

Launch Your Funnel NOW

Do this today if you aren't getting leads today...



What You Need To Get Leads Today:

1. A product or service to offer
2. A splintered sample of that product or service
3. A simple mechanism to sort out and qualify the good, bad & ugly
4. A demonstration of that product or service
5. This blueprint to generate interested prospective buyers
6. The want-do and can-do to get this done now and perfect it later
7. LETS DO THIS!

1. Your product or service

Must be simple and easy to understand

Must be all about the outcome or result your buyers get

Must be easy to buy from you and consume or get

Must be offered before it can be purchased

2. The Splinter

This is a splinter that you can give away to prospective buyers **AFTER** they've qualified themselves as potential candidates to work with you

Comes before the sale, but after the qualification mechanism

3. The Simple Mechanism

What 3 conditions must your ideal buyer meet (which are binary... YES or NO!) for them to qualify as a good client?

Example for Leadgen Clients:

1. Has the budget and willing to invest
2. Has the want and ability to scale and grow their business
3. Understands the opportunity and will execute on it when given

4. The Demonstration

This needs to be a recorded demo, a sales call, a webinar, or **STRONG** social proof that your product does what it says it does...

1. Webex.com
2. UseLoom.com
3. Camtasia
4. Client Interviews or Case Studies & PDF Reports + Collateral
5. All of the above!

The Offer To Buy - Ask For The Sale

At this point if your prospect meets the requirements and you're comfortable they will get the promised result from your deliverable, demand they do business with conviction.

If you do not ask for their business they will simply go to someone who will ask for it, even if what they're selling isn't half as good as what you are selling today is... You must do this, you've earned it!

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