

Million Dollar Lead Generation Worksheet

Step 1: Write down your niche or industry to target with these reports.

Pick one if you don't already have one – these guys have a good list with some you might not have thought about before:

<http://www.marketing360.com/industries-we-serve/>

The only biggest condition here is that industry needs to be able to afford your fees – my offline services start at \$2,500 per month...not everyone can afford that. In my case I need to target businesses where small improvements would cover my fees ...for example 1 or 2 new customers per month would be break even or profit. Specific businesses within an industry might pass or fail this test but there are industries where the odds are stacked in your favour...always stack the odds in your favour.

My niche is:

Step 2: Compile a list of IDEAL prospects.

They should (at least):

- Already spend money on marketing.
- Be clearly someone you can help.
- Be not quite at the top of their game...perhaps number 2-6 in Google rankings. Or they're not buying the big and fancy ad spaces.
- Must have great quality products & services, you want someone who already has a good reputation...even if they don't leverage that.
- Within a certain geographical area (like a ZIP code or city) competing for the same market attention.
- (Note: add your own conditions...size of company...do they have staff or are they solo-entrepreneurs?)

I know a company is a good fit for me because:

My list of prospects:

1. Business Name: _____

Business Owner: _____

Mailing Address: _____

Phone Number: _____

Website: _____

2. Business Name: _____

Business Owner: _____

Mailing Address: _____

Phone Number: _____

Website: _____

3. Business Name: _____

Business Owner: _____

Mailing Address: _____

Phone Number: _____

Website: _____

4. Business Name: _____

Business Owner: _____

Mailing Address: _____

Phone Number: _____

Website: _____

5. Business Name: _____

Business Owner: _____

Mailing Address: _____

Phone Number: _____

Website: _____

6. Business Name: _____

Business Owner: _____

Mailing Address: _____

Phone Number: _____

Website: _____

Step 3: Look at their marketing, their business, their industry with YOUR expert eyes.

Here you might have some common elements such as case studies, general marketing statistics, and industry specific statistics.

These could be info-graphics, extracts from articles...etc. Avoid any external links where you might send someone away down a rabbit hole...but do reference any third parties.

These are things you want to include in all the reports.

My Common Elements Are (make a note):

1. _____
2. _____
3. _____
4. _____
5. _____

And you will need the specific elements of your report – the “nuggets” you will provide in your report and during your session.

If you get stuck think of those really common problems:

1. No defined audience / problem.
2. No unique promise / point of difference.
3. No proof.
4. No irresistible offer.
5. No call to action / reason to act now.
6. No tracking.

7. No testing.
8. No lead capture.
9. No follow-up...the list is endless really....

My Gems Are:

Business 1:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Business 2:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Business 3:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Business 4:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Business 5:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Business 6:

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Step 4: Create your report.

Note: When I first taught this method I gave a complete template and sample. For whatever reason that lead to a decrease in effectiveness...maybe too much copy & paste...if you have specific questions ask me otherwise don't stress...paper + some pictures + some short punchy to the point actionable advise is all you need.

Need some critical advice? Send your first "15 minute" rough draft through to me to review.

Here are some tips:

- Use something like Word to create a simple text document.
- Use plenty of white space, format so it is easy to read
- You don't need to make it look all fancy.
- Don't use a cover page.
- Do scribble notes in **red** pen (*or use writing like font*) in the margins, in gaps on the page...pen is better than font.
- Do circle or underline important things in text and pictures...you want to "mark it up" like a teacher grading an English essay.



- Give 2-5 “gold nuggets” in each report.
- Include the common elements.
- Include 1-2 competitor examples to highlight their strengths (induce some FEAR) and weaknesses (induce some GAIN / OPPORTUNITY).
- Don’t teach, don’t preach, and don’t sell.
- You can pretty things up and brand your material AFTER you have enough time and money...do it now only if that’s your thing.
- Retain some “good stuff” for your session.
- Name your report and name your session – for example Kentucky Chiropractor Market Intelligence Report and Growth Acceleration Session.

My report is called: _____

My consultative sales session is called:

Step 5: Write your Dollar Bill Letter

Note: Here, again, I used to give complete templates and samples. Like happened with the reports, I found the results were not as good if people copied me word-for-word. It's a simple letter to write. If all else fails this is a pretty common letter and examples abound if you look around, or email me and I'll help you with yours with a suitable SWIPE.

Below I've included enough of a guide for you to see how I start, transition and close mine...more or less😊

[DOLLAR BILL ATTACHED]

Dear Mr. Branson,

As you can see, I've attached a crisp, new dollar bill to the top of this letter.

Why have I done this? Actually there are two reasons...

- I have something extremely important to tell you and, with all the junk we get in the mail, I needed some way to make sure I caught your attention.
- And...since what I have to share with you is about making money, I thought the dollar bill would be an appropriate "eye catcher".

Here's what it's all about:

I have been researching your website and those of your competitors and have an idea that could easily...

DOUBLE Your Sales & Profits Within The Next 11 Months!

Here's an example of what I mean.

Exhibit 1A

I noticed on your website there were no specific instructions for visitors to take action. Even though your phone number is clearly posted already research has proven that adding a simple instruction such as "Call Now" can increase the number of people who call.

Also there was no incentive or reason to make that call now. Adding a strong, and ethical, reason to call now can double or triple the

number of calls without changing anything else you are already doing.

Your competitor British Airways has these elements in place as you can see here: (screenshot).

Adding a call to action and a reason to call now is something you could do today and hear the phone ringing more tomorrow. If you were to increase the number of calls by 2x through a simple change like this with zero additional advertising cost what would that mean for your business?

Here's another interesting statistic...

Exhibit 1B

ETC ETC

ETC ETC

ETC ETC

If you fix these things you would make more money starting tomorrow.

I actually have 10 to 12 more gems to share with you. The reason I'm doing this is I'm looking for just 1 new client in this industry in this area and I'm hoping you might be the one.

If you'd like to set up an appointment to review your marketing totally for free, call me. I'll also give you the full Marketing Intelligence Report I compiled about the competitors in your industry.

I know you understand the value of holding that competitive intelligence in your hands...it's essentially a map showing you all of your competitions weak points.

Mr. Branson, it is important that you call me today. You see I have also provided a report just like this to 5 businesses in your industry

who work in the same area. Like this report I'm reviewing their specific businesses.

Like you they too have untapped potential and they're waiting for someone like me to help them take advantage of those opportunities.

Frankly, I think I'd prefer to work with you because of your reputation for exceptional service.

Mr. Branson I know you do great quality work, you have a good reputation and you're investing in your business. I'd love to help you get more bang for your buck.

Call me now to schedule your free Marketing Optimization Session.

My number is XXX-XXX-XXXX.

At your service,

Mr Marketer

PS- I'm only looking for 1 ideal client in your industry in your area, it is strictly first come first served. You know your competitors are thinking about this offer, call me now on XXX-XXX-XXXX.

Step 6: Send your report and letter.

This step is easy...just remember...don't go cheap on your delivery of this great report.

I sent my report (to/date/estimated time of delivery):

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Step 7: Follow up.

This will take a couple of forms.

The most desired result is these prospects calling you to book a session within a day or two of receiving your report.

Bookings (date/time):

1. _____
2. _____

If that doesn't happen (remember the "MIN/MAX" from the audio) then you might have to:

- Phone them to ask if they received it OK, should even get past a gatekeeper with something like "yes, this is Mr Marketer...I sent a very important package via Fedex to Mr Branson three days ago and I was expecting him to contact me immediately...it is rather urgent. Please put me through to him now."
- If you must...email or leave a message.
- Send something small as a follow up via Fedex or snail mail...

At the end of the day if that batch of reports doesn't get the response or result you need then you need to find out why. So you may need to quickly move from "book a session" to "I need your help, I just need 2 minutes of your time to get your feedback on that report I sent you and why you didn't call me...I'll give you the competitor intelligence reports in exchange for 2 minutes of your time. Does that sound OK to you?"

Very good chance you'll still be able to close the deal then...you're no longer a strange cold caller...even if they didn't reach out to you.

Sometimes you've targeted clients that aren't IDEAL, maybe none of them can afford you, or you forgot to include your phone number (when I first taught this with a full copy & paste template I neglected to XXX out my phone number...I actually had people forget to change this in their letters...their leads called me! It was a royal pain in the butt finding out who had reached out to these businesses...I knew who my leads were and I don't want yours.

You must find out what happened...it is about getting that feedback and that data.

All you need is feedback from 1 or 2 businesses and that should make the next round better.

And while you shouldn't experience a failure like that...the whole process gets better and better with each execution.

Don't quite inches from the finish line.

Step 8: Consultative Sales Process

This is the ultimate end point of this lead generation method...but just the beginning of the rest of the story.

In fact, really at the point they call, you are beginning the consultative sales part of the process.

A consultative sales process is a deep topic, I have a quick training module which will get you up and running...well selling...very quickly. You might have access as part of a training bundle..you might already be a pro...if not contact me and I'll let you know how to get that training.

In a nutshell, you'll find out what their goals are – don't be surprised they aren't what you might assume – some businesses want less customers and higher fees.

Don't commit mal-practice...diagnose before prescribing.

Ask a lot of questions.

Give a little advice.

Collaborate on a game plan.

Invite them to do more business with you.

Job done!

Bonus Section:

How to make this “nearly” free...if you really really need to.

If you can't send these out, you're totally broke or have a lot more time, then you could try these little hacks:

1. Compile a more generic report and go visit IDEAL candidate businesses. Don't email or fax.
2. Provide good reports to people that have the attention of your IDEAL clients for them to distribute for you...could be suppliers, could be their bankers, their accountants, their industry associations...if you spend 10 minutes brainstorming you'll have quite a list of possibilities...someone will say yes to helping you distribute a worthwhile report.
3. Use the “if someone comes to mind” hack with friends, family, your centre-of-influence or even cold in the market. I've done this more than once, mostly as a way to be more direct with someone I really wanted to work with but would work well if you're broke....just don't act broke and needy. (WARNING: you might need to practice keeping a straight face!)
 - a. Pick a target who is an IDEAL client that you can approach in person.
 - b. Compile a report which **excludes** their business but **includes** the generic and competitor intelligence.
 - c. Meet with them...doesn't matter how or under what pretence.
 - d. Strike up **short** a conversation and end it like this:

“Steve, look I've got to go. Great chatting today, oh...by the way can you do me a favour?

Sorry to ask this but I really need a little help.

You see I'm looking for 1 new client in this industry in this area and what I've done is compiled a Market Intelligence report...basically I've researched the top 5 competitors in the area and looked for the weak spots in their marketing and sales.

I've found a few ways I can really help someone in that industry.

Problem is, I'm not sure any of those guys are really the best people to work with...you know reputation and service etc.

And because you work in that industry I just thought maybe you would know about who the best people to work with might be,

Maybe you can think of someone who might like to speak with me about what's going on in your industry and where I found the biggest opportunities.

And if someone does come to mind could you give them this report thanks!"

Then exit quickly...unless they immediately take the bait.

It is a straight up hustle. And while writing that dialogue own is kind of fun because it seems so implausible and ridiculous...it actually works surprisingly well...as soon as you start a conversation flow about "someone" else the natural defences drop and whoever you are talking to is suddenly more receptive to your message...never mind you happen to mention their industry and their local area.

In fact the thought process in their head is more like..."wait that's me....they're talking about me...ummm..hello...that's me...pick me...why don't you just pick me?"

And because you go out of your way not to pick them, they'll start trying to qualify themselves and if they take the bait they'll likely start trying to convince you as to why you should speak with them...not the other guys.

Does it work all the time...nope...and might some smart cookie catch you out and call you on it? You bet...but most people do just walk around in this blur of inputs and don't pick up on it.

END OF WORKSHEET – GO GET THOSE LEADS!