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Lead Rush

This one is called Lead Rush for Marketers. We're going to talk about creating leads for your business. Leads that you can monetize repeatedly. There are some right ways of doing anything and some wrong ways of doing it. I hope that you get a lot out of this video. I'm going to jump right in here.

There are seven basic steps to attracting leads that you can market to profitably over time. I think that one of the biggest mistakes that people make is they try to just rush into it. "I need a list. I need a list. Everybody says I've got to have a list. I've got to have a list. The money's on the list. The money's on the list. Let me just make a list as fast as I can. I'm going to make a squeeze page. I'm going to grab some garbage PHP alarm, put it on that squeeze page. I'm going to try and get a whole bunch of people to give me their email address for that piece of garbage, and then I'm going to try to email them and try to get them to buy even more pieces of garbage."

Obviously, not a very, very good business model to follow but these steps that I'm talking about here is a concept that you can repeat in different niches. It's not just to make money online niche or the internet marketing niche alone. You can get creative, and you can do this in a lot of niches. The key here with the seven steps that I'm going to be talking about, you are going to hear me talking about attracting leads with purpose. Not just building a squeeze page for the purpose of making a list, of attracting people, and putting them on the list. That's not enough to build a good, profitable business.

Yes, you can build all the list you want with that basic mentality of, "I'm going to grab some crappy PLR thing that's been passed around a million times, I'm going to put it this stupid-looking squeeze page, I'm going to tell people to give me their email address, and that's how I'm going to build my business." I'm going to tell you that that's just bad advice. That is not the way to go about it.

You've got to have a purpose because growth for the purpose of growth is the etiology of the cancer cell, and it only kills the host. You've got to have more purpose than just growth. It's just saying, "Why are you building a list?" "Well, because I need a list. Because the money's in the list." That's not enough of a reason. What starts happening when you're thinking that way is you're starting to just attract anybody and anything. If they have a pulse, you want them on your list instead of attracting people purposely, specific types of people, specific demographic, people that you can specifically market to with a purpose. That's how you want to attract leads, with a purpose.

Let's talk about the steps to do that so that you can make money with the leads that you attract. Obviously, that's the goal here. The goal isn't to grow a big list. The goal is to grow a list that you can make money with. It starts here. It doesn't start with the product to give away. It doesn't start with a squeeze page. It starts with an audience. I know you don't want to hear it because it's the hard part. This is the part about getting the customers, getting the people, finding them. Let's talk about how that happens because if you ignore this or if you pretend like it isn't an issue and it isn't something you're going to cope with, you're going to end up paying for it later on. If you just kick this can then, "Oh, I'll build an audience later," this is going to bite you in the ass later when you have a product but no audience.

How are we going to attract leads? You got to first find the audience where those leads are in. How do we do this? Pick a niche and research that niche. "Oh, that's so easy. How do I pick a niche?" You start looking around for things that people are interested in. Let's talk about a couple of ways to pick a niche. "I have no idea what I should get involved in." Assuming that you literally have no skills, nothing, you know nothing of any consequence that could possibly help anybody, there is zero value in your brain that you feel that you can teach, you don't have any hobbies, you don't have any interests, you have learned absolutely nothing in your life that you feel could serve anyone, you must pick a niche, to learn that niche, to then teach that niche, to then create a product in that niche. Let's go down that road.

How do I pick a niche? Here's a couple of good ideas. You can search trending topics. What kind of things are happening right now that people are interested in? What seasonal things are happening? What geographical things are happening in this specific area, perhaps, of the country or where I live? You know what's a good way to judge whether a niche is profitable or has a lot of people in it that are interested in it? Go look at the periodical section of any bookstore. If there's a magazine for a specific niche, chances are there's a lot of people that have that interest. Gardening, weightlifting, bodybuilding, dieting. There's got to be an entire wall dedicated to diets, supplements, and things like that in your local bookstore.

Trending topics is one. Another thing is going to be periodicals. People spend a lot of money on hobbies. Anything can be a niche. A niche is anything, any subject that people are interested in, that are looking for information on, and that are willing to spend money for that information. You must start by researching that niche, figuring out, "Well, what is the niche that I'm going to pick and let me research it. Are people spending money on this niche? If so, where are they doing that?" Locate the buyers. Where are they?

If the bodybuilding niche is the one you picked, because says go to Barnes & Noble and look at the periodical section, look at all the magazines, pick one that interests you, and then go build a business around it, I picked bodybuilding. Great, where are the buyers? Where are they going? People that are interested in bodybuilding, where are they going to learn about bodybuilding techniques, to learn about the food that they must be in, the diets, the supplements, the exercise

techniques, where are they going? What websites do they frequent? What groups do they go to? What blogs? Where are they asking questions? What forums? Where are they? Where are the buyers located? Online. Find out where they are. Not just where they are, but where are the sellers? Where are the people that are already selling stuff like what you want to create?

Contrary to popular belief, if you ask 10 different marketers this question, you'll get nine different opinions. Here's my opinion and my advice to you. Don't try to reinvent the wheel. Don't think that you must do something that nobody's ever done before. If you're going to the internet with that competitive mentality of the brick-and-mortar world of 20 years ago, you're going to lose. You're going to lose this internet marketing thing because you need to go out there thinking, "What's selling and who's already selling in this niche? Let me tap into that market." If you go with that mentality, you're going to have a much greater likelihood of making money and making money fast than if you try to invent something that nobody's ever done before.

If you're the person that says, "Well, I'm going to start something. I'm going to make a product about bodybuilding," then you go home, and you get on the internet, you sit down, and you find, "Oh my God. Look at all the websites that already exist about bodybuilding. I'm not going to do a bodybuilding product." Why not? The fact that a whole bunch of websites and a whole bunch of eBooks and information products already exist on bodybuilding, should be an indication that it is a very lucrative niche. That there's already traffic. Not only that there is already traffic and activity on that niche but there are already sellers.

What does it mean to find sellers? A pessimist, a cynic will look at the fact that their selves, "Oh my God. There's so much competition." You know what? I don't see them as competition. I see them as affiliates. I see people that marketers, owners of websites that I can approach to become friends with, to learn from, and to get them to support me, to get them to joint venture with me, to fuse traffic, to exchange traffic, banners, email blast, and things like that. The more, the merrier.

Locate the buyers but also locate the sellers. This is how you start putting together the picture of the audience that you're eventually going to sell. You could do this in a gazillion niches. The internet is ginormous. Infiltrate, observe, absorb, and identify. That's what you should do with your niche and your audience. You should infiltrate those places where they congregate, those blogs where they're all assembling, where they're all talking to one another, those channels on YouTube on bodybuilding that have a million subscribers, those Twitter feeds that maybe a famous bodybuilder has 500,000 followers, on Instagram, all those places where all these people, and you can interact with these people.

You could literally see who these people are that are in this congregation, in this group, and you can click on them individually and see their name, interact with them, request their friendship. You want to infiltrate those groups, become part of them, get involved in the conversation,

observe what's going on. What are the problems that they're talking about? What are the trending topics? What are people buying? What are people selling? What's the vernacular that they're using? What are they hating on?

Obviously, you don't want to become a proponent of the product that they all hate. You want to become a proponent of the product that they love. You want to learn why. Why do they love this and hate that? You want to absorb everything that's being shared and talked about. You want to learn, and you want to more importantly than anything else, identify not with this audience but identify with this audience what their biggest challenge is. What is the thing that they need to solve? What is their biggest pain point? What is that recurring problem that gets discussed?

How are you going to, "Oh my God, this is so hard. How am I going to do that?" Well, you got a little scroll bar thingy on your mouse. Scroll down the history of that group. What conversations have been happening all month, all week, all year? Scroll. Go back a year. It keeps refreshing. All those comments. Is it a channel? Go look at the topics that were being discussed over and repeatedly on this channel about bodybuilding. Is it a particular supplement? Is it amino acids? What the hell is the big thing that people keep talking about? What's the big challenge? What's the big problem? What's the controversy? What's the thing that everybody's looking for definitive answers to? What's that thing? Identify that problem.

It doesn't must be something that's unsolved. It just needs to be something that's constantly talked about. I've been doing this now for 12 years and in the internet marketing space, we've got a batch of newbies that comes all the time. You've got somebody that's been doing it these two years. He's had a product launch that he considers successful here. Also, on Facebook they're teaching and they're talking like they're gurus. It's funny because I see the same controversies and discussions. It's cyclic. It just happens every couple of years. Every couple of years, a controversy about minimum requirements on JV contest comes up. Every couple of years, the topic comes up and then there's this huge discussion about partnering up in contests. Every couple of years, there's this discussion about exit pops. Should we do exit pops? Is it ethical? Is it not ethical?

It's the same discussion and it's the same shit that was being said two years ago. It's being said by a new set of people that didn't experience it two years ago because they're new. It's the same issue. Here's the thing. You don't necessarily must be the person who solves the problem but you need to recognize, you need to identify that it's a trending topic or a topic that's seasonal, it comes up every once in a while, it keeps happening, and you're now in a position to create a solution or at least a resource that has to do with that. When that cycle comes back up again about that issue, that problem, that recurring thing, guess what? You've got the answer. You've got the solution. Start with the audience and that's how you do it.

Number two, locate a high-ticket solution for that thing that you just identified. The problem that a lot of people make once they identify their audience and they identify the problem like, “Oh, I got it. I got it. I got it. I got it. These guys right here. These guys, these bodybuilders. They’re always trying to figure out how to beat the steroid test. They play on these teams, they do these things, and they’re always getting kicked out for steroids. That’s the thing, man. If I create a report that tells people how beat the pee test...” I’m coming up with this and I’m not involved in this niche at all. Anybody who’s ever seen me in person knows I am not a bodybuilder so I’m just pulling this out of thin air here. I don’t know if it’s a niche or not.

What I’m saying is that you go and you find, and then right away they think, “Okay, well what I’m going to do then is now that I know that that’s a problem, I’m going to find a product on ClickBank or on JVZoo that teaches people how, I’m going to grab the link, and I’m going to go blast the shit out of this group and just post that link everywhere I possibly can.” You know what ends up happening to that guy? That guy gets banned, he gets booted, he gets kicked out, he gets branded as a spammer, and then he comes like, “Oh my God. I did what he said. The internet sucks. Nobody makes money at this. I’m going to go back to making keys at Walmart.”

This is what happens. They start pointing the finger because they skipped a very important thing. That is the purpose. If the sole purpose here for you is to just attract a bunch of leads and grow a list that you’re just going to spam to make quick money on, it’s not solid enough. There’s not enough substance there to create a foundation for a profitable business. Can you make a little bit of cash in there? Yeah, peanuts. Are you going to make a life-changing income and build a six-figure or seven-figure business that way? Hardly.

The thing to do here is not to go and run out the find the \$3 or the \$30 thing that’s going to show these bodybuilders how to trick the steroid test or whatever. But rather, go out and locate a high-ticket solution. Maybe a solution that is going to help them grow the body they want to grow without the need for steroids. Maybe something like that.

Your job here, number two, after you’ve identified that thing is to scour the internet to find an evergreen webinar that will solve their problem and make their life easier. Now, I want to make sure that I highlight the word ‘scour.’ That doesn’t mean, “Well, I did a search and typed bodybuilding into Google, and it didn’t give me money. So, I think this doesn’t work.” Look. Spend time. Invest time into researching that solution.

You want to look for products that exist. Sometimes it’s not on the first page of Google. When you do a search, sometimes you must fine-tune that search. Sometimes, you must search in other places not just in Google. Sometimes, you must ask around. Sometimes, you got to go and join groups and even infiltrate a group of vendors and affiliates and get involved in conversations to find out who’s the person that has the product, the webinar, the high-ticket webinar. Which ones are there? Is there a broker I can talk to? Can I look-up a webinar broker? Is there somebody that

I can talk to? You have got to start doing the research and that means investing time. This is not a sprint. It's a marathon. You're not going to get rich overnight but if you do this right and you build with purpose, you can in fact get rich.

Scour the internet to find that evergreen product that will solve by webinar and it's going to be a high-ticket solution. There's a reason why right after identifying the problem, you want to go and look for a high-ticket evergreen solution. What we're doing here is reverse engineering. That will become clear to you in a few minutes here. You want to look for stuff that sells between \$500 and \$2000. But don't take me to that specific number. That's a big window, \$500-\$2000. There's a \$1500 window there.

I added the part about knowing your audience because some audiences just can't spend \$500 or \$2000 or what have you. If that's the case, then guess what? Go find another audience. Don't try to change your audience or force them to buy something they don't want, don't need, or can't afford. Instead, go find another audience, please. You're just creating more work for yourself.

Follow the money. Stop being so passionate about something that you preclude yourself from making money. I don't know if you've ever bought a home or if you've ever sold your home. The worst thing that you can involve in the buying and selling of a piece of property is emotion. Emotion doesn't have any monetary value when it comes to selling property. You can say to someone, "Oh, but this is the house that my grandmother was born in, and it's got such sentimental value." My friend, it doesn't matter. This is appraised at \$150,000. That's how much you're getting for this house. I don't care that your grandmother was born in it. Right now, that's the market value of the house.

Emotional attachment to monetary items is not quantifiable to the buyer. You're not going to be able to force a market to pay you what you feel a product is worth just because you need to get \$2000 for it. That's my point. It's a lot easier for you to go find a more affluent, more lucrative market that you can sell to than to try to convince a bunch of broke people that are not in the market for a Lamborghini to buy a Lamborghini. You're selling ice to Eskimos; it makes no sense.

It's amazing, though. That might make sense right now. You may be like, "Oh yeah. Okay, that makes sense." People subconsciously fall into this trap, and they do this all the time. I look at them like, "I just can't get people to buy and pay me \$500 for this." I'm like, "Okay, well sell them something else or go find another group of people that will give you that money." "Well, can I just change my sales page?" "No. Why bother? Why waste the time?" It's easier to go find an audience that will pay you what you deserve than it is to convince this person to give you money that they don't have and can't afford, and they're just going to refund later anyway. So why are you going through that problem? Don't do that.

Look for stuff that sells for \$500-\$2000 but know your audience. That's important. Befriend the vendor. Don't just find one. Find it there. Find four. Find five. Befriend the vendor. Become friends

with the person that owns that webinar, that product. Get permission to promote it. Then become a freaking expert on that webinar. Watch that thing 10 times. Take notes. Transcribe it. Learn everything about it. Reverse engineer its components. Know everything you possibly can about that other guy's \$2000 webinar.

This is very important because you need to wrap your arms around this product that you're about to promote. If you do this, you're going to make a bunch of money and you're going to grow with purpose. You're going to attract leads that want to give you money. If you don't do this, you're just going to try throwing spaghetti at the wall and hope somebody buys some. That's not the way to build a long-lasting business. That's not the way to grow with purpose.

Number three, write an email sequence. "Yes. Do I must type things in this internet business thing that we're talking about?" Get over it, Sally. You've got to write stuff, and emails are one of the things you're going to must write. You're going to create an email sequence. You're going to create an educational and entertaining series of emails that are built on one another over a 7-10-day period. What I mean is not to create it over a 7-10-day period. You can take as long as you want. What I need is for there to be 7-10 days' worth of content in those emails.

You can create 7 emails, you can create 14 emails, intend to be sending 2 a day. You can do this however the hell you want but the point that's important that these emails need to do, is they need to be educational and entertaining. You're creating these from the stuff that you learned in the webinar because they're going to eventually lead to that webinar. You're going to use excerpts and things from the webinar but it's important that these are educational and entertaining. That's how you write an email sequence.

I can do an entire presentation just on how to write an email sequence. When you're writing an email sequence, you open a Google Doc, and you write all of them. It doesn't must be in one sitting, but it must be sequential. So, email one, email two, email three, in order. You're almost like continuing the story from email one to email two. Each email individually makes sense, and each email individually is educational and entertaining but each email builds on the prior email. That is called a sequence, when one purposely follows the other.

If you're just mailing about something different every day, that shit is not a sequence. Stop thinking that it is and stop complaining that it's not converting when people opt-in to your list. When you're emailing, "Well, I've got 50 emails that are going out one a day after they opt-in." "Yeah, for what? What are you doing with those?" "Well, each one promotes a different product." "Well, you're an idiot." You're an idiot because that one doesn't build rapport. That doesn't establish trust. The emails should sound personal, and they should be from you. You should be talking about yourself. You should be building rapport and establishing trust.

You know who does this well? I'm going to give her.... Probably one of the best people at doing this that I've ever met. Look her up on Facebook. Her name is Barb Ling. Opt-in to her list. Barb

Ling does an amazing job. If you can find any product from Barb Ling on the Warrior Forum, she sells products cheap. Just buy one. Just buy one for \$7 or whatever one of her low-ticket. Do it just for the purpose of being added to her buyer's list and see the emails that she sends. You're going to instantly be introduced to Moose and coffee and pictures of her family. Every email is purposeful, it's personal, it's entertaining, it's educational, and you just love Barb. After four of five emails from her it's like, "Oh my God. I didn't get an email from Barb today. What's going on?" That's what you want. That's what you want to create. That is how you're going to get and keep a lead.

After all the work that you did finding this audience, infiltrating this audience, absorbing everything, identifying, and all that, why would you want to screw it up sending stupid emails that just promote things instead of establishing trust and building rapport? Make it suspenseful, each one of those emails. You should have a little twist of suspense at the end. Same bat-time, same bat-channel kind of suspense so that they're always looking forward to your next email.

Kind of like a mini course, like, "Hey, listen. Yesterday, I talked to you about this. Well, today I'm going to cover what to do and you're not going to believe what I'm going to do tomorrow. Tomorrow's going to be amazing because tomorrow's email I plan on telling you what happened after I did X, Y, Z. Bye-bye." See? Your kind of building a little suspense. "Let me tell you what happened today. You won't believe what my crazy dog..." Then I'm going to wrap this all up by the end of the email. "But my dog did X, Y, Z today." See what you're doing? You're entertaining. You're building curiosity as to what's happening tomorrow. You're educating because you're going to teach them something. You're wrapping in a personal story as well. It sounds personal, it sounds like it's kind of familiar, you're building rapport, you're establishing trust, you're making it suspenseful. They're going to be looking forward to your next email.

In each one of these, because remember we're doing this with purpose, you're using content from the webinar to whet their appetite. Remember, they opted-in to this. We'll talk about how that happens in a minute. They got on this list and they're getting these emails for it. Now, I don't want you to jump ahead. The order that I gave you these in is intentional. You're gonna do one, two, and three in the order that I said them. I want you to start with the audience, then I want you to locate the high-ticket solution, and then I want you to write the email sequence.

I know somebody watches this and, "Well, what about the squeeze page? Why haven't you talked about the autoresponder yet?" Relax. You want to use content from the webinar in this email sequence. You want to whet their appetite because you're talking to them about the thing that they're interested in. This email sequence is the bridge. This is what's going to connect them from the problem and the issue that they're having in your audience to the solution that you're going to present. This email sequence is going to prepare them for that solution.

If you remove this from the picture and you just throw that \$2000 product in front of that person with that promo, they're going to be like, "Who the hell are you? Who are you trying to sell me stuff? Get out of my face." That's what they're going to say to you because you're going to come off a spammer. You're going to come off a pushy-ass salesman.

People love to buy stuff. Make no mistake about it. People love to buy stuff. That's why everybody has terrible credit because they buy more stuff than they can afford. But people hate to be sold. They want to buy. They love to buy. But they hate to feel sold. If you just take a product and throw it in front of them once you identify the problem, you've skipped the whole part about building trust and rapport. That's what the email sequence is for. Don't be in such a hurry to sell something that you don't end up selling shit because you're in such a hurry.

Number four, create a magnet product. "Oh my God, I thought this is about lead acquisition, not product creation." Go cry to somebody else, Sally, because you need to create a magnet to attract a lead. Create a magnet. Create. That doesn't mean go and pay \$6 for some shitty PLR that's been passed around. You don't want to just throw something stupid out. If you put out garbage, you're going to attract garbage.

What is a magnet product? Stop freaking out about having to create a product. Every single person that's watching this video, at one time or another, had to write a book report. If you made it at least to the fourth grade, you wrote a book report. A book report is a product. Type up a 10-page report on a topic that links their need with the solution, which is the webinar that they're going to be watching. You're going to be able to create this report using stuff that you learned in this webinar that you studied with a fine-toothed comb. You're going to be able to use pieces and things that you wrote about in the emails. This is all content about the issue that you identified when you found the audience. You're going to type up this 10-page report, "Okay, crazy to write the freaking 125-page book." Don't find reasons to extend this because you're just a procrastinator. Ten-page report. Simple. Direct to the point, informative, entertaining. Give them the answers they need. Give them a solution.

Type up a 10-page report on the topic that links their need with the solution. This is the bridge. This is the thing in the middle. This report must be extremely valuable. How is something valuable? How do we judge whether something is valuable? Well, is it useful? Were we able to get something out of it? Did it improve the quality of my life? If so, by how much? The amount of quality that my life was improved by with this product is directly associated with the amount of value that I attribute that product to having. If I get a product that absolutely changes my life for the better, that product is extremely valuable. If I get a product and it just takes up space in my house, that product is garbage.

This product, this report that you create must be extremely valuable. How do you know from the fact that you've created something extremely valuable? Well, before you set out to create it, you

identify exactly what the target prospect needed. By knowing exactly what they needed, you know exactly what will be valuable. This is why it's important for you to find the audience first. I've said this a million times and I'm going to say it now and you can count this as a million and one. It is a lot easier to create a product for the traffic than it is to create traffic for a product. The report has to be valuable, and it has to teach them and help them directly to solve a problem.

But here's the key and I capitalize this: THE HARD WAY. What I mean by 'the hard way' is you don't want to give them the magic bullet, the magic solution here. This is just the report. There's always going to be a hard way and an easy way to do something. For somebody that doesn't know any way, when you show them the hard way to do something, they learn how to do something they didn't know how to do before. They don't even know it's the hard way because they don't know that an easier way exists.

That is the key here. That is the key to creating a bridge that's going to make that easy way that you're going to show them in the webinar really, really appealing. I'll give you an example. Maybe you're in a group of people that want to build their first website. The problem that you've identified is they do not know how to code their own website or write their own page or whatever. They're just discussing HTML and back-and-forth and blah-blah-blah. You decided that you found a high-ticket product that is a three-click button thing that makes the website for them.

They need a website. They're struggling with code. Your \$2000 product is a one-click website monetize-your-freaking-solution thing. Again, this is all completely hypothetical. I'm just pulling it out of thin air here. I just want you to grab the concept of the hard way. The easy way is the high-ticket item. They push a button; it spits out the website. The hard way is a tutorial and a template that they can use to make their coding easier. They have no idea how to get this done. You said, "Hey, I've got a report that's going to teach you how to do it and by the time you read this 10-page report you're going to have your website built." They're gonna be like, "Oh my God, you're awesome. You're the man." Yeah, you're the man because you taught them something they didn't know but they didn't even know that what they were aiming was the hard way.

You're going to give them that free thing and you're going to follow-up with series of emails that build rapport, then when you're all done with that rapport, you're going to invite them to a webinar. That's to say, "Hey. How you like to be able to do that in three minutes instead of three days?" Understand? This is how you consistently make a ton of money. This process that I'm explaining.

Now, once you create this report, I'm going to say that you should also make some slides from the report, kind of like what you're looking at right now. Nothing fancy. Black text on a white background. You don't get to be a freaking PowerPoint whiz. I'm just hitting my space bar. Look. Going back and forth with my space bar. That's how hard this is.

What you are going to do is to make some slides, get some bullet points, and just hit record on your PowerPoint, or on your Keynote, or whatever. You even have some free ones. You can use Google Slides. Google even has a free one now. And just hit record. Hit the record button and just narrate it, kind of like what I'm doing. Now, not only do you have a report, but you also have a video that goes with it. Including a video with your report as part of your magnet increases the perceived value because now you have a multimedia product. You have a report with an accompanying video.

If you're smart, you're going to use it to open some viral sharing doors. What I mean by that is—a selfless plug here for our own product called Buzzinar—you're going to use something like Buzzinar to say to somebody, “Hey, here's your report. Thanks for opting in. I hope you love it. I also made a video to go with it. Maybe you're somebody that enjoys videos more. I'd love to give you that one for free but hey, do me a solid. Would you click the Facebook button on here and share my book on Facebook with your friends? I'll give you the video for free as a reward.”

What's going to happen is you've got a little bit of viral action. We're hunter-gatherers, so I guarantee you if this guy's a bodybuilder, he's going to share your bodybuilding report on his Facebook. Now, that person's going to click the link and come back, and the process starts to go viral. Remember I said be creative and you can really, really start attracting leads? This is the kind of thing that you can do. The video is optional if you're all free. “Oh my God. I'm going to record my voice. You didn't say that. I knew this internet was a scam.”

I'm going to go back to one. We started with the audience. We picked the niche. We identified. We infiltrated. We identified the problem. Number two, we locate a high-ticket solution. We scoured the internet. We really took time doing this. We became experts on that webinar. We reverse engineered the components. Then wrote an email sequence. We took time and effort in a sequence of maybe 12-14 emails. I made them so that they're full of substance and content, they're interesting, educational, entertaining, suspenseful. Then we created a magnet product.

Now, we're going to make an attractive squeeze page. The squeeze page is just marketing vernacular for a lead capture page. It's a web page where people enter their name and their email address. That connects to your autoresponder. This form is produced by a little piece of code that you generate in your autoresponder account. Autoresponder account is basically a database. This is a service that you subscribe to. It runs from \$20-\$30 and depending on the size and the amount of data that you're storing on it, it might cost you more.

I use a company called Aweber. There are others out there, GetResponse. Many others out there. You generate this little line of code. You go in there. It's, do you want to collect names? Do you want to last name, first name, email, phone, whatever? You make the form, follow their instructions, you paste that little code on your webpage, and now it's a lead capture page. When

people go to that page, they can enter their name and email, and it connects to your autoresponder.

It must look good. This is one of the most important things. It's got to look good. It's got to be compelling. But it must look good. Image is everything in marketing. If it looks like shit, they're going to judge your product and you by its appearance. That's just the fact. I don't care how awesome your bodybuilding product is. If your website looks like shit, your bodybuilding product is going to be perceived as shit. So, it must look good.

If you suck at making pages, you might want to get somebody involved that's good at doing this or you might want to get one of those services. Nowadays, doing this kind of thing is so easy. There's literally drag-and-drop in site builders. When I started this many, many moons ago, over a decade ago, you had to literally code your way to having a squeeze page line by line. But now, you can buy all kinds of solutions that make this easy. So, it's got to look good.

Another thing is, there should be some text in there, obviously. Some enticing text that says, "Hey, enter name and email here and I'm going to give you my free resource for hot to beat the pee test for steroids on bodybuilding," or whatever. Whatever kind of thing you know is going to work well with that audience that you've studied, you infiltrated and observed. The key that I'm going to say here is don't make it sound too salesy. You're giving something away. What I've found over the years is that simple is best. Sometimes, just a simple headline with the opt-in form works so much better than really complicated, convoluted videos, squeeze pages. Very simple. People want that solution. Just make it easy for them to get it.

What I've also found is that if you have a questionnaire-type of page where it asks them a couple of questions, "Hey look. I got this thing. It's this resource. I just don't know if you qualify for it. It might be for you; it might not be before you. Let me just ask you a couple of questions. Number one, are you a bodybuilder? (a) Yes (b) No. Okay. Number two, do you have this, that, or the other thing? Okay. Have you taken steroids in the last 30 days? Okay. Yes, you qualify. Click here, enter your email address."

Doing this gives you a higher commitment. The quality of leads is better because they've taken the time to answer the questions. In the end, you have a much better-quality lead. What I mean by quality is you end up with a prospect that's much more likely to act because they have invested a little bit of time in this. Usually, these questionnaire-type of pages can be created with certain software, or some autoresponders themselves allow you to have questions or tick boxes in the form. I'm just saying that I've found that that works well, and it helps you weed out the tire kickers and the people that you just didn't want on the leads list anyway.

You connect the opt-in form, which is what we call when someone enters their email and their name, we call it opting in. The opt-in form is connected to the email list. That's done simply by getting the code from the autoresponder. Again, I'm not going to get into the technical ways of

doing this because what we're teaching here is the concept of the product that you promised them. You're going to give them the link to it in that very first email.

That product, that report that you made, that video, you got to link for it. It's either on your hosting or it's in Dropbox or whatever the hell you're using to store your data, your files, and you're just going to pull link to it in that first email because now they're on your list. They're on that autoresponder list and you've already queued up those 14 emails that you wrote that you took the time to create, and that are gonna build rapport over the next 7-10 days. This prospect of yours is going to get one a day or two a day for the next seven days, and on autopilot. While you're at Starbucks drinking your coffee, people are opting in and getting your emails. Some people on day one. Others on day three. But what I'm going to recommend is that your day one email delivers that free thing that you promised to them on the squeeze page. So, you just put a download link on that thing. That's all. Super simple. Don't make it more complicated than it has to be.

Like I said earlier, you might want to consider offering the video bonus as an incentive for referring friends. What I like to do is right when they're done entering their name and email, I send them a page that just says, "Hey, thank you. I've already emailed you that eBook. Make sure you go and check your email but before you do that, do you want me to send you the video that goes with the book? If you do, do me a solid. Just hit this little Facebook share button here or this Twitter, whatever. That way, I can get some more people to my page. As a reward, I'm going to give you this thing."

What I've found is that many people that were willing to give you a name and an email in exchange for a free book, many of those people are going to be willing to click a share button to get the video that goes with the book. You're going to end up getting more and more people. Now, this is a statistic. It's an old statistic so don't quote me on it. Don't take me word-for-word on it. It's an old statistic provided by Facebook that the average Facebook user has 130 friends. It doesn't mean that 130 people will see your page, but it means that this is going to be shared now on that person's Facebook. Some of their friends might see your offer on that person's Facebook and then click to come back itself. So, maybe it results in two or three more opt-ins. But if each one of those people refers to two or three more, you've got this viral snowball thing going on. This is why it makes sense to take a little extra time and figure out how to do this, meaning use a tool called Buzzinar.

Number six, drop that lead magnet in front of the audience. You identified that audience, you infiltrated it, you're a part of that group, you're a part of that congregation, wherever the hell they meet, wherever the hell they talk, the YouTube channel, the Facebook group, the blog, wherever the hell they are, you want to just basically put that thing in front of them. Now, I want to just make sure that you understand what I'm talking about here when I want to say, "Drop the lead

magnet in front of them.” Do it tactfully. Please don’t be a spammer. A spammer, whatever the hell they call them nowadays. No one likes a pushy, spammy marketer. Nobody wants that.

If you’re in a Facebook group about your hobby, the thing that you like, the thing that you enjoyed to do, the last thing you want in a conversation that you’re having with somebody about having trouble seeing when you’re on the field, trying to hit the ball playing golf, the last thing you want is somebody you never met before going in there posting a bunch of links to sunglasses from Ray-Ban. They’re all affiliate links and people are going to be like, “What the hell?”

Now, if you do it tactfully and if you get involved in that conversation, and you’re like, “Hey, this is a problem that a lot of people have. I’ve had this myself, blah-blah-blah. I researched a lot of solutions,” and just leave it at that. And then that person is, “Oh, really? Did you find anything?” “Oh yeah, I did. Glad you asked. Here, looks.” Boom. “I found a free resource about it.” Boom. “Here you go.” “Oh, man. Thank you so much. Thank you so much for letting me be your lead.” That’s called tactful.

Ask for permission from moderators if you’re going to be posting in groups. I own a lot of Facebook groups. We have thousands and thousands of people in our Facebook groups. Just today, I deleted a couple of people for just going in there and thinking that they can spam or just try to make money and trying to market to my people. Here’s why that’s annoying. It’s annoying because I’ve taken a lot of time to assemble my audiences. I’ve worked hard creating a brand for my company. I’ve invested money in ads. I didn’t do that so that you can monetize them.

If you’re going to be sharing something that is going to lead to compensation, you may want to shoot a quick message to the person that owns that group. “Hey, look. People are discussing this thing. I found this free resource. I just want to make sure that I’m not breaking any of your rules by sharing it in the group.” Sometimes I’ll say, “Hey, look. As a matter of fact, I’m happy not sharing it. Here’s the link if you’d like to share it.” Now you’ve got the owner of the group sharing your lead magnet for you and he’s thanking you. “Hey, thank you for coming to me and asking me for permission.” So, you got the customer thanking you and the owner of the group thanking you. Let me tell you, that’s a much better way to do business and it’s tactful.

Provide value with informative posts. If you’re going to start sharing information that’s going to lead to your lead magnet, make sure that you’re sharing information. Don’t just go in there and say, “Hey guys. Check out my shit” Boom and then drop links because again, you’re coming off like that tasteless, spammy marketer. Don’t be that guy or that girl. Just don’t do that. Add videos and become a person of value. Provide value. Provide informative stuff that people find useful and they’re going to want to look forward to your next post and use those posts, those videos, the value, the content that you’re sharing.

It doesn’t must be your content. Let me tell you some. You can go to YouTube and find all kinds of cool shit on bodybuilding and whatever, and you go into a group, or discussions being made

about whatever. Just the other day I was in an MMA group. They were talking about the fight. They were like, “Oh man, this guy’s got some wicked elbows, and blah-blah-blah,” and I was like, “Oh, dude. There was this fight that I saw seven years ago. I can’t remember who it was where the dude just elbowed this guy with his spinning move,” and they were like, “Really? Who was it?”

I just went to YouTube, I searched it, and I found the video clip of that fight. I went back to the group and that thing had 60 comments. This whole conversation about that video. They were like, “Oh my God. Where did you find this? This is so awesome.” People were looking for the full fight they wanted to see. One guy went and bought the video of that whole fight or whatever. I’m thinking to myself, all I did there was I just participated in the conversation that already existed. I didn’t must invent that content. I didn’t must go out and record myself doing a spinning elbow back move MMA thing. I just went and used the internet.

When I provided value for people, I got involved in a conversation. You can do this smartly with purpose and you can link back to your lead magnet page using little excerpts about the lead magnets. You can take a little clip. If you’ve got 10 pages of content in the lead magnet, a paragraph or two from each page could be a post on Facebook, in a group, on YouTube, wherever. You could take excerpts from the book itself and link back to the book with those excerpts.

Now that you’ve got the lead magnet, you can do all kinds of things. So you say, “Well, , how do I put it in front of the audience?” Remember when we talked about finding other people? Not just looking for the customers, but also vendors. Well, those vendors have a list of customers. Maybe you could do a swap with them. Maybe you could say, “Hey, look. Would you be willing to share my free resource with your people? I’ll be willing to share your product or promote your product to my customers if you’re willing to share my free resource with your customers.”

Let’s say you’ve identified 50 vendors in the niche, and you were able to get contact details for 30 of them. You reached out to all 30 of them with a nice proposal with something like this. What if five took you up on it? Think of the possibilities here. BBC. Again, not a sexual reference. Buy, Borrow, Create. You identify that audience. You know what groups they are in. You know what pages they visit. You know what forums. You know all these places that they frequent. Advertise to them there. Buy traffic from those places.

If you identified a blog where it’s got thousands and thousands of subscribers, that would be very, very interesting. That’s your audience. You’ve been involved in that conversation. Ask the owner of that blog if you could buy advertising space on there. Maybe you could put a banner on the side of it or something like that. You want to do that; you want to borrow like I was talking about with swaps. Create your own group about bodybuilding. Just literally create your own group. It’s three clicks. Run an ad to it. Start assembling your own audience.

Number six is dropping the lead magnet. Let’s go to number seven. Rinse and repeat. You’ve now gotten the steps to attract leads and monetize them with purpose, to grow with purpose. You can

do this in multiple niches, you can repeat it over and repeatedly. You can do it on different social networks. You can do it with different audiences. You can just keep doing this repeatedly. These are the steps to do it. This is what I went through. Offer the free magnet product in exchange for their name and email. I went over the process of obviously identifying the audience, infiltrating the audience. I went into more detail.

These are the summary steps here. Offer them the free magnet product in exchange for their name and their email address. Number two, add them to the email list when they opt-in and ask them to invite their friends for the free video. Use something like Buzzinar. Number three, let that email sequence build trust and rapport for at least a week. Then, invite them to the webinar. Remember that the whole purpose here is to get them on that high-ticket webinar.

Now you've got a lead that loves you and you've invited them to learn the easy way to do that thing you taught them how to do. Here's an optional split test for you. Offer them a low- to mid-ticket product before the webinar. Getting people onto the webinar that have already purchased, even increases the likelihood that they'll be willing to invest money in you. This can be a good way to maybe get people maybe offer another vendor's product as an affiliate, get traffic from that guy, and say, "Look, if you provide traffic, I will offer your product in my email sequence before I invite them to a webinar or anything like that, I will offer them your product first through an affiliate link."

There are all kinds of things you can do there. This I would say split test, maybe send some traffic and try this first on some people and see if it helps you make more sales on the webinar by offering them maybe a \$20 product or a \$30 product before you go into that \$500 product or that \$2000 product. It's always a good idea to try that because it's always better to have buyers on the webinar than just people that got something for free.

In conclusion, remember that you should be a person of value. Nobody likes that spammy person that just jumps into groups with such posts and freaking links to webinars and shit hoping to make sales. You want to provide unconditional value first. Unconditional value first. Just because you found an audience of a couple of hundred people doesn't mean that you're ready to start putting links to shit in front of them and hoping that they buy. You want to provide value. You want to become a person that they look forward to hearing from because you're useful, because you're valuable to their lives.

Value is what attracts leads. Value is what makes them keep coming back and want to hear from you. Then education and entertainment are what build trust and rapport. So, give them value that's going to attract them. Educate them and entertain them with emails and follow-ups. That's what's going to build trust and rapport. That's what's going to get them to eventually invest in you and invest in products that you recommend.

I thought that it was important for me to end this with a little formula for you. This is something that I learned back in our door-to-door days. That is SW3=N. That means not everybody's going to want to hear from you. Not everyone you talk to I going to want to sign-up to your list. Not everyone is going to like the way you give them stuff. There's going to be haters. There's going to be people that unsubscribe. Some will, some won't, so what? Next. I hope you enjoyed this video, and I hope you use these tactics to attract leads with purpose. I'll see you in the next video. Take care.



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