

Leads For Cash

Quick Cash Concepts

Big Buck Leads

By Skip Rosell

**Leads—Leads---Leads
Big Bucks For LEADS**

**Get \$10, \$20, \$50 for EACH lead you supply to local businesses. Many businesses use 50 to 100 of these leads per month. You can do this whole program from your computer in minutes per day and have your new business up and running in a few days.
Guaranteed!!!**

I'm doing one of these programs each week for the first six months of 2008 to add an additional source to my own income. **This is a residual income producer!**

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A note from Skip

All my reports are tested by me or by someone I have helped. These are real world businesses that can be set up and run in a very short time for under \$50.

No matter what your “cup of tea” is you will find a report to fit your needs.

Want to work just from your computer? There are reports here for that.
Want to start a business in your own local area? Many of my report will help you in starting.

All are written so they give you all the step-by-step instructions to start quickly and for the least amount of money.

You can get two more free reports at: <http://makemoneyalerts.com>

Best of success,

Skip Rosell
QuickCashReports
20 Cardinal Rd. Box 33
Hyde Park, NY 12538
(845) 229-0226

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Quick Cash Report #60

Introduction

I was in the construction business for over 40 years. Each job I did was a little different than the others as far as work to be done, personnel needed, price, equipment, and so forth.

BUT one thing always stayed the same for every job.

EVERY JOB STARTED WITH A LEAD!!!!

That's right every job I did and every job any contractor does starts with a lead. We have to know that a person or business needs some work done that we can do. If we are plumbers we have to know WHO NEEDS some plumbing work done. Now not just construction companies need leads, but many other types of businesses use leads to get their share of business. If we are a MLM company we need leads. If we sell reports online we need leads. If we are in insurance we need leads. Got it, most businesses need leads and are willing to pay big money for leads.

What are leads and why can we make money from them? Well, the Definition of "leads" can be many. In fact I can think of 35 definitions for the meaning of "leads" and I will list them later in the proper chapter but for right now we refer to leads as "tips" "phone calls" "advance notice" "information".

A call to a business because of a yellow page ad can be classified as a lead. A conversation with another person about someone who needs our services can be a lead. Placing advertisements in the newspaper and receiving calls or emails from that ad can be classified as a lead.

But not all leads are equal!!!

To know that a person is in need of our services (whatever your service may be) is not enough. There are other factors that you need to know to make a lead worthwhile.

Do they have the money for our product or service?

Can they make the decision to buy on their own?

Is our product or service a "fit" for their needs or problem?

And at least 100 other questions that need to be answered before that lead can be called something other than a waste of our time. And for each industry the questions are different. Heck, the questions to be answered can be different for each business in the same industry.

So again I state: **ALL LEADS ARE NOT EQUAL!!**

In my report called "wedding profits" I showed you how to get \$1 per lead and how to use those leads by selling the same leads to other businesses to increase your profit to \$10 per lead. Why are the leads for that program only

worth \$1 each and not \$50 each? It is because of a number of factors. The leads are easy for anyone to get. The total sales from the leads are a one shot deal. The total amount of money that these leads will spend with any one company is not enough to warrant a price of more then a dollar or two. So on and so on.

Now a lead for a home mortgage will bring a lot more then a wedding lead. A wedding is going to cost 10, or 20 thousand dollars (except in rare cases) but a home mortgage is going to be in the hundreds of thousand of dollars in most cases. And ONLY one business can use that lead for a mortgage. So a solid lead for a mortgage is worth a lot more then a dollar or two. They can go for big bucks. Hundreds and in some cases a thousand dollars or more for each lead.

That is what this report is going to show you. How to find leads for any business for the big bucks. I am going to show you a few business and industries that pay big bucks for leads and how you can get the leads and how to sell the leads.

In this report you will find out how to get the biggest price leads sitting at your desk and how to turn those leads into cold hard cash without leaving your desk.

Let's get started.

What is the Definition of the word "leads"?

What is the Definition of the word "leads". I have listed below a few definitions of the word used as a Verb or as a Noun. At the end I have picked out the ones that apply to us.

- (n.) The course of a rope from end to end.
- (n.) the distance of haul, as from a cutting to an embankment.

- (n.) An article made of lead or an alloy of lead
- (v. t.) To tend or reach in a certain direction, or to a certain place; as, the path leads to the mill; gambling leads to other vices.
- (v. t.) To go or to be in advance of; to precede; hence, to be foremost or chief among; as, the big sloop led the fleet of yachts; the Guards led the attack; Demosthenes leads the orators of all ages.
- (v. t.) To conduct or direct with authority; to have direction or charge of; as, to lead an army, an exploring party, or a search; to lead a political party.
- (n.) A plummet or mass of lead, used in sounding at sea.
- (n.) The advance of the current phase in an alternating circuit beyond that of the electromotive force producing it.

There are a lot more definitions but only two definitions that most closely match for our purpose.

1. (v. t.) To go or to be in advance of; to precede; hence, to be foremost or chief among; as, the big sloop led the fleet of yachts; the Guards led the attack; Demosthenes leads the orators of all ages.
2. (n.) The act or right of playing first in a game or round; the card suit, or piece, so played; as, your partner has the lead.

Being in front of the customer first when they have a problem can be the difference between having a thriving business or putting up the "out of business" sign. If you can solve that person's problem right at the time they need you, you will win the game.

That's what business is: A game. You have competitors and you have to beat them to the problem customers to win. I will give you examples of this in the follow chapters and show exactly how to help businesses win the game. By helping them win you will win by collecting the money for your business.

What is the difference between leads and qualified leads?

The short answer is a qualified lead is: A potential customer who has expressed interest in a product or service and meets general buying criteria.

But a qualified lead goes beyond this simple definition for each industry or business. Here are some general qualifiers for most business.

- Does the prospect have a need or an application for your product or service?
- What is the prospect's role in the decision-making process?
- What is the prospect's timing for purchase or implementation?
- What is the status of the prospect's budget?
- What is the size of the opportunity?

Even these questions do not answer all that is needed for every business and every industry.

I don't want this report to get into a long drawn out report on the qualifications for each and every business. I have my membership site that takes each industry and breaks it down into how to make the most money for each and every lead you acquire. If interested there is more information in the resource section.

So the rest of this report is going to answer two questions for the following businesses:

Window Replacement
Cabinet Refacing
Paving (for driveways etc.)
Remodeling (Bathroom / Kitchen etc.)
Swimming Pool / Jacuzzi builders

1. How do you get the leads?
2. How do you sell the leads?

There are other industries that you can get leads for that sell for more or less money like:

Timeshare Sales
Weightloss Clinics
Gym's (particularly women only gyms)
Health Spas
Vision Care (optometrist / lasik surgery etc.)
Dental Care (Teeth whitening, general dental care,
orthodontist etc.), Plastic Surgery (breast implants,
liposuction etc.)
and on and on...

We will stick with the construction industry for this report.
In fact we will stick with the roofing trade for this report.

How to get the best leads for construction businesses.

Look right now in your telephone books yellow pages under roofing. Lot of roofers, yes? Sure are in most decent size towns. If you live in a rural area you might have to go to a phone book yellow pages for the biggest town near you. But you can do this whole program from your computer so you could use any city or town you like.

All these roofing companies need leads. Like I said before nothing happens until the business has a lead. Once they have a lead they might evaluate that lead to see if it is worth their while to pursue the lead but with the type of leads you will be providing they will check all of them out.

After they get a lead most likely they will send a salesman out to estimate the job. Then their price and reputation will decide if they get the job or not. Now you might say well, Skip, that is why they advertise in the yellow pages. And you would be right. BUT and this is a big BUT, the leads they get from the yellow pages are not the best leads. They cannot compare with the leads you will provide. I will show you what I mean.

A homeowner or business needs a roof. They go to the Yellow pages and find 50 or 100 roofers listed there. They do not know any of them so what do they do? They call 4 or 5 of them to give them an estimate. Every roofing company that they call will be giving an estimate and most of the time, which company gets the job, depends solely on price.

I know when I did roofing I did not want to waste my time given estimates to get the jobs that are going to pay the least amount of money. I might spend my time on these types of leads IF I NEED the work to keep my men busy but I am not going to make much profit on these types of leads.

In fact when I started my roofing company 45 years ago, after I built up the business, I took my ad OUT of the yellow pages. Why? Because I found out that on all the estimates I gave out through the yellow pages I actually loss money on most. I did not want to spend my time giving estimates that I was going to lose money on. I had to find other ways to find WHO NEEDED my services and get to them before all the rest of the roofing companies.

That is when I started to use other means of finding leads. You know what happened? I got fewer leads but better prices for the work and made more money over the year and worked less. Or if I didn't work less I made a lot more money. What would you rather do? Spend the week given out 20 estimates and making \$1,000 profit or spend a couple of days on 3 or 4 leads and make \$10,000 dollars? That is how powerful getting quality a lead is.

Now I would not hesitate to buy these leads for \$100 each if I'm going to make \$10,000 dollars on them. See the point? I spend \$400 dollars and save 3 or 4 days of my time and on top of that I make \$8,000 more dollars. Powerful!

Leads for different trades and/or companies

To show you how leads for the same type of companies or trade can differ here is an example.

For the roofing trade there are roofers that just do commercial and others that just do residential roofing. Some roofing companies do both. So to get leads for one type of roofing company will be different than for other companies.

Businesses or those that would need commercial roofing are not going to look in the classified section of the local newspaper for a commercial roofer. Same as homeowners are not going to look in the Trade magazines to find a roofer to replace their home roof.

Do you see how leads for one company can differ then for another company? Sound complicated and hard to do? Not at all. I will show you how with today's computer and a couple of websites you can get qualified leads for either. Leads that will sell for \$40 to \$100 bucks each.

So we now know how roofing companies differ. But how did we find this out? Well, since I was in construction for most of my life I know the differences between companies. But what about you? You might not know a roofing "shingle" from the disease "shingles". Here how...

Go back to your yellow pages (or an online yellow pages) and look at the big display ads of the roofing companies. I just did that and here is what I found in my yellow pages.

First company I looked at:

Roberts Contracting...**Shingles—Flat Roof--Vinyl Siding**/ Screams **Residential Homeowner** is target market.

Next company

Bruce Cunningham INC.

Industrial * Commercial / Screams commercial roofer. Nowhere in their ad do they mention residential roofing.

Now for a company that does both.

Fishkill Roofing & Siding

Residential * Commercial * Industrial / BUT this company listed Residential first so that is their target market although they will not turn away commercial work.

So now you can separate the big companies by what type of lead they want or need. This may be all you have to do to sell your leads. You might come up with a few display ads for each type of work, residential and commercial, and sell your leads to one of these companies. But If for some reason these large companies don't take you up on your offer then you will have to sell your leads to one of the companies that just have a one line listing without more details than their name address and phone number.

How do you find out what type of roofing these companies do? You call them and ask. I will get into this a lot more in another chapter. But most of the time you will sell your leads to the big companies. They have salesmen who need leads to sell and they are the companies that can use the most leads. They also have more money to spend on leads than a one man roofing company.

Ok, I got a little off track for this chapter on how to get leads but I wanted you to understand the relationship between getting the leads for different companies and selling the leads.

Back to getting the leads for roofing companies.

How to get Residential Leads

First I like to say this report is just for the Construction trade and not for other types of companies that need leads. You

get a free month's membership with your purchase of this report that will give you other ideas and focus on other businesses and trades. See the end of this report for that free month's membership.

To get leads for residential roofing there are a number of ways to go about that. I will mention the other ways but I will focus on the best way that I know to get leads quickly and very qualified leads.

You could use the classified section of the newspaper. Most classified sections have a trade's section where the roofers, plumbers, landscapers, etc advertise. Just add your ad to this section and you will get some calls. To get leads this way you will have to spend some money up front.

You could just ride down the streets and look at the roofs to see the bad ones and get the address but these would not be very qualified leads.

You could telemarketer to your local area but this is not for everyone. This is a tough way to get leads.

You could put up flyers in supermarket and stores but you will get very few leads. If you make your flyer for roof repair that will get you more than trying to get people that need new roofing to call you. But it is still a slow process.

Let's look at my way and that is to use your computer and a Pay Per Click program like Google's Adwords. Why is this the best way?

You only pay for each lead that clicks on your ad.
You do not get billed except once a month. (You already sold your leads by then)
You can get super qualified leads for about a \$1 or \$2.
You can get them FAST

You can get just leads in a certain area within a city or county.

You can target interests of people that need roofing. (like a do it yourselfer) that got in over their head.

You can get all their information without ever talking to them. And many more benefits.

I am not going to go into how to set up and run an Adwords campaign in this report. There is a lot of free information on the net and that would just add many pages and take us away from the main purpose of this report. But you can get more information on that part with your free month's membership.

I will go into how to find keywords for your ads and how to write your ad.

A good ad will target just the people in your area or the area that you are working that need a new roof. An ad for residential and commercial roofing will be different because as we talked about above they target different customers.

Here is a sample ad for getting leads for residential leads.

Headline:
(city) Roofing

Here you put the name of your city or town or area you are targeting and the word roofing. This does two things. It will get the most views for your local area because if you check a keyword tool you will see the listings with the city or towns name get the most searches. This does not mean that these are targeted searches. But by adding Roofing to the headline you will attract only people that are interested in roofing.

Once you got their attention you have to give them some thing to make them click on your ad. So your second and third lines will get them to click.

Second line:

Need Roofing? Discount Coupon Here!

Third line:

Save On Your Homes New Roof

So the ad would look like this:

Hyde Park Roofing

Need Roofing? Discount Coupon Here!

Save On Your Homes New Roof Now!

(your display URL)

(Your destination URL)

You can also make other ads for this same campaign that will target people that are looking just for roofing. I did a search on: <http://www.keyworddiscovery.com/search.html>

Which is a free keyword search software and came up with the following:

For my city.

[hyde park](#) 13660 [new hyde park](#) 729 [hyde park london](#) 532
[hyde park ny](#) 427 [hyde park middle school](#) 362 [red hot chili peppers live in hyde park](#) 354 [hyde park calling](#) 323

For Roofing

[roofing](#) 44839 [metal roofing](#) 15128 [roofing shingles](#) 4559
[roofing nailer](#) 3766 [roofing contractors](#) 3363 [roofing materials](#) 3145 [steel roofing](#) 1988 [roofing material](#) 1577

There are many more listed but I just copied the first few. If you look at Hyde Park you will see that 13,660 people search for that term. Now could a few be interested in

roofing? Maybe or maybe not. But it does not cost us anything to list that as a key word and we will have our ad in front of almost 14,000 people that are searching for Hyde Park.

Our ad will sort out whether they want roofing or not. But we let our ad sit there and if we get a few leads from that term great, if not, it does not cost us. Now using just you hometown as a keyword is not the best way to get leads. You need to target the right terms and the right area to get the most leads. Here is how you do that.

With Google Adwords you can target just your zip code or just a 15 radius in your county. What that means is your ad will only be shown in the area you specified. And it will only be shown in those areas for the keyword terms that you decide on. So let's look at some keywords that would target the right people.

For residential roofing leads we have to think like a homeowner that is going to look for a new roof. So if you needed a roof what terms would you look up?

The first one that comes to mind is roofing prices. If I was looking for a new roof, I would want to know, the prices that I might have to pay, right? So if we put that term into our keyword search software we get the following. This is just the first few that were returned and there are many more. Try it at: <http://www.keyworddiscovery.com/search.html> to get the complete list.

[metal roofing prices](#) 663 [roofing prices](#) 228 [roofing shingle prices](#) 78 [roofing shingles prices](#) 58 [steel roofing prices](#) 47 [roofing materials prices](#) 46 [rubber roofing prices](#) 41 [roofing material prices](#) 37 [aluminum roofing prices](#) 34 [metal roofing material prices](#) 31

Using the just the above terms as keywords we should be able to target the people looking for new roofs. Now we can also use these terms for commercial roofing along with some terms that would be directed toward commercial roofing.

If you look at the ads again in your yellow pages and look at the companies that target commercial roofing customers you will see some "Brand names" of roofing in their ads and also some terms that are used just for commercial roofing.

You will see terms like: Rubber roofing, EPDM, Membrane roofing, Flat Roofing, and so on. All the above terms are terms that a building maintenance department might use to start looking for a roofing product and source to replace their roof. These terms target the commercial part of the roofing industry and we should use these terms as our keywords when looking for commercial roofing leads.

If we take just one of those terms and do a keyword research on that term we get many more terms that we can use to target commercial customers. Let's take "EPDM" and search with our search tool. Here is just the first few terms returned. There are more than a hundred other terms returned.

[epdm](#) 963 [epdm roofing](#) 344 [epdm rubber](#) 194

Anyone searching for these terms is most likely in the market for a new EPDM roof. These would make great leads. But as you will see later we qualify them even more to make them more valuable to a commercial roofing company.

Wow, we have gone over a lot just for the roofing industry. But that is why getting these leads can pay big money. Each lead you get from your Adwords campaign can be worth up to \$100 each. I will put all of the above into a step-by-step format for you to follow below.

You can do this step-by-step format for any industry to get leads. Just the keywords and the places you look for leads will change for each industry. Also the offer to the buyer to entice them to leave their name, address and phone number will change for each industry.

This report is an overview of the entire leads program with an example that targets the roofing industry. My membership site, (which you can get a free 30 day trial to) goes into the exact keywords, ad copy, ad layout, custom email templates and much more for each of over 25 industries. See the end of this report for information.

By running an Adwords campaign and targeting the above keywords and expanding on those keywords we should come up with quite a few leads in a month. So what do we do with these leads?

We qualify them even more. When we get a leads from our Adwords campaign we call them or at least send them an email to tell them about the coupon that they will receive. At this time we get other information about their needs. Like what project(s) are they interested in getting done? What time frame are they looking at to get the work completed? Etc.

Now these leads are very qualified and are worth gold to any roofing company. They can be sure the lead has a good chance of turning into a customer for them.

Now we have to turn these leads into money. I like to use the phone for this part but it can be done by mail or email.

I call some of the roofing companies and ask for a salesman. Yep, I don't ask for the owner although I might get him by asking for a salesman. But by getting a salesman on the

phone I can get more information then I can get from the owner in most cases.

I let the salesman know that I run a leads Generation Company and have leads right now that are highly qualified and in need a roof and I sell them for \$50 each. I further explained that these were fully "Qualified" leads (verified with a phone call by me) and since they weren't familiar with the leads, I would be willing to give them a "trial batch" for \$20 per lead...

I get at least one roofing company out of five to give my leads a try. And I get at least a batch of 10 leads as a trial. If I have more then 10 leads (Which is almost always the case) I just get another roofing company to try another batch. The reorder rate is great! Most called me back for more!

So let's look at the numbers. I get leads at a cost of \$1 or \$2 dollars each from my Adwords campaign. I sell the trial batch for \$20 each. Then I get reorders for more at the \$50 price tag. That's \$50.00 dollars for leads that cost me \$1 or so. Sweet!

Why can we get these leads and not the roofing company? Don't the roofing companies have websites to get their own leads? The answer is NO most companies do not have a website that will get them the kind of leads we can get and the ones that do have a website are not targeting the right searchers. Here's why with an example.

I just went to my yellow pages and look at each commercial roofing company to see if they had a website. All I look at were the ones that had a BIG display ad in the yellow pages. Here is the list.

The biggest commercial roofing companies in Dutchess County

P. J. Exteriors---No website---Half a page ad in the yellow pages.

Bruce Cunningham Inc—dead website-- Half a page ad in the yellow pages

Vanguard Roofing <http://www.vangaurdroofing.com> Half a page ad in the yellow pages

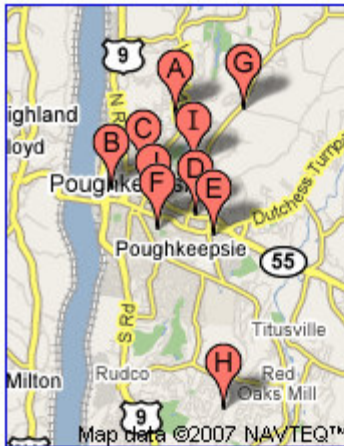
The three above are the biggest commercial roofing companies in my area and only one has a working website. When I check the smaller companies only 1 out of 12 have a website.


Let's look at the keywords that "vanguard roofing" is targeting on their web site. When I check the page source code for keywords here is what I find.

```
<meta name="keywords"
content="roofing,vanguard,commercial roofing,preventive
maintenance,building roof" />
```

The only keyword they are targeting that might get them a lead is "roofing" but this search is so broad a term they are most likely not getting any leads from that term. They do not even come up in the Google listing of roofers at the top of the page.

Local business results for **roofing** near **Poughkeepsie, NY**



- A** [Crocco Roofing Co](#) - maps.google.com - (845) 452-3119 - [more](#)
 - B** [Romanelli Roofing](#) - maps.google.com - (845) 485-7663 - [more](#)
 - C** [Martino Roofing Co Inc](#) - maps.google.com - (845) 485-8464 - [more](#)
 - D** [Sonny's Roofing](#) - maps.google.com - (845) 485-6972 - [more](#)
 - E** [RME Seal Coating & Roofing](#) - maps.google.com - (845) 486-8890 - [more](#)
 - F** [Roofs-R-Us](#) - www.roofs-r-us.net - (845) 473-9263 - [more](#)
 - G** [D Amodeo Exteriors](#) - maps.google.com - (845) 471-3669 - [more](#)
 - H** [Michael Tiplady Fine Wdwrkng](#) - maps.google.com - (845) 462-0715 - [more](#)
 - I** [JAM Home Improvement](#) - www.jamhomeimprovements.com - (845) 454-4853 - [more](#)
 - J** [Bruce Cunningham Inc](#) - maps.google.com - (845) 452-5581 - [more](#)
-  [More results near Poughkeepsie, NY »](#)

Also they are targeting the wrong terms for people searching for a roofer in the Poughkeepsie area. Terms like "preventive maintenance" When I search for that even using the city "Poughkeepsie" not a roofer to be found in the results of the first 10 pages.

Here are the first results when searching for "preventive maintenance" "Poughkeepsie" the results to find a roofer when searching for that term.

[Maintenance Management Software Poughkeepsie NY - Poughkeepsie NY ..](#)

By scheduling **preventive maintenance** and tracking work orders and expenses, ...
Maintenance managers and supervisors around **Poughkeepsie** can take control of ...
[articles.directorym.com/Maintenance_Management_Software_Poughkeepsie_NY-r800335-Poughkeepsie_NY.html](#) - 65k -
[Cached](#) - [Similar pages](#)

[Maintenance jobs - Poughkeepsie, NY | SimplyHired](#)

Refrigeration / Maintenance jobs in **Poughkeepsie**; View all: Refrigeration / Maintenance jobs
| Stewart's Shops Corp jobs. **Preventive Maintenance** Technician- ...
[www.simplyhired.com/a/jobs/list/I-Poughkeepsie,+NY/t-Maintenance](#) - 65k -
[Cached](#) - [Similar pages](#)

[MECHANIC/PREVENTIVE MAINTENANCE No - Poughkeepsie, NY | Indeed](#)

MECHANIC/PREVENTIVE MAINTENANCE No - MECHANIC/PREVENTIVE MAINTENANCE
No. West. Construction Co. seeks F/T Mechanic to Maintain Co.
[www.indeed.com/viewjob?jk=a84b365565de4f1f](#) - 13k - [Cached](#) - [Similar pages](#)

[Albany/Poughkeepsie NY Job Listing - Facilities Technicians ...](#)

at Search jobs in Albany/**Poughkeepsie** NY at FlipDog. Visit [www. ... preventive](#)

Now with our terms like "Flat Roofing" "Poughkeepsie" which is a more likely term for people to be searching on, all that comes up on the first page are roofing companies. And with the total number of pages that come up for that term (272) and only 7 Adwords campaigns I know I can get on the first page for a bid of only 5 cent per click. That's is a cheap price to pay for a lead that can bring me \$50 each. ☺

So, now, what do we know about the business of selling leads. Let's summarize and put this home business in a step-by-step format.

- We know we can get leads to sell for MANY different type of businesses.
- We now know that leads for businesses can make us from \$10 to \$100 each.
- We know how to find the leads
- We know that we can outperform most local businesses website to get leads.
- We know that with qualified leads we can get businesses to buy them.
- We know where to find the best keywords to target.

- We know that with these targeted keyword leads we can make money from home.

Now let's put the process in a step-by-step format.

Step One:

Decide on an industry or type of business that you want to sell leads to. There are hundreds of categories and thousands and thousands of businesses that we can target.

Step Two:

Find the most likely keywords for that business or industry by brainstorming and by looking at the yellow page ads. Think of what terms you would look for if you were interested in buying that product or service.

Step Three:

Set up an Adwords campaign for your targeted keywords and make it location specific. Target your most likely prospects and the location that you are going to work in. Then call each lead to qualify them further to make them more valuable. If you do not want to call them then set up your Adword to capture their email and send an email to qualify them. You could use a squeeze page or even a blog page to capture their information.

Step Four:

Offer your leads to businesses in that area and set a price for your leads. A note about setting prices. You can call and talk to businesses in that industry to find out what it costs them now for each lead. Or you can set your price and you will soon find out if that is the right price. If you set it too high then you will not get sales so lower the price. If you set it too low then they will be grabbing up your leads at

a record pace so you will know to charge more for the next leads you sell.

Also a good pricing guide line is: The more money the product or service sells for the more you can get for each lead. Example: A Realtor sells homes for an avg. of \$500,000 and makes a 6% commission. That's \$30 thousand dollars per sale. They will have no problem buy leads for \$100 or even \$200 dollars or more for each if they are highly qualified leads.

But to start out you should target service businesses and sell your leads for \$10 to \$50 dollars each.

To get the first, couple of clients, don't be afraid to give them a special price to TRY your leads. You will make more in the long run when they come back for more leads.

Step Five:

Now just repeat in another category or industry. There are a ton of businesses that will buy leads. I have a short list here and you can find more by going through your yellow pages,

Roofing

Additions

Window Replacement

Cabinet Refacing

Paving (for driveways etc.)

Remodeling (Bathroom / Kitchen etc.)

Swimming Pool / Jacuzzi builders

Timeshare Sales

Weightloss Clinics

Gym's/Health Spas

Vision Care (optometrist / lasik surgery etc.)

Dental Care (Teeth whitening, general dental care, orthodontist etc.)

Plastic Surgery (breast implants, liposuction etc.)

You now have all the information to set up a leads program for different niches. Do you have to know some Internet stuff and Adwords to run the program? YES. But if you do not have that knowledge don't want to learn it I have another option for you.

Step Six: (optional)

I am doing leads program in my area. Each week I pick another industry or category and set up a leads program. This is something I decided to do for the first six months of 2008 as another source of income for me.

You can have my detailed research and step-by-step set up for each of my leads programs. You will get the following:

- How I set up my Adwords campaigns for each category. Step-by-Step
- Complete details on each step I take in each industry.
- My complete keyword list for each category.
- My Ad copy for each leads program.
- My results per category for the preceding two weeks.
- The prices I charge for each lead for each program.
- Tips on how to get sales for each program.
- One new program each week for 6 months.
- Bonus reports on how to set up each unique programs.
- Bonus reports on topics like Adwords, Copy Writing, List building, Marketing and much more.

Since you have purchased this report you get 4 weeks free and only \$10 a month after that for 5 months and you can cancel at anytime. I am accepting a limited number for this membership.

This will be like you are sitting and looking over my shoulder on each program. And even more than that you will be getting all the research done for you for each niche.

If you would like more information on joining me, check out this page and you can get your four free lessons at the bottom of that page.

<http://makemoneyalerts.com/cashleads/lessonsl.html>

Best of success,

Skip Rosell

Check Out Our Other Quick Cash Reports

Unique URL Marketing System

<http://makemoneyalert.com/cc1/cashconcepts1sl.html>

Magnetic Marketing System

<http://makemoneyalert.com/mms/mmssl.htm>

Free Equals Great Profits

<http://makemoneyalert.com/cc3/cc3sl.html>

Your Mug Is Welcomed—Welcome Service #2

<http://makemoneyalert.com/cc4/cc4sl.htm>

Doctor's Waiting Room

<http://makemoneyalert.com/cc5/tdwrsp.htm>

Jeepers Creepers Cash

<http://makemoneyalert.com/cc6/jeepersl.html>

Press Releases Print Your Own Money

<http://makemoneyalert.com/cc7/presssl.htm>

Post Cards Service

<http://makemoneyalert.com/cc8/repcsl.htm>

Coupon Books

<http://makemoneyalert.com/cc10/cc10sl.htm>

State Auctions With A Twist

http://makemoneyalert.com/stateauctions/auction_sl.htm

Service Business Profits

<http://makemoneyalert.com/servicebus/sl.htm>

Smoke Alert

<http://makemoneyalert.com/smoke/sasp.htm>

Bookmark Bucks

<http://makemoneyalert.com/book/Bookmarksp.htm>

Broken Links

<http://makemoneyalert.com/bl/blskip.htm>

Detour Dollars

<http://makemoneyalert.com/detour/detoursp.htm>

Auto Accident Kits

<http://makemoneyalert.com/auto/AAKSL.htm>

Carrier Call

<http://makemoneyalert.com/carriercall/sp.htm>

100 Dollar Bills Laying On The Ground

<http://makemoneyalert.com/100/100dollarbillssp.htm>

Clickbank Report

<http://makemoneyalert.com/clickbank/clickbanksp.html>

Honor Vending

http://makemoneyalerts.com/public_html/Honor/honorsl.htm

Wedding Profits

<http://makemoneyalerts.com/weddingprofitssl.html>

6 ways 6 reports

http://makemoneyalerts.com/public_html/6wayssp.html

No Call Reminder Service

<http://makemoneyalert.com/Reminderservice/remindsl.htm>