

# Leads For Cash

How To Make \$50 To \$100 per Name and Address

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MakeMoneyAlerts.com

Welcome to your second lesson on How to Make money with leads.

I'm glad you took the first step and I'm excited to have you as a member even if it is only for these first four lessons. I will show you how to continue after your free lessons at the end of this lesson.

What's coming up in the first 6 lessons?

**Lesson # 1 Basic Overview** (The report you received already)

**Lesson # 2 Preparation:** Getting set up to run a Campaign

**Lesson # 3 Presentation:** Setting up Web page and How to capture leads

**Lesson # 4 Production:** Writing the Capture and download pages

**Lesson # 5 Promotion:** Marketing for leads

Lesson # 6 Campaign # 1 Start to Finish

Before we start the training I would like to mention a couple of important things you will see along the way.

One is every few weeks you will receive free bonuses as an active member of **Leads For Cash**. These will include templates, software, tools, coaching, etc. to make your job easier.

And number two is: **Why You Should Never Cancel.**

There are many reasons why you should stick with your membership (it's great training, if you keep quitting one thing and going to another you'll never get anywhere, even if you don't use it all now you can archive it to use later, etc.) but there is an all-important reason that I have to warn you about from the beginning.

Each of your lessons is sequential and delivered by autoresponder.

*That means, if you decide to cancel and rejoin at some point in the*

*future, you'll have to start all over again with the very first lesson.*

There is no "picking up where you left off" with this training program. I \*strongly\* encourage you to stick with this for the entire 6 month duration ... trust me when I say that you'll thank me in the end.

Ok, the housekeeping is done let's get on to the lesson.

Most of the lessons will be 2 to 5 pages. These first few lessons will run a little longer because I would like to explain things in detail to a person that is new to business sales and/or Internet marketing.

If you are experienced in sales or Internet marketing bear with me through these first four lessons. Some of materials in the start up steps will be basic to an experienced online sales person but I will have some goodies that will be directed toward the veteran.

If you are a "beginning" online marketer/salesperson, then we'll take the next four lessons to explain thoroughly how to get each of these preliminary steps completed.

To make money with a leads program you need the following in place:

1. You need a category, industry or niche that needs leads to make sales.
2. You need to get people to raise their hands if they need a product or service in that niche.
3. You need to price the lead so it will sell quickly and also so you make the most amount of money off of each lead.
4. You need a way to control all of the above.
5. And lastly you need a way to make it a recurring income.

If any of the above are missing from your plan you will either make very little money/No money or work very hard for the money that you make.

If you try to sell leads (or the wrong leads) to a niche that cannot use them you will fail.

If you can not get people that need a particular service or product to let you know what they need the your are doomed.

If you price your leads service wrong you will create one of two situations. You will either not be able to sell your leads or you will leave money behind that can make the difference of a profit or a Big profit.

If you do not have a plan on how to get and sell the leads that you have all in one place and as automated as possible you will lose money.

And if you do not have this set up as a recurring income you will work so hard at

making a decent living that you will want to go back to a normal J.O.B.

So all the pieces have to be in place to make this program work. But don't fret, because by the time you get your first leads program up and running you will see the pattern and then it is just rinse, later and repeat.

To lay the groundwork and research for this first lesson I am going to continue with the Roofing industry example that you read about in the first lesson.

The way you start a leads program is to start with the end product. The LEAD!

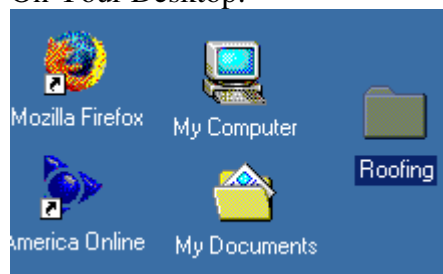
The lead is a person that needs a service or product. That person's needs will define the niche. In our example we have roofing. Our lead will need roofing. But if you look at the yellow page ads for roofing you will see within this niche (roofing) there are more than one NEED. Commercial and Residential. Almost every space ad in the yellow pages under roofing will have the words residential or commercial or industrial or a combination of all three. I combine the word industrial with commercial because they are basically the same.

So we start with a folder on our desktop name Roofing. Inside that folder we will place two other folders. One named Commercial and the other named Residential.


Now open the Commercial folder and place a blank spreadsheet file named "prospects" (or leads) in that folder. (NOTE: If you prefer to work with a text document then place a blank note pad file named prospects in that folder.)

Now place another blank file named "vendors" in the Commercial folder. Copy both of those two files and paste them into the Residential folder. So you will have the following:

On Your Desktop:




Inside of the Roofing folder:

  
**Roofing**  
Select an item to view its description.

Commercial Residential

And inside EACH of the two folders named Commercial and Residential:

  
**Commercial**  
Select an item to view its description.


Prospects.xls Vendors.xls

For some niches you will only have one folder and for others you might have three or more. Take a chiropractor that has a wellness center and message and vitamins store all in one location. You would have would have four folders. “Chiropractor” / “Wellness” / “Message” / and “Vitamins”. The reason for this will become apparent later when we get into setting up our marketing for these niches. But for now let’s just say each of these folders will contain keywords for that particular niche.

Now there is one more file we have to put into each of our Roofing folders and that is a file for keywords. Later we will be adding other files for ads, and billing, etc.

So copy one of your blank spreadsheet files and paste it into each of the roofing folders and rename it Keywords.

So now your commercial and residential folders look like this:

  
**Commercial**  
Select an item to view its description.

Keywords.xls Prospects.xls Vendors.xls

Ok, let’s touch on one more thing for this lesson and I will get into more detail in another lesson. Let’s start getting some keywords for our Roofing niche. I don’t want to give you too much to do in this lesson but some of what we just did is very basic and the more experienced will be bored do just that.

There are a lot of keyword research tools out on the net. A lot are free and some are paid. We will start with the free tools and later when you make some money it would be worth your while to invest in some paid tools.

The first free tool is at:

<http://www.keyworddiscovery.com/search.html>

When you go to this site just enter your search term in the box and then enter the image code: and click on search.

So for our commercial roofing we go to the yellow pages and find some keyword(s) to start our search. What we are looking for are common words in a lot of the ads. For commercial roofing a few that stick out when I look at my yellow pages are “single ply” “Rubber Membranes” and then brand names like “Carlisle” “Fibertite” and so on.

Let’s start with “single ply and see what it brings back. Wait before we do that let me explain how and why these types of terms would work for us.

First if many commercial roofing companies are using these SAME words in their yellow page ads those words MUST be important to a commercial building owner, right? Maybe or maybe not. Not all yellow page ads are writing to target the right prospects but we have to start some place.

Second, if I was the owner of a commercial property and my maintenance dept. came to me and said Hey Boss, I have had it with repairing this roof. I just can’t stop the leaks and we NEED a new roof. What would I do? I would tell the maintenance dept. to do some research and get me some estimates to go over.

Now the maintenance dept knows their job and the words to look for ONLINE to find the best roofing companies to get to do a flat roof. So these are the words that we want to target to get in front of the maintenance dept when they are searching. Commercial Roofing Terms.

So we start with the most used and common words in a number of ads in our yellow pages no matter what niche you are working in.

So now let’s look up “single Ply” in our search tool. These are just the first results and there are many more.

[single ply roofing](#) 73 [cashmere single ply](#) 27 [single ply membrane](#) 20 [single ply roofing membrane](#) 16 [single ply register tape](#) 15 [single ply roofing heat guns](#) 15 [ib80 single ply membrane](#) 12 [how to install single ply roof membranes](#) 12 [pvc single ply roofing](#) 12 [order residential single ply roofing](#) 12 [single ply roof membranes](#) 11 ["single ply roofing"](#) 11 [single ply calculator](#) 10 [single ply linen for weaving](#) 9 [single ply membrane roofs](#) 8

Let’s put these in a better order and take out the phrases that do not apply.

single ply roofing	73
single ply membrane	20
single ply roofing membrane	16
ib80 single ply membrane	12

ib80 single ply membrane	12
pvc single ply roofing	12
single ply roof membranes	11
single ply roofing	11
single ply membrane roofs	8

We took out the following for stated reasons.

[cashmere single ply](#) Refers to fabric

[single ply register tape](#) No need to explain

[single ply roofing heat guns](#) Tools for applying single ply roofing. We don't want to apply the roofing yourself.

[how to install single ply roof membranes](#) Same as above

[order residential single ply roofing](#) No residential we want commercial plus we don't want to order we want to get some one else to do the work.

[single ply calculator](#) No need to explain

[single ply linen for weaving](#) Again applies to fabric.

So from our short list of good keywords we come up with a few more that we could look at like the model number "ib80" and the word "membrane". So we could continue our search using these words in combination with our single ply to find even more targeted prospects. I am not going to go any deeper into the keyword research right now but if you like you can do some of your own research and make up your own list.

Now here is this week's assignment.

If you are an "*experienced online person*": Set up your work folders and files. You can set these up for the roofing niche or start the folders and files for another niche. Find your keyword list and bring it back into your files either spreadsheet or text files.

If you are a beginner then go through the copy above and follow each step to set up your files and then brainstorm for some new niches that you might want to work in. If you get stuck on any of the above try to look up the info on Google first because you will learn more by searching for the info then just asking me for it. But if you need me just send me an email with your question.

See you in 7 days, OR MAYBE SOONER ☺

Best of success,

Skip

**PLEASE READ BELOW—VERY IMPORTANT:**

As a member of my list I am using you as a test for a new membership model to roll out to the public in many areas. I am giving you the first four lessons of this membership free as a way of saying thank you for your help. Everybody else will have to pay for the basic report AND sign up for membership right away to get any benefit from the course.

After you complete the four lessons you will know how to set up a “Lead For Cash” program for any niche. BUT you will not get all the details on every aspect of each niche. You will also not get the templates, tools and research for each niche. In other words, you will not get the hard work done for you by me.

If you would like to continue and get ALL the research and ALL the niches then you can sign up for your membership up until the time you get your last free lesson which will be lesson number four. I only need 250 people to really test this concept and then I will go public with higher prices and no free lessons.

So if you would like to get all the benefits of this course and start bringing in the \$50 and \$100 bills for leads: sign up now! The membership runs for only six months and entails 26 lessons plus bonuses. The investment for you is only \$10 per month. So for less then you would pay for most ebooks you can get the complete program that will have you earning after the first five lessons and then be able to increase your earning to a full time pay check.

Only the first 250 will be accepted in this special test trial. So sign up now.

<http://makemoneyalerts.com/lead/trial2.html>