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Presents...

“Trading Customers For Cash Report”

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Table of Contents

<u>Introduction</u>	1
<u>Making Money Selling Leads To Offline Companies</u>	2
<u>Proper Lead Generation</u>	4
<u>Getting Small Business To Kick Down Your Door With Cash In Hand</u>	5
<u>Putting Together The Pieces of the Puzzle</u>	7
<u>The Wrap Up</u>	9

Trading Customers For Cash Report

Introduction

This report is the outline to a very easy and profitable business model that ties the online and offline worlds. It revolves around generating leads (new customers) specifically for niche offline businesses and selling those leads for a nice profit.

The reason why this business model is so successful is because...

- Basically NO ONE else is doing it.
- Always in demand – Businesses NEED new customers!
- No 3rd party middlemen eating at your profits (no affiliate networks involved!)
- It's highly expandable. Virtually limitless expansion.

Those are just a few reasons. This report is meant to “wet your beak” and give you a little insight into this business model.

The concept itself is simple, but the it's the execution that can tie you up.

Of course, I do have a product that goes into very detailed instructions that show how to setup, run, automate (w/ software) & profit from this business model.

Don't worry. I won't hard pitch you here :)

There is more information about the product at the end of the report if you're interested.

Enjoy!

- Peter Sanchez

Trading Customers For Cash Report

Making Money Selling Leads To Offline Companies

We've all seen the offers in the various affiliate networks for lead generation. A lot of companies pay, and pay nicely, for a qualified lead. I'm sure a few of you reading this are using this method to put money in your pocket every day. But there is a lot of money to be made if you expand outside of the affiliate networks.

Selling Leads To Offline Companies

Ever considered generating qualified leads online for resale to an offline company? I can tell you that this can be very profitable! This takes a little more work, but if you are able to build this type of relationship with a company than you can turn a very nice profit! And it's easier than you might think.

How does it work? Well let's look at an imaginary example...

Say you meet a dentist who is looking to improve his client base. He know he can find customers online but has no clue how to go about it. He obviously has no clue how to generate qualified leads online and doesn't have the time, or desire, to start learning how. How can you help?

Well, since you are an internet marketer you will be able to bring your skill set to the table and start providing qualified leads for a fee. You can usually get a much nicer payout than on the affiliate networks and it's normal to setup weekly payments (instead of bi-weekly or monthly, which is standard in most affiliate networks).

Note: Even if you're a newbie, you'll still have an advantage over your prospect client. They don't have enough of a clue to be even considered a newbie!

What Type Of Companies To Focus On

Any company that has a sales and marketing department. Any company with an established sales department will usually pay for qualified leads. You can also focus on individual sales people themselves, for example an insurance salesman.

Trading Customers For Cash Report

You can charge per lead or go for some sort of revenue sharing. There are many options and they will depend on the company, people you deal with, profit potential, conversion rates, average sale amount, etc.

Don't let the "jargon" scare you. The concept is actually very simple and easy to get running. The important part is making sure you have proper procedures in place to run this new business.

A few of these companies will be skeptical because they are not familiar with internet marketing. It would probably be a good idea to throw them some leads for free to prove you are able to give them what they are looking for. If you are able to continuously provide qualified, highly targeted, leads then their sales department should be able to close at a nice percentage.

But Is It Worth The Trouble?

As mentioned above a lot of these companies may not be able to afford a high number of leads. So how do you make sure it's worth the trouble? Well, focus on companies that are selling higher priced items. They will usually pay more for a good lead or be willing to do a revenue share. A good example might be a plastic surgery center.

It's not uncommon to make \$300+ a day, every day, selling leads to 2 local businesses. The total cost of generating those leads is less than 20% of that revenue. So, if you can find a good niche and work out a deal with a local company that fills it, you can make a very nice chunk of change.

Trading Customers For Cash Report

Proper Lead Generation

By now you already know that picking up a new customer is the hardest and most expensive thing for a small business to do.

Here I will give you a few quick tips on how to do the lead generation that all of these businesses find so mysterious.

- 1) Use internet advertising instead of old school "print" advertising. There are paid and free forms of doing this.
- 2) With a properly designed web page you can collect this information and have it delivered to your clients inbox.
- 3) Automate this entire process as much as possible so you can cut your "work time" to a few hours a day (or less!)
- 4) Keep your clients on a strict payment schedule. Once you start picking up new leads - small businesses will be waiting in line to pay you for them!

Generating new leads this way is so easy that practically anyone can do it.

Not only will you make some very impressive extra income, but you'll be a hero to the "mom and pop" businesses in your city or state (oh, and it's not limited to just your local area either!)

Obviously there is a lot more to proper lead generation than this – but that's a subject that is way too complex for this report. The idea here is to let you in on the model and see the real potential!

Trading Customers For Cash Report

Getting Small Businesses To Kick Down Your Door With Cash In Hand

So now you know a little about lead generation. But how do you get paid for those leads?

Not to worry! I got your back... Here are a few tips to getting "mom and pop" businesses handing you stacks of smackers (aka, money) for your leads.

Believe it or not, this is the easiest thing in the world to do. What business owner wouldn't want to "trade quarters for dollars"?

Here we go...

- 1) Who would be interested in your leads? What niche or market are you targeting?
- 2) Find business in your area who are in the niche you are working in. If you are wanting to generate leads for the "tree trimming" business - then just find local tree trimming businesses to contact.
- 3) Use Google to locate these companies. If push comes to shove, use the phone book!
- 4) Send an email (this actually works great) or pick up the phone and give them a ring. Let them know what you're offering and how you can really help increase their business!

Pretend you own a tree trimming business and one day you get a phone call. The person is claiming they have a huge potential customer list for you... Think you'd be interested?

Well DUH! No brainer right?

(hey I see the little light bulb just turned on above your head...)

So you want to learn this system right? Well the program I created goes over

Trading Customers For Cash Report

everything you need to know. It even has scripts you can use when contacting small businesses (via email or phone!)

Putting Together The Pieces of the Puzzle

You already know I've been giving you the building blocks to a successful business model.

Now I'm going to tell you how to bring it all together!

In lesson one, I gave you the overview.

Lesson two, I introduced you to lead generation.

Lesson three, I showed you how to pick up clients

And now it's time to wrap all this up into a pretty little package. Of course I'm talking about management and more importantly...

Automation!

The biggest set back for someone getting started in a lead generation business is software.

You gotta have software to run this thing for you. Otherwise you waste your days playing email tag with clients and prospects.

Trust me, that's no fun. I'd rather be at the movies or something. I'm sure you would too!

That's where automation comes in. See if you can have a system in place, on your website, that will accept, store, manage, deliver and track your leads then you got yourself a business!

Who needs employees when technology can do it for you? That's the real beauty of this whole business. Automation!

Now, you can't exactly walk into a computer store and say...

"Uhh.. You have lead management software?"

Trading Customers For Cash Report

The pimpe faced kid working there will just give you a blank stare.

You could go out and hire a programmer to do it for you, but that will cost at least \$500.

Booo!

Well when I got started in this business, that's exactly what I had to do. I had some software created and it runs 90% to 95% of my business for me! It's amazing.

Guess what? I also give it to you when you pick up my program!

There you have it.. I've basically given you an entire business model. Now you just need to fill in the tiny details that make this system run so fluidly.

Trading Customers For Cash Report

The Wrap Up

Hopefully at this point you have a basic understanding of this business model. I like to call this model "Mom and Pop Money" because of the nature & type of businesses you generally deal with in this system. The small fries – "Mom and Pops"

Naturally I created a product that goes into great detail and named it accordingly.

You can view the website here: <http://www.momandpopmoney.com>

Here is a short listing of everything the product includes:

- Full manual (eBook, 67 pages) that covers this entire business model. Every aspect is covered with multiple monetization strategies & methods.
- Custom Lead Management Software that I had built to run my lead generation business for me. This software literally does 90% of the grunt work for you! It's included with the course.
- Professional website templates that are designed for specific, and profitable, niches. (The manual covers a very profitable set of niche industries you can target and get started right away)
- Video tutorials that show you how to install & run the software, manage your leads and clients, and run your business in a few minutes per day.
- A few nice bonuses are also included to help you get on your way

Of course the entire course is backed by a 100% – no questions asked – money back guarantee.

Do yourself a favor, at least check out the product page and see the proof of income potential, testimonials, etc. The good stuff :)

<http://www.momandpopmoney.com>

I mean honestly, I can't make this any easier for you..

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Go pick up your copy of this program today.. no
scratch that.. RIGHT NOW!

<http://www.momandpopmoney.com>

The choice is yours... choose wisely.

Talk to you soon.

- Peter Sanchez

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