to find yourself in is worrying about money, again.
- **Staying in your comfort zone also violates one of the traits of being an Alpha Marketer.** You shouldn't stop at just making money from your business. The next level of the game is to have money WORK for you. To quote Warren Buffett, "If you don't find a way to make money in your sleep, you will be doomed to work for money for the rest of your life!"

I had come across very successful entrepreneurs, those who make more money than me even, lose it all. They weren't womanizers, gamblers or foolish spenders mind you. But shit happens - divorce, failing health, wrong decisions made, times changed and their business got affected...

Lead Attraction Secrets

So once you start making money from your business, don't let your money 'rest'. Reinvest. Grow your business but don't stop there...

The next step is to go beyond being a business operator: invest in cash generating assets and anything that goes up in value.

Properties, stocks, gold and silver, Cryptocurrency, other people's businesses...

Then have these assets finance your dreams.

This is the height of financial intelligence and if you can practice just a bit of delayed gratification, I tell you, your financial freedom is practically guaranteed FOR LIFE.

And if you do it right, you can even create a legacy that you can pass down to your children.

So if you're not making any money right now, the next best time to start is RIGHT NOW.

And if you're already making money, invest - and let it pay for your liabilities.

At the risk of sounding grim... there will come a day you won't be able to press the keyboard anymore. How else will you guarantee money to continue coming in even when you stop working?

Oh, and please take care of your health too.

CONCLUSION: What You Must Do Right Now (Yes, NOW)

Congrats!

You've come to the end of this book. Most people don't even finish reading these days. And while this is the end of the book, it's just the beginning for you.

What I've just shared with you has changed the lives of those I've shared this with. These are the same methods and strategies as used by top marketers from around the world to make perpetually millions upon millions of dollars.

Will you succeed? Will you get the same results?

I don't know. Most people do nothing, or get lazy, or lose the plot.

But you've already got the blueprint. It's now up to you to make it happen. You can either make money or make excuses. How badly do you want to succeed?