

THE ULTIMATE LEAD MACHINE

**HOW TO ATTRACT LEADS AROUND THE CLOCK WITHOUT
COLD CALLING, EXPENSIVE ADVERTISING OR
FACE-TO-FACE MEETINGS**

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Hi —

My name is Roger Bauer. I'm the guy who helps small business owners and corporate sales professionals who are not generating enough leads to consistently grow their income.

I help people like you implement a sales and marketing system that gives you the visibility and authority to dominate your market and scale up rapidly... mostly on auto-pilot so you don't spread yourself too thin.

This short guide shows you how.

How to Build the Ultimate Lead Machine™

If you're stuck doing manual prospecting, your life is hell. Trying to piece together multiple systems just to keep up is a nightmare. That's why I created the Ultimate Lead Machine™ Blueprint.

There IS a better way, and you have FINALLY found it!

The 4 Main Components

Your Ultimate Lead Machine™ has 4 essential components.

First, an **Irresistible Lead Magnet** helps your prospect overcome frustrations and fears in order to move closer to their desired outcome. It establishes your authority, commands attention and provides value so you're not just another voice in the crowd.

Secondly, a **Lead Capture Website** fills your funnel with qualified leads, delivers a consistent experience to your

prospects and triggers your **Automated Follow-Up Sequences** (component #3).

Automation minimizes lead slippage common with manual and hybrid systems, furthers your relationship with prospects without requiring you to be directly involved in every step and encourages interaction throughout the process when it's built properly.

Scalable traffic brings you prospects, builds your presence and minimizes guesswork because once you master a traffic source, you can ramp it up in step with your revenue to bring in even more revenue. Then you can add more sources as you scale up.

That's the objective of any system ... predictably, reliably and consistently producing an output based on an input. You pay for more traffic, you get more leads and paying clients.

Here are the 5 Key Principles you need to build the Ultimate Lead Machine.

Irresistible Lead Magnet	Lead Capture Website	Automated Follow-Up Sequences	Scalable Traffic Source
<ul style="list-style-type: none">- Commands Attention- Establishes Authority- Provides Value	<ul style="list-style-type: none">- Fills Funnel- Triggers Automation- Delivers Consistent Experience	<ul style="list-style-type: none">- Minimizes Slippage- Furthers Relationship- Encourages Interaction	<ul style="list-style-type: none">- Attracts Prospects- Builds Presence- Minimizes Guessing



1 Be useful ...

The problem with most lead generation efforts is they are self serving and skip critical steps.

It's like asking someone to marry you before the first date is even over.

Your prospect likely doesn't know much about you, your solutions or what you can do

for them the first time they stumble across you.

It's like a first date to them.

They're nervous, skeptical, and looking for any warning sign to bail. Instead of forcing them to the exits, welcome them in.

How to Get it Right

Offer something they want. It's as simple as that, yet most screw it up nine ways to Sunday. Get in their head. Let them know you understand and will help.

Take your prospect on a short journey that helps them

overcome a regular frustration or fear they've been battling. Help him/her get closer to what he/she wants.

You want your prospect thinking, "I'm thrilled I did that because I just discovered gold."



2 Compare & contrast ...

What Is ...

Lead magnets that don't provide genuine help for the prospect to get from where they are today to one step closer to a better future are damn near useless.

The biggest enemy to taking action we all fight is "maintaining status quo."

People are inherently lazy and don't want to exit their comfort zones until the pain gets to be so great, action is mandatory. That's often too late!

Help them understand the future consequences of status quo while comparing it to a much brighter future.

To make your lead magnets stand-out, compare your prospect's current reality with the future they're hoping to experience.

As you make your key points, alternate between what is vs. what could be along with how to overcome the common roadblocks, and you'll have a winner.

What Could Be ...

Stop me if you've heard this: your prospects are looking for results and outcomes; not products and services.

They need to be able to visualize what a better future looks like ... a better future because you're volunteering to help create it.

Your prospect can't visualize what your solution does telepathically so paint them some vivid pictures of what it's like to work with you.

Show how others have benefitted from your solutions and your help.

Make the future look too bright to maintain status quo any longer. That will create a sense of urgency and importance to force them to act.

Remember: they have to be able to see themselves succeeding before they'll finally go for it.



3 Install Automation ...

Simplify the Complex

Imagine 100 leads landing on your desk tomorrow morning.

First, how would you keep track of everyone?

Secondly, how would you feel if you worked your tail off to get those leads then let most of them slip through the cracks because you couldn't manage the manual follow up process?

It's more than any human can tackle effectively.

Marketing Automation to Your Rescue

Obviously, in order to make everything work seamlessly for you, you'll need some automation in order to scale quickly to the levels you desire.

Automation can be very confusing, and there are too many options to list here so in the interest of simplification, here are three solid ones to get you headed in the right direction quickly:

1. x2Sales.com
2. infusionsoft.com
3. ontraport.com

While there may be cheaper options available, you want something that allows you to adjust your campaigns based on a prospect's behaviors so you're not sending repetitive or unwanted stuff.

You want the ability to tag prospect records based on whether they respond favorably or negatively to your communication over a given period of time.

You want automatic segmentation and moving of prospects between multiple campaigns based on their reactions and indicated interests.

The time to install automation is BEFORE the first prospect signs up for your lead magnet; not after.

Be prepared.



4

Choose Channels ...

It's Traffic Time!

Once you have an Irresistible Lead Magnet and a Lead Capture Website in place, you'll want to attract traffic to both.

Traffic comes in three basic flavors, all of which have their pros and cons.

The 3 Main Channels

Free traffic instantly appeals to the masses because of the huge ROI potential, but it takes the longest to produce because it relies heavily on content production (labor

intensive) and audience discovery (often time consuming).

It's a very long-term play that can become very lucrative once you have built up your presence.

Paid traffic is the fastest because you can place an ad today and figure out whether you have a winner or not within hours.

Obviously, it's the most costly from a monetary standpoint, but it gives almost instant feedback.

The third option is **Joint Venture (JV) Partners**. It is ideal if you can find a partner who has the attention of your desired audience. It can also produce results fairly fast because your partner can send an email or letter to solid prospects on your behalf, and you'll get qualified leads fast.

The ramp up time for JV's can take awhile and significant patience, but it can pay off better than the other two combined with the right partner and target audience.

Pick One & Go!

Most businesses want to attract as much traffic as possible once they have an irresistible offer. While that's logical, it can often backfire.

The more traffic sources you attempt to tackle simultaneously, the weaker you'll be at each one.

Instead, pick one and master it before attempting to add more to the mix. That's not to suggest you shouldn't want multiple traffic sources, rather focus on getting good at one first so you have a proven winner.



5

Sell the next step ...

Free Isn't Enough

Just because something is free doesn't mean it's valuable or your prospects want it. Most fear it's just a sales job in disguise anyway.

Make sure you overcome that natural inclination with your lead magnets, benefit statements and follow-up.

Make a bold promise and deliver. Then your prospect will gladly go further with you.

Every Journey Begins with the First Step

So you've gotten your prospect to take that first step with you.

Congratulations! Now what?

Focus the conclusion of your lead magnets on selling the next step.

Period.

Obviously, you want to offer something valuable yet persuasive and influential.

Most try to offer multiple things at once in hopes the prospect will buy one.

Don't do that.

Focus on one offer ... one next step. If it's a sale, then make that offer.

Savvy marketers have three separate lead magnet paths:

1. **Cold offer** - people who have never heard of you or your business.
2. **Warm offer** - people who have raised their hand to get acquainted with you.
3. **Hot offer** - people who have gotten acquainted with you and are ready to buy.

Structure your steps accordingly, and you'll have a solid process for attracting and converting suspects into prospects into clients.



Load and launch ...

Get Closer to a Sale While You Sleep

When you put the automation pieces in place to handle the early stages of the sales process, you can focus more of your attention on money making activities like closing and building lasting relationships with your clients.

Now that you have a better idea of how it all works,

consider taking the next step.

Build Your Own Ultimate Lead Machine™

At the beginning of this guide you saw a diagram that depicted how The Ultimate Lead Machine has four essential components.

This is just an overview primer, and you can get more help where this came from.

Your Next Step

If you are thinking about installing the entire Ultimate Lead Machine™ into your business, the next step is to jump on an x2 Sales Virtual Workshop.

They run every other week on Thursday afternoon (ET), and there are limited spots available.

You'll see how this process fits into the bigger picture for your business while getting

insight into why this works so well, quickly and easily.

To see what's covered and save yourself a spot on the next session, go to:

x2Sales.com/workshop

Find out more ...