



**17 Proven
Strategies For
LEAD GEN
Marketing ON FIRE!**

**Guaranteed to Find and Seduce
Buyers and Make Millions!**



Daniel Levis
The EMAIL ALCHEMIST

You're reading this because you're sick and tired of not having enough leads... or junk leads that won't close because they're poorly qualified and ill-fitted... or leads that are so darned expensive you can't make a decent profit.

I hear you!

Whether you're a coach, consultant, or professional service provider... info-publisher, affiliate marketer or trainer... regardless of what you sell...

...You need a steady stream of high-quality leads flowing into your business, or your cash-flow withers and dies. And it's a constant battle. I know, because I've been in the trenches, helping entrepreneurs large and small build lists and generate leads since 2004.

I've seen it all and helped solve just about every problem. And yes, fixing a broke funnel can be like trying to repair a bicycle tire while the wheel is still moving.

...But if you read this report carefully, I can almost guarantee you'll see your lead generation problem with fresh eyes and new hope. Think of it as a handy little checklist of ways to make things better.

Some of the insights will be obvious, things you may have heard before and ignored at your peril. Others will strike you like a lightning bolt out of the blue. So let's get started ...

LEAD GEN Strategy #1 — Quality Over Quantity

What makes a great lead?

Well that depends on how you define a lead ...

Are you closing sales online, with no human intervention?

Are you using webinars or live events?

Selling from the stage?

Do you meet with clients one-on-one, face to face?

About The Author:

Daniel Levis is a world-recognized copywriter, marketing coach, consultant, and best selling author.

If you're an investor, you've probably seen his work for THE MOTLEY FOOL... THE SAFE MONEY REPORT... REAL WEALTH REPORT... Gold Newsletter... The New Orleans Investment Conference... Stealth Stocks Online... Hidden Values Alert... The Street Authority... and other well-known financial publications.

If you've ever looked for a business opportunity... bought a self help course... or been interested in information for bettering your health... you may have seen his work with Mark Victor Hansen, Robert Allen, Dr. Stephen Sinatra, and others...

Be sure to check out the bonus videos from Daniel on pages 9 and 15 of this report.

Do you close over the phone?

Regardless of how you sell, a lead is a shy yes and a raised hand that says, “tell me more”.

A GOOD lead has the money to pay you, and an open mind.

And a GREAT lead is already at the boiling point. They know, like and trust you and are ready to buy your product or service with minimal fuss... as quickly as humanly possible... as in, right NOW!

What kind of leads do you want?

Scratch that ...

What kind of leads do you NEED?

NEWS FLASH: In this day and age, anything less than GREAT is a bust!

“The aim of (lead gen) marketing is to make selling superfluous” — Peter Drucker

No easy feat.

Yet this is true for virtually ANY significant transaction, whether it’s over the web, on the phone, or in person.

If your prospects are not properly targeted, qualified, and vigorously “pre-sold” at the point of sale, you can count on sleepless nights and endless frustration. And your business simply WILL NOT SURVIVE.

The RUB: What are you doing to educate your leads and condition them to buy, BEFORE the point of sale?

Yes! Quality over quantity.

That’s not to say you may not have to “process” a lot of leads to separate the wheat from the chaff. That’s OK.

What’s not OK is bad leads getting to the point of sale. Or not enough leads at the point of sale, so you have a desperate need to close them... because NOTHING will KILL more sales than a needy salesperson.

LEAD GEN Strategy #2 — The Great Enabler

So how do you go about this process of building authority, familiarity, and trust before the point of sale?

Do you schmooze and “make friends” with your leads on social media?

Do you become a content soup kitchen, giving away free information until your fingers bleed?

Fly from seminar to seminar pressing the flesh?

NONE OF THE ABOVE!

You build an email list.

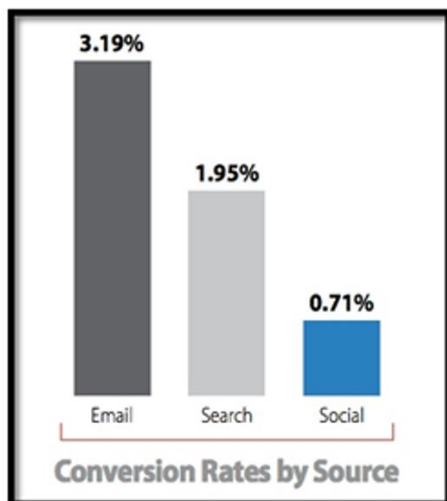
Because pound for pound, dollar for dollar...

...NOTHING gives you more leveraged power to build the necessary trust, credibility, and authority!

Think about it.

At the push of a button —*essentially for FREE*— you can connect with, inspire, and persuade thousands. Done right, those emails will fill your calendar with pre-sold, pre-qualified leads that melt in your hands like butter.

Recent Study by Ecommerce Quarterly:



Indeed, social media is a phenomenon... but did you know that there are more than 3 times as many email accounts as there are Facebook, Twitter, and LinkedIn accounts COMBINED? And did you know — *according to a recent study of more than 500 million shopping experiences by Ecommerce Quarterly* — that somebody who agrees to receive emails from you is FOUR AND A HALF TIMES more likely to buy from you than somebody who follows you on social media?

Another study showed that not only are people four and half times as likely to buy from you through an email relationship versus a social media one, they're also about 14 times more likely to see your marketing message.

So an email subscriber is actually worth about 63 TIMES MORE than a social media follower.

The RUB: Have you been wasting your time, energy (maybe even your money) chasing likes, shares, friends and followers?

STOP IT!

BUILD YOUR EMAIL LIST instead!!

If you will just focus more of your attention on the building, feeding and care of your email list, your lead generation results will improve by an order of magnitude.

Of course, I am talking about sending emails only to people who have requested them — otherwise known as permission based email marketing. **The webinar you signed up for shows you how.**

LEAD GEN Strategy #3 — The Trojan Horse

You generate leads, or at least start the process, by offering free stuff — helpful information, discounts, samples, gifts, coupons, etc., otherwise known as an LGM (lead generation magnet).

Somebody comes to your website and they request your LGM. And that's how they get on your email list.

Your LGM must be engineered like a Trojan Horse ...

If you haven't seen the movie, it's where Helen of Troy, the most beautiful woman in the known world and wife of the Spartan king, is put under a spell by the Goddess Aphrodite... thus falling in love with Paris of Troy, who effectively kidnapped Helen, sparking a bloody 10 year war, which ended with the Spartan's sending a gift of a wooden horse into the city of Troy, filled with soldiers who climbed out of the horse in the middle of the night to steal her back.

And so your lead generation magnet is like a gift that effortlessly penetrates the walls that your prospects put up to guard against people who are trying to sell them things.

But if you fail to load up the horse with soldiers... if your lead generation magnet fails to seamlessly advance your prospect toward a purchase, in other words... you're never going to succeed.

What do I mean by this?

You see, in the heat of battle, it's very easy to have a quick meeting and say, "Hey, what can we give away here? What will get people to respond?"

And then two things happen.

- 1) **People respond because your LGM is attractive. But the wrong people respond.**
- 2) **Your LGM does a poor job of advancing your prospect to the next step in the sales process, and your lead flow is cut off at the pass.** (Sure you can email them and try to move them forward, but you're losing out on precious attention and momentum and it's costing you dearly.)

The RUB: Do yourself a favor and look critically at your LGM. How tightly is it related to the thing you're trying to sell?

Does it attract buyers... or freebie seekers, tire-kickers, and people who can't pay... or people who are not a good match for some other reason?

Also ...

What does it do to prime the prospect for action, whether that action is to visit a sales page and buy... sign up for a webinar or live event... or book a sales interview (never call it that BTW)?

Equally crucial...

Is the call to action exceedingly clear and compelling?

You'd be surprised by how many folks I've worked with who gave me a sheepish look when I asked these questions. And then transformed their lead flow with the secret of the Trojan Horse.

LEAD GEN Strategy #4 — The 10-Ton Magnet

Now that you understand the importance of creating lead generation magnets that don't just attract leads but also propel them toward a purchase, let's talk about attraction.

Media — Some people are visual learners, some auditory, some kinesthetic (they learn by touch). Some topics lend themselves to one or the other. Ideally, you want to nurture your leads in all three modalities.

This can be done by simply offering the same content in text (easy to skim and scroll), video (higher engagement) and audio (portable, for on-the-go persuasion).

Or with higher ticket sales, you'll want to have multiple lead magnets — some text, some video, some audio, with some interactive (kinesthetic) elements as well, such as a phone call, direct mail, live chat interactions, etc.

Demonstration — is there something about your solution that is exciting to show? People want to see your solution in action, so webinars, case studies, software demos, live consultations, training class walk-throughs etc. make great LGMs.

Selling Point — In every selling situation there are beliefs (acceptances) you need to foster and encourage if you want maximum sales and conversion. What are those beliefs and in what order should you support them?

As example, my company, *Levis International Marketing Inc.* sells training programs and coaching and consulting that deals with email marketing, so one of my lead generation magnets addresses the prime acceptance, which is: Building an email list is the cornerstone of online marketing and lead generation success.

Presentation — The titling and the packaging of your lead generation magnet is equally important. There is massive competition for traffic. You have to grab your prospect by the eyeballs with your ads and then get him/her to click and opt-in, or your cost per lead will be through the roof. One of the very best ways is to give your LGM an attention arresting title and cover, and put it right in your ad.

Here's a quick 6-step acid test that you can use when you're brainstorming titles for your LGMs.

Acid Test #1 — Hyper-Relevant. The reader should be able to tell from the title enough about what's inside your LGM to determine its relevance and potential usefulness. **LEAD GEN.** Check.

Acid Test #2 — Packed with Benefit. Don't assume your prospects know what to do with the information you've compiled or created. Tell them what it can do for them right in the title. *LEAD GEN Marketing on FIRE. Find and Seduce Buyers, Make Millions.* Check.

Acid Test #3 — A GREAT TITLE Raises a Question. It compels the person to opt in to satisfy curiosity. What are the 17 proven strategies for lead gen marketing on fire? Check.



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Acid Test #4 — Brief. Long titles can work if they are unusually compelling, but as a general rule, shorter is best. And you get two shots at them. The main title, 17 Proven Strategies for LEAD GEN Marketing on FIRE. That's the stopper. I often use a metaphor to compact and compress meaning... and create a little blast of excitement, in this case ON FIRE is the metaphor. And then part two is the clarifier, spelling out what the LGM will do for you. As a rule of thumb, if a word doesn't add to the selling power of the title, kill it. Any extraneous words here? Not one. Check.

Acid Test #5 — A GREAT TITLE Has a Ring to It. Meaning comes first, but pay attention to the sound of your title, because people are sub-vocalizing the words they're reading. Use words that begin or end with the same sound. Create a pleasing rhythm and cadence. Even a little rhyming and word play doesn't hurt.

Acid Test #6 — Power Words. Short, unambiguous words that are easy to understand create instant mental imagery. Longer words are OK, but only if you can't find a shorter one that does the trick. This title reads at a grade 6 level. Check!

And of course, the fire in the image. How can you not look?

The RUB: Does Your LGM titling and packaging demand ATTENTION and draw leads like moths to a flame on a dark summer night?

LEAD GEN Strategy #5 — Secondary Reward

There's an old saying, "you can't bore people into buying", and it's true.

People will respond to an ad for a lead generation magnet, and consume that lead generation magnet, and respond to the call-to-action in the lead generation magnet because the LGM promises a worthwhile benefit.

You have to tell them what the benefits are at each step and give them strong reasons to respond. But it's not just WHAT you say to communicate those reasons, it's also HOW you say it.

Every word you use to collect, nurture, and advance a lead must be clear, believable, and enjoyable to read or listen to. I call this "secondary reward".

Embedded in the words are important lessons, entertaining stories, encouragement, a sense of belonging, beguiling word pictures, inspirational ideas and wisdoms...

...Even a sing-song quality and captivating rhythm that make the consumption of your sales message fun and enjoyable.

And this is incredibly important for developing the precious trust, liking, and belief that lays the necessary groundwork for making the sale. It applies to your ad copy, to the name of your lead generation magnet, to every email you send out, literally every single word on the way to a sale.

I'll give you a quick example ...

One of my students was struggling at square one. Nobody was requesting her Lead Generation Magnet.

Suzanne is a very bright and talented writer with a journalistic background, and her lead generation magnet is designed to get "foot in door" to get paid to do proof-reading and editing of people's sales copy.

And *this* is how she titled her LGM:

THE 7 MOST MISUSED HOMOPHONES — How Using Them Incorrectly Instantly Kills Your Credibility With Your Audience

Very few people downloading.

Even fewer leads.

Why?

Reading this makes their heads hurt.

Most people don't know a homophone from a hemophiliac, and so they're not sure what "audience" means either, or even "credibility" for that matter. And they don't get that all-important, "yes I want that, or I need that" feeling that gets them to respond.

Now, a little bit of curiosity in a title is a good thing. There is nothing wrong with using a ten dollar word like "Homophone". Creating a two-bite title like this, where the stopper is a little mysterious is a proven titling tactic.

But if you don't satisfy that curiosity in the title, heaven help you... you've lost them. They're not going to opt in come hell or high water.

And here's the fix: You dial in the meaning for them with just a few words... in the second bite of the title.

THE 7 DEADLY HOMOPHONES — How Invisible Little Grammatical Gremlins Can Instantly KILL Your Credibility and Sales!

Also, note the mental picture that pops into your mind and the musicality I've injected into the title.

Now you got 'em.

The leads start popping!

The RUB: Does your sales copy draw readers like flowers to the sun? Or is reading it about as enjoyable as performing intimate hygiene with roofing materials?

BTW, how would you like to see how I write over 800 profit-pounding emails each year without breaking a sweat? Each one of them drenched with secondary reward and ready to **fill your pipeline to overflowing!** [Watch this video:](#)



LEAD GEN Strategy #6 — Garbage Out, Cabbage In

OK, we've been talking about your free offer (LGM), and about the importance of your copy.

Even more important is filtering out prospects who will never buy.

...Those who can't pay.

...Those without need.

Or even those that are simply out of step with your offer.

Consider the 4 stages of prospect awareness...

Generating great leads that turn into sales is about making connections.

You're trying to connect the needs and desires of some group of people... the target market... with the promise of the product or service you're selling.

You need to be able to bring these things together in your ads and emails and lead generation magnets... and do so with sufficient emotional force and dynamism... so as to cause people to reach for their credit cards and type the appropriate alphanumeric characters into an order form... or show up at a sales call almost ready to buy.

Both of these things (the products/services you're selling and the people who buy them) are moving targets. Products and services evolve to better meet the needs and desires of the market. And people within the market become increasingly sophisticated about meeting their needs and desires.

Every market has categories of buyers and you have to be selective about who you want to bring into your funnel.

As example:

- **The Newbie** – The prospect knows, or recognizes immediately, that he wants what the product/service does, but doesn't yet know there is a product/service —*your product/service*— that will do it for him. Eager to buy a basic, entry-level solution.
- **Intermediate** — Second-time buyer, still open-minded and receptive to product promises, looking for more features, functions and capabilities.

- **Jaded** — Heard all the claims and tested several products. Bought into the dream and failed to get the promised results. They no longer believe the promises and may have accepted their condition as something that cannot be helped. But the desire never fades. The dissatisfaction builds up, month after month. Secretly, perhaps even unconsciously, they hope something different will pop up. A new way to satisfy an age-old desire.
- **Advanced** — the power user. Someone who has bought competing products/services and seen some results. They are acutely aware of their problems and the limitations of their existing solution, and looking for more.

You want to use an ad platform that allows you to best reach your target. And then use the various demographic and psychographic filters available to you within that platform to maximum advantage.

Filters such as:

- Age
- Sex
- Geographic Location
- Device
- Interests
- Occupation
- Income
- Net Worth
- Etc.

Some ad platforms also allow you to exclude prospects who are already on your email list, and also those who have already responded to your ad.

The RUB: Are you advertising too wide...
needlessly attracting too many prospects into the
top of the funnel who can't (or won't) buy?

LEAD GEN Strategy #7 — Sort, Sift, and Separate

No matter how sophisticated the advertising platform and how effectively it claims to filter traffic by demographics (age, income, profession etc.) and psychographics (interests), undesirables WILL get through.

It's the nature of the beast.

That's why you have to sort, sift and separate... to ensure you're only spending your time with the Glengarry leads.

Do you want to burn a hundred hours of midnight oil creating a webinar that falls on deaf ears? Or worse, spend time on the phone with someone who can't buy? Personally, I'd rather floss my teeth with barbed wire.

Well here's your second line of defense ...

Once you've chosen your ad platform and have a firm handle on all of the various filters and targeting options available to you... your next step is to "call out" the people you want to sell to in your ads. Certain words and phrases will appeal to them.

Likewise, certain words and phrases will "repel" people who are not a good fit for what you're selling.

Examples:

Let's say you're an investment advisor and your tax strategies are unique and superior. And your best buyers are particularly concerned about taxes. You call them out by putting the word "Tax" in the headline:

Beat the Tax Man in Your Golden Years ...

FREE REPORT REVEALS — How to Time Roth IRA Conversions with Social Security Planning for a Comfortable (Even Lavish) Lifestyle in Retirement

Or maybe your solution is uniquely appealing to the affluent:

Million Dollar IRA?

FREE REPORT REVEALS — How Smart IRA Owners Time Social Security Benefits with Roth Conversions to Beat the Taxman

Maybe you need to screen out the risk averse:

Financial Cunning ...

FREE REPORT REVEALS — How Million Dollar IRA Owners Bloat Their Retirement Accounts by Timing Social Security Benefits with Roth Conversions

Or draw them in:

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Retirement Account Roulette

FREE REPORT REVEALS — How Mis-Timing Social Security Benefits
and Roth Conversions Can Cost You Thousands!

You get the idea.

The RUB: Do your ads call out your ideal prospects,
and/or repel those who don't fit the mold?

But wait, there's even more to the targeting story ...

LEAD GEN Strategy #8 — Surveys and Applications

Let's start with surveys.

One simple question can save you thousands in advertising costs.

Want to know what it is?

**What's your biggest problem, goal or
question about _____?**

This crafty little question uncovers the pain, aspirations, and casual curiosities of your target market. You can ask it on your webinar registration thank you pages or in an email.

Then you categorize and quantify the responses to find the common sentiments. Then you cycle them back into your ads, landing pages, lead generation magnets, emails, and sales conversations. It's how you hone your messaging to razor sharpness.

If your point-of-sale is on the phone or in person, you'll want to take this fact finding a step further and add an application to the mix.

So you can:

- Gain valuable insights into the background, buying criteria, and ability to pay of the person your sales team is going to be speaking with.
- Gain deeper insights into ALL of the prospects who are entering your sales funnel. Are they really as targeted as you thought they were?

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- Further qualify your prospects. Who do you think is going to be worth the face time — a prospect who simply fills out a form on your website... or one who opts in to your email list, sits through a 45-minute webinar, and then applies to speak with you by answering a 10-question questionnaire?
- Discard ill-fitted prospects before wasting precious time talking to them. In time, you'll be able to develop a numeric grading system to make a 5-minute decision.

The RUB: Are you generating sales leads, or eager “applicants” who want to do business with you?

Applications are key to filling your calendar with buyers, positioning yourself as the prize, and eliminating all neediness from the sales interview. Do it this way and your close ratios will soar!

LEAD GEN Strategy #9 — Kaizen

I admit it.

I'm a card-carrying car nut.

My idea of porn is watching Jay Leno's garage.

And Kaizen is a car word.

It means “change for the better” or “continuous improvement” in Japanese. It's how the Toyota Motor Company created 50 straight years of increasing profits.

And it's exactly how you build a world-beating list and lead generating machine.

You see, lead gen on the web is very much like an automotive production line, with inputs, processes, and outputs.

And Kaizen is an obsession with the relentless pursuit of perfect quality and zero waste — *never-ending striving toward an unattainable goal* — where ALL work is a scientifically controlled experiment carried out by the people who do the work.

Each leverage point in your lead generation machine (opt-in, webinar registration, attendee, application, sales interview, etc.) should be approached as an ongoing experiment, where the lessons learned are as treasured as the profits earned.

Toyota's continuous improvement process is based on PDCA (Plan, Do, Check, Act).

A process is planned and put into production. Then it is continually checked and measured for opportunities to reduce waste and improve quality. Those opportunities are then acted upon to actualize the improvement. Rinse and repeat.

Few marketers approach lead generation and list building in this way. They stop at PLAN and DO. But without CHECK and ACT, you never raise your starting point and your processes never improve.

Equally important is benchmarking, knowing what others in your niche are doing and what's typical in terms of performance.

- How much could I be paying per click?
- How many dollars should I be earning per email subscriber?
- What's a typical subscriber attrition rate?
- What's a good opt in rate?
- What's a decent webinar show up rate?
- How many webinar attendees should I be closing?
- And so on.

Only when you know these numbers do you know which stage of your sales funnel to work on and what's reasonable at each stage. [Watch this video to see what I mean.](#) **Download a FREE ROI calculator and advance planner directly under the video.**

Variables		Your Inputs	
CPC (Cost per Click)	\$	-	
EPN per Month	\$	-	
Average Front End Order	\$	-	
Subscriber Attrition		0%	
Opt-in Rate		0%	
Show-up Rate		0%	
App/Order Page Rate		0%	
Close Rate		0%	
Daily Ad Spend	\$	-	
Refund Rate		0%	

	Per Day	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Clicks	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Opt-ins	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Show Ups/Sales Page	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Interviews/Order Page	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Sales	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Front End Revenue	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Back End Revenue	\$	-	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Ad Spend	\$	-	\$	-	\$	-	\$	-	\$	-	\$
Refunds	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Gross Profit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Running Opt-ins	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Running Profit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
CPL (Cost per Lead)	#DIV/0!										
CPS (Cost per Sale)	#DIV/0!										

As you'll see in the video, Kaizen is cumulative.

A small improvement at each leverage point can lead to a massive increase in lead flow and sales.

The RUB: Are you actively measuring, tracking, and managing your numbers for continuous improvement?

LEAD GEN Strategy #10 — Liquidation Interval

The most important metric in list building and lead generation is Return on Investment, or ROI, defined as the ratio of dollars spent on advertising, versus dollars made. Yet most marketers haven't a clue about how to make and manage this calculation.

Spend \$1 on advertising and get \$3 back in sales and you have a 200% ROI. That's pretty straight forward. But it gets tricky when you factor time into the equation ...

Obviously you want to bring in far more than you spend. But how long are you willing and able to wait for breakeven?

The ideal is to build your email list with OPM (Other People's Money). I show you how at the webinar you signed up for, and it's based on the concept of "liquidation interval". The same principle applies to lead gen.

It's a way of arbitrarily controlling breakeven on ad spend and predicting your cash-flow. And it works like this:

A liquidation interval of X days means you engineer your sales funnel in such a way as to demand a "Yes" or "Not Now" decision from your prospect within X days of responding to your advertising.

And you demand this decision by taking something away from an interested prospect on this date. The price goes up... the discount goes away... the special bonus disappears, etc.

A shorter liquidation interval means less risk of negative ROI on your ad spend. On the other hand, if you're willing and able to wait longer for breakeven, you may be able to out-spend your competitors and perhaps drive them out of the market. One way to do this (safely) is by stacking campaigns back-to-back.

Not having a liquidation interval means you have no idea of your advertising ROI and you may be going broke without even knowing it. Having a liquidation interval means predictable cash-flow and knowing that every dollar earned after the liquidation interval is pure gross profit.

This is different to the concept of Lifetime Customer Value and gauging your ad spend on a percentage of LCV. That's just one of those theoretical concepts that doesn't really work in the real world. It assumes that nothing changes and that LCV remains constant. Yeah right! In the real world things are changing every week.

The RUB: Do you have a “liquidation interval” and manage your ad spend and cash-flow accordingly? What can you do to lengthen your liquidation interval and grow faster?

LEAD GEN Strategy #11 — The Fortune is in The Follow Up

Of course, the real money is made AFTER the liquidation interval, long after most marketers have given up.

I live in Canada.

We do have summer, but it can get a little cool at night and that means delicious, tart Macintosh apples.

I remember when I was a kid, every season my grandfather would make delicious homemade apple jam — so yummy.

One spring I walked into the orchard looking for the first red apples to appear on the trees. We grabbed a basket, picked a few early bloomers and ate them. And then the funniest thing happened ...

For the rest of the spring and right into the summer not another apple turned red. They all stayed green, unripe, forever.

Of course, I'm lying. That didn't happen.

With the miracle of the sunshine and the rain and by giving them a little bit of time, a few more apples reddened. A few days later, a few more, and a few more... and eventually over the course of about a month... pretty much every apple in the orchard became ripe and red and ready to pick.

Why am I tell you this and what does it have to do with lead gen?

Well more than you might think.

Think of those apple trees and all those green apples up there as your target market. At any one time, only a small percentage of prospects are going to be ripe and ready to buy. Think about it. If even 1 or 2 or 3 percent of your opt-ins buy within the liquidation interval you can get seriously rich!

But what about the other 97%?

Maybe they have a relationship with one of your competitors... maybe they don't have the money right now... maybe they bought something similar from one of your competitors... or maybe you've done a horrible job of marketing and they just don't see the enormous advantages of doing business with you.

Whatever the case... the fact that they don't buy during the liquidation interval does not mean they won't. Yet ...

How well and for how long are you following up?

Anything less than UNTIL THEY BUY OR DIE is like abandoning the tree, and saying, "those apples will never get ripe".

Can you think of anything so ridiculous?

Yet that's what most people do.

In the same way an apple tree needs water and sunshine and pesticide and pruning, your prospects need a constant barrage of additional communication that keeps them engaged and interested until they're ready to buy.

Most marketers, if they do anything, use the annoying little voice on the end of the phone technique. You may be familiar with it ...

Every couple of weeks they call up the people on the green apple list and say, "Hey, is this Mr. Levis? This is Kelle over at Exact Data (some list rental thing). Remember you filled out a form on our website last month? You don't remember? Well don't worry about it, we did get you a letter out in the mail, did you get that? Didn't get it? Not a problem. I'm just calling to ask you one simple question, Are you ready to buy yet?"

After about 6 or 7 of these calls, I do something called, "Hating Kelle's ever-living guts." Because I can't stand getting that call.

Or worse is those obnoxious automated phone messages and emails. You have no idea who you want to murder!

The RUB: Are you making the fatal mistake of thinking a bunch of annoying phone and email follow ups is actually helping the process?

You could very well be killing the tree!

Or let me tell you what's even worse. Not even bothering to go back and check the tree at all!

This is the method used by most businesses. It's like picking all your ripe apples and leaving the green ones up there... no water, no fertilizing, no bug spray, no pruning, NADA!

And what happens?

The most tragic thing of all...

As time wears on, the sunshine and the rain do their work and the fruit becomes ripe and you're not there to pick it.

It falls on the ground and starts to rot.

Now isn't that pathetic?

Or maybe a competitor comes along, "hey look at that, a ripe prospect, he's ready to buy", and off they go with YOUR sale!

You need to install a massive irrigation system that waters the entire orchard... an airplane to drop pesticide on the whole lot of trees... and heavy equipment to prune and harvest when the time is right. And do it ALL at the push of an autoresponder button.

LEAD GEN Strategy #12 — The Personal Touch

People buy from people, not faceless, nameless corporations. People they know, like, and trust. Therefore, the more you can get your prospect to relate with a living, breathing homo erectus, the better your chances of making the sale.

This is one of the reasons we still have face-to-face selling. But you'll close far more sales if your lead generation process creates bonding and relationship, well before the sales interview takes place.

Same if you sell on the web. If people can be made to feel like they're dealing with a real person —*competent, honest and caring*— versus a cold, disembodied entity, the more likely they are to buy when you ask them to.

Here are a few key dos and don'ts:

- **Put a person's name on ALL of your marketing** — in your email from lines, as the author of your lead generation magnets, signed at the bottom of everything.
- **Highlight this person's picture wherever you can** — feature them in videos, let the prospect become familiar with the sound of their voice.
- **Use conversational language** — speak in terms of one person to another. Avoid communicating in the “royal we”, as in “XYZ Company is the best because we do this and that and the other.”
- **Demonstrate affinity** — show the prospect you share the same values, hopes, dreams, ideologies, ideals, faults, and frailties. Give them reasons to buy wrapped in stories about your personal life.
- **Short words and simple phrases** — plain talk sounds like the truth. Lengthy, highfalutin-sounding words woven into flowery rhetoric give the impression you've got something to hide.
- **Take your skeletons out of the closet and make them dance** — your prospects are naturally resistant to sales arguments. They are actively looking for “the catch.” When you say something apparently damaging to your own self-interest, it communicates your honesty. They stop looking for the catch. And then you can reframe limitations as benefits.
- **Be specific** — Details are convincing. Generalities suspicious. When quoting figures, be exact. When referring to people, places or things, be precise.

The RUB: Are you warming your leads to the point of boiling... or throwing cold water on them with detached, impersonal ad speak and corporate mumbo-jumbo?

Never underestimate the personal touch.

LEAD GEN Strategy #13 — The Golden Thread

Effective lead generation requires a logical progression from one point to the next. Your ad makes a bold promise, your lead generation magnet delivers. Your lead generation magnet makes a new promise, your sales interview delivers. Thus your prospect follows a golden thread of reason from opt-in to sale.

To reason with someone is to offer evidence and extract meaning... to draw conclusions based on that evidence, in other words.

And the quality of your reasoning has a massive impact on your success. One idea builds on another, and if you drop the chain of reasoning, the prospect's interest wains, and you've lost the sale.

In developing a lead, you use reasoning to answer the questions, "How does this work?" and "Why is this so?"

Show a person how and why something works and they are much more likely to believe that it does.

Explain why the price is going up next week, and they are much more likely to believe that it will.

Offer sound reasons why your solution is worth more than competing solutions, and your prospects will be more likely to believe that it is. If you want people to believe, give them reasons for doing so.

Feature, function, benefit comparisons are a great way to do this. "Here are all the steps of my proprietary process. Here's what each one does for you. And here's what it means to your business. Do those other guys give you all this?" And you can wrap it up into a special report, 10 questions to ask a graphic designer or process optimization consultant or whatever, before hiring one. Give them your answers in the report, so they can compare.

By applying sound reasoning to agreed evidence you have the power to take your prospect's thinking to a new vantage point, from which a new path becomes visible. And when the appeal of that new path is demonstrated, you have taken your prospect to the threshold of action.

To create genuine conviction, you must gradually transfer ownership of the persuasion process to the prospect. Little by little you hand it over to him, as he digests the facts, and assents to the reasoning you're feeding him.

He sees the merit of your argument, he associates himself with it, and his ego is affirmed by it. In saluting the validity of the facts you lay before him, and embracing your reasoning as his own, his wisdom is confirmed. He likes what he is doing.

Frequently, my clients ask me to “critique” their lead generation process, and often, the sales arguments that are put forward are weak. I read meaty, bold headlines that shock and excite, only to find hamburger helper in the body copy. There’s not nearly enough substantiation of the initial premise put forward in the headline.

Your lead generation will fall flat if you fail to connect the dots...

If you’re targeting your prospects properly, most of them should *already* be biased toward embracing the conclusions you need them to accept. Still, you must *validate* those conclusions with sound reasoning to make your prospect feel imminently confident and empowered to act.

The sequence of reasoning is also important...

Begin with ideas your prospects already believe, and then gradually extend and mold those beliefs into new ones that are required to make the sale.

People’s opinions and beliefs are sacred to them. What a person believes is his or her TRUTH. People will march off to war to defend their beliefs.

To change a person’s beliefs, you must first harmonize with their existing beliefs. Then appear to build upon them, as though gradually extending them to where you need them to be.

To give you an oversimplification, if you want people to believe the statement, “*no matter how many times you may have failed in the past, now you can do this,*” you can make it more believable by prefacing it with a number of truisms — *things the person already believes* — like so:

“You want to be the best you can be. You want the best for your family. As you sit in front of your computer ... as you read this message ... the time has come to believe that no matter how many times you may have failed in the past, NOW YOU CAN DO THIS!”

Or when it’s time to close a sale. You start with easy questions. How do you spell your name? And you write their name on the order form. You wanted the calfskin upholstery, isn’t that right? Check that off. Can we drop the car off later this week, or would next week be better for you? And on you go. If they’re answering you, they’re taking ownership.

It's the same idea with developing a lead. Take the buying process one step at a time, building one agreement on top of another.

The RUB: Is your reasoning sound and smooth, like a greased shoot from opt-in to sale... or are you leaving big gaps in logic and violating the prospect's pre-existing beliefs?

LEAD GEN Strategy #14 — The Black Box Solution

We all know how powerful a selling tool the telephone can be.

If you do a good job of pre-selling with your lead generation magnet and your follow up emails, a short telephone call can easily 10X your sales.

- You can develop amazing rapport.
- You can uncover the buyer's hot buttons and satisfy them while leaving the boring stuff out of the conversation.
- You can discover and resolve objections in real time.
- You can make a deeper and more meaningful connection with the prospect.
- And so much more!

Is it any wonder we see coaches, consultants, and service providers of all stripes offering these free calls on forms all over the web?

Trouble is, the response rate is pathetic.

Why?

You see, as excited as you are about the great meeting of minds you anticipate with your prospect, you can't just say "Book a Call with An Investment Advisor" and expect very many people to respond.

Imagine I put a big black box on the table and say go ahead and reach inside. But the hole is just big enough for your hand and it's pitch dark in there. The only way to find out what's inside is to reach in.

Now, there might be a Tarantula in there, or a Scorpion, or maybe some delicious chocolate. You just don't know.

If you're like most people, what are you going to do?

Well, your fear of loss is greater than your desire for gain, so you won't bother with my silly black box.

But it's your silly black box!

So what do you do?

You hand them a flashlight.

1. Tell them what happens at the call and how it will help them.
2. Give it a compelling name.
3. Explain they can take a next step (invest) at the call if it makes sense for them, but that you WILL NOT try to sell them anything.

Remember the famous quote in strategy #1?

“The aim of (lead gen) marketing is to make selling superfluous” — Peter Drucker

The truth is, with the lead generation strategies I'm teaching you here... very little selling is required on these calls. At this stage, the prospect should be SELLING YOU on whether they're a good fit for what you're offering.

The RUB: Are you giving your prospects a clear and compelling explanation of what will happen on a free call (aka sales interview), and how they benefit?

LEAD GEN Strategy #15 — PROOF

You're probably familiar with the idea of substantiating claims with proof in the form of testimonials, customer success stories, expert endorsements, your credentials, and so forth ...

...But here are a few more ways to create trust and credibility, so you can close more sales.

The Language of Logic — The very appearance of certain words can help your prospects to feel justified in their decision to hire you or to buy your products.

Words and phrases like “Because”... “The reason being” ...“Why?” ...“The truth is”... “The facts are”... “If _____ then _____” (if you can send an email, then you can make this business work) ..“Proven to” ...“Scientifically tested and validated” ..“ Borne out by research” ... “Studies prove” ... etc., all increase the believability of your claims.

Example:

Fact is... licorice root outperforms all other cold remedies. Independent, double blind studies prove it decongests plugged bronchial tubes up to three times faster.

Numerous research reports have shown that if you take licorice root for a cold, then your symptoms will disappear in hours instead of days. Why?

Well, the truth is, it's a powerful antioxidant... flushes harmful microorganisms out of the body... and dramatically reduces inflammation of the mucus membranes. This has all been scientifically tested and validated.

Total horseshit, but the language of logic makes it believable.

Show and tell — If you can display visual proof with before-and-after photographs, screenshots and video demonstrations — do it. Seeing is most definitely believing!

Graphics are also useful when presenting reasoned arguments. If you can demonstrate a process graphically, it lends believability to your reasoning.

Samples and Free Trials — Giving away a sample of your product or service can be a very powerful and often overlooked way of convincing people of your claims.

With information products, it makes total sense to turn part of your sales process into a sample of your product. The quality of that information and the experience it creates, are potent proof of the claims you are making.

Your free trial or sample proves you have total confidence in your offering. You can give it away and it will come back to you in multiples.

Even better, if the information in your lead generation magnet can be used to create a small result for your prospect, it's almost like crack cocaine. They get addicted.

Claude Hopkins, arguably the most celebrated and successful ad man of all time sold almost exclusively with free samples.

Authoritative Quotes — This one's a little sneaky. If your solution is based on a particular process or relies on a specific ingredient that has been endorsed by recognized experts, then using those endorsements in your sales copy makes your claims about your product or service more believable.

The RUB: Are you building authority and credibility at each step of your sales funnel?

LEAD GEN Strategy #16 — T-F-R

T-F-R stands for touch, frequency, and repetition. Let's examine each one of these powerful lead nurturing forces ...

Touch — For every product or service (yours included) —*all other things being equal*— there is an optimal number of touches required to maximize your sales.

A touch is defined as a contiguous period of time during which your prospect's attention is fixated on your sales message.

Too many touches or too few results in lost sales. As a general rule of thumb, a higher price requires more, a lower price, less. The only way to discover the sweet number of touches is to test.

Frequency — The time period between touches is also important. Too frequent and you can come across as needy. Too infrequent, and people forget. Generally speaking, the frequency of communication should be higher at the beginning and also at the end of the liquidation interval.

When someone responds to an ad, for example, you should touch them a few times in rapid succession, to establish awareness.

And then dial it back to a daily nudge.

Then ramp it up again toward any point-in-time events, such as a webinar, a sales interview, or a discount deadline, etc. The best ways to do this are through exceptionally well-crafted emails at pre-determined intervals, and also through re-targeting ads that follow the prospect around the web.

Repetition — Have you ever taken stock of how you've come to believe something? Chances are it is because you heard that *something* many times, and from different sources.

With each touch, find captivating ways to make your point — by direct statement, by example, through story, visually, through third party testimony, and more.

Tell them what you're going to tell them, tell them, and then tell them what you told them. And try to get your message heard from as many different sources as possible, and in as many different types of media as possible.

Regardless of what you do, your prospect will show up at the point of sale with one dominant idea. The more you can reinforce that idea, coming at it from a variety of new and interesting angles, the more real and credible it seems.

The RUB: Have you tested shortening or lengthening your liquidation interval... increasing the repetition of key points... increasing or decreasing the number or frequency of touches?

LEAD GEN Strategy #17 — The Holy Trinity Of Conversion

All 17 of these strategies are designed to do two things: increase the quality and the quantity of your leads, so you can close more sales!

...But if there are three things that deserve monitoring and managing above all others —*the Holy Trinity of Conversion*— it's these.

1. **Ability to pay** — if you can filter out prospects who simply cannot afford to buy your product or service, you will dramatically increase your conversions.
2. **Status** — In any sales situation, there is always an unconscious calculus taking place. You are either the prize, or the customer is the prize. Be the prize.
3. **Need** — The more you need to make a sale, the more difficult it is to make one.

The RUB: Lead flow and lead quality are KING!

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I hope you enjoyed this report.

If you'd like help planning or implementing any of these lead gen strategies in your business, you may wish to [apply for a free strategy session](#).

The leads are out there.

Money on demand.

The ultimate freedom.

Daniel Levis

The EMAIL ALCHEMIST

"With just a few EMAIL ALCHEMY emails, we filled my webinar registration roles with over 2,000 exuberant prospects for a \$25,000 product. Because Daniel's philosophy and easy-to-implement systems are built on TRUST... they extol, advocate, and champion the needs, concerns, and welfare of your prospects and customers. It's as if he took the core of my, "Strategy of Preeminence," and applied its central tenants to email marketing." **Jay Abraham, Business Consultant & Strategic Marketing Expert**

"Daniel is one of the handful of copywriters I personally rank as 'Best in the Biz' and he's also the most brilliant web marketing strategist I've ever met." **Clayton Makepeace, Billion-Dollar Copywriter**

"Daniel Levis is doing his students a great service. He motivates them to act. And he gives them the tools to do the right job. Important work. Keep it up!" **Michael Masterson, Bestselling Author, Self-Made Millionaire, Business Builder, and Master Copywriter**

"Of all the things I've done to create more time in my business and my life, systematizing my email marketing was in the TOP 3. That's why we've been applying the systems and strategies of the man known in the upper echelons of marketing as, THE EMAIL ALCHEMIST. We recently rolled out an email campaign using his secrets, for an 80/20 training... Our registrations were STAGGERING... 5 EMAILS brought us 2600 signups for the webinar!" **Perry Marshall, Author of 80/20 Sales and Marketing, The Definitive Guide to Working Less and Making More**

"EMAIL ALCHEMY dug far deeper into my list and QUADRUPLED my sales! For real. That is no hype. It generated a tsunami of orders I had no idea were even there. We pulled in \$300K in

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immediate sales for 3X Sellerator, plus another \$100K in payment plan sales. All from a list of fewer than 25,000 names. People who had already been exposed to a recent launch for 3XVSL generator. That's over \$16 per subscriber! Amazing! **Jon Benson, Author, Marketer, Consultant, Creator of 3X Sellerator**

“EMAIL ALCHEMY helped me wake up a list that I hadn't mailed much in 7 years and jumpstart my EVOLVED ENTERPRISE program without having to advertise. This way I was able to invest more of my time and money in creating the best and most meaningful program possible. And I was able to take my book to best seller status!” **Yanik Silver, MaverickMBA.com**

"Daniel Levis gives you a blueprint for becoming a great marketer and writer. He just "gets it" in a way that few others do when tackling this complex subject. I love his approach, which begins and ends with telling compelling stories and his concept of taking ageless ideas that have captivated people throughout the millennia and recycling them. This makes me think of one of my rules of thumb, which is to "steal smart". **Bryan Kurtz, CEO Titans Marketing, LLC**

“There are legendary names in the industry of Direct Marketing like Gary Halbert, John Carlton, Dan Kennedy, etc... Daniel Levis is one of these Modern Day legendary names from the school of direct marketing... where marketing principles work based on testing, persuasion, NLP, and psychology. When a person like Daniel Levis comes around to teach you. THIS is the training you want to take part in.” **Andy Jenkins, Founder, Marketing Genesis**

“10 Years into Copywriting I Would Have Sworn I Had E-mail Figured Out from Every Angle. Then Daniel Levis comes along and stomps the ant pile to dust. His E-MAIL ALCHEMY is a total disruption of the way most of us go about building e-mail campaigns. This is NOT more “tips and tricks for getting emails opened and read” that so many other teachers burp out... this is a clean, fresh, and deeply psychological look at why people buy and how to help them decide to do it with your e-mails.

This approach will not only revive your list, slap awake slumping sales funnels and ignite a riot of new income...it will permanently replace the lazy bad habits and missed opportunities that are costing you a fortune right now! Ignore Daniel's training at your own peril.”--**Kevin Rogers, Million-Dollar Copywriter and, Author of, “The 60-Second Sales Hook”**