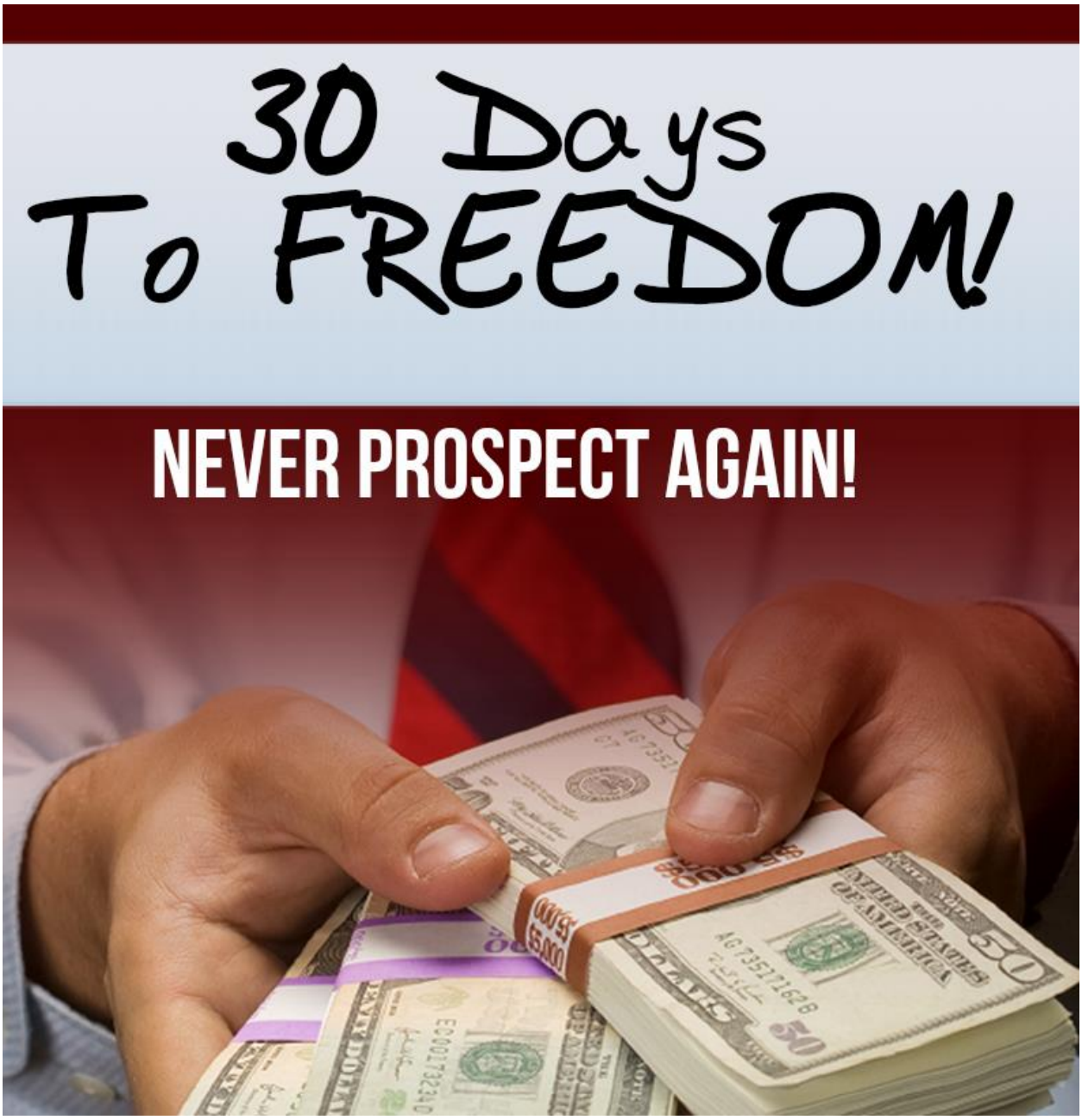

By Lee Cole

30 Days to Freedom: Never Prospect Again!

Before we get started: This webinar's going to be a little different. Sometimes I use PowerPoint slides, sometimes, however, I just write down what I want to talk to you about and then go through that.

That's what I'm doing today…In case you hadn't noticed! 😉

So, back to the webinar!

That's quite the title, isn't it?

You know, it's been a while since I've done one of my killer classes. The last one was at the first of the year called One New Client Every Week!

That class changed lives!

"After taking Lee Cole's blueprint course, "One Client Per Week", I completed all the webinars and built a website for PR services in just a few days. Lee reveals the "secret" I wish I already know on how to structure your agency for a recurring monthly income while working part-time, living the laptop lifestyle. Best of all, I got my first client for a case study and testimonial in one week! I highly recommend Lee Cole's course if you are at all curious. Liza J. Lee, BC Local Marketing"

"I purchased and went through all of your videos for the one client a week training. You are right. This training is life changing. Sonya Vickars"

"I just want to say WOW??! YOUR PROGRAM IS THE REAL DEAL ??! I have completed only ¼ of the "One Client Per Week Program" and I already have a client. I can only image what will happen after I complete the program. I never had this kind of success from the innumerous programs, coaching, books, and webinars I purchased in the past. I can't believe all the value, knowledge, and content that you provide in this program for only the cost of a lunch meal. By

simply implementing a few of your strategies I can already see three more clients lining up for my service. Thank you for renewing my faith in offline marketing, coaching programs that work, and most importantly providing me with a skill that will help me support my family. I can finally envision quitting my 9 to 5 job. Thanks Lee. See attached for evidence. Stu"

As cool as One New Client was, it's really only half the story. I've been wanting to do another FREE webinar + class series so that I can show you the rest of the story.

How many people here participated in One New Client?

How many people here don't know what I'm talking about?

In this free webinar, I'm going to show you exactly how to structure your business so that in just a few months, you'll cut your prospecting time by…oh…at least 80%, easily more!

Who's interested in prospecting a lot less and building a much more manageable business?

Quick bit about me.

I've been doing IM since 2007. In 2010, after having discovered that businesses would pay me a lot of money for my expertise, I quit my teaching job and went full time selling Internet marketing services and know how to local businesses. In 2011, I realized there were a ton of people who wanted to know how to do this too, so I also started training people. Today, I run my digital agency, and also develop marketing software and training products for people like you. People who want to change their lives by learning to "kill it and bring it home" themselves!

What about you? ➔ Quick show of hands. Let me know how long you've been doing this or trying to do this, and how many active clients you currently have. (Active means they've paid you, and you're doing work for them.)

So, let me ask you a few more questions:

1. What do you normally sell, or want to sell?
2. What's your sales process look like?

The first question is pretty easy to answer. The second one might stump you.

A lot of you guys are probably thinking, "what the heck is a sales process?"

Let's define that.

A Sales Process is the steps you take a lead through to move them through these steps:

1. Potential lead
2. Lead
3. Prospect
4. Customer
5. Repeat customer

Let's get real clear on what I'm talking about here, because in the IM world, especially lately, the definitions of these steps have been "massaged".

The main area of distortion is in the definition of "lead". (This is so people can sell you software that gets you leads. Not it doesn't! It gets you potential leads!)

So, let's define "potential lead"

And, let’s define “lead”

And, now let’s define “prospect”

From here on down, I think we’re all in agreement as to the definitions.

So, let’s break this all down.

(I need class participation here!)

Where do you get potential leads from?

How do you determine if potential leads are actually leads?

What process to you use to turn those leads into prospects?

How to you move prospects into the customer column?

And…And…(because here’s where you actually make the real money)…how do you upsell or cross sell your customers?

Did I lose everyone in this?

So, let’s say you have a method of creating potential leads and turning those into leads.

Just so I’m not talking too abstractly, someone give me a way they are currently using to find potential leads.

And, how are you turning those into leads?

So, let's say we're doing that.

Well, for every 20 to 50 potential leads, you're going to have one lead. (The numbers vary dramatically according to how you're doing this.)

So…for the sake of our example…let's say out of every 25 potential leads, you get one lead.

That means that 24 of those potential leads are wasted, in a sense.

(Don't worry, there's not a ton of math.)

Let's say, oh, spit balling here, let's say that one out of ten of those leads turns into a real prospects the way we defined prospect. (Someone you're actively working on getting an appointment with for a sales presentation.)

So, let's look at the numbers now.

If you have 1000 potential leads, you'll end up with 40 leads, and out of those 40 leads, you'll end up with 4 prospects. (And, btw, out of those 4 prospects, you'll probably get 1 sale if you're moderately good at selling your product.)

Now, these numbers can vary wildly! Potential leads that are scraped via software will end up being less valuable than potential leads you got through going to

network meetings. I can't tell you the exact numbers, either. I CAN tell you that my example is skewed towards what scraped leads would look like.

My previous training focuses on taking the potential leads, converting those into leads, turning those into prospects, and finally selling, and then upselling those prospects into a recurring income product.

That's cool, but look what we've left on the table!

Now, let's look at the whole thing again, but now I want to focus on a different set of numbers:

Out of 1000 potential leads…

So, if you end up with 40 leads, you'll also have left over 960 potential leads.

If you end up with 4 prospects from those 40 leads, you'll also still have 36 leads.

If you get one sale out of those 4 prospects, you'll still have 3 prospects who didn't buy for whatever reason.

Those 960 potential leads, 36 leads, and 3 prospects are a freaking gold mine!

And, right there, learning how to nurture and mine those is how you're going to break free from the hell of having to do heavy prospecting all the time!

But…most people either don't do anything with all of these emails, or if they do, they nurture them the wrong way.

Let me explain.

Actually, let me show you how a streamlined, rational local marketing business actually works.

Every business that works that I know of is built on recurring income products. You should only be selling one-offs in order to get to the recurring income sales.

So, here's how to structure a real business that's really going to work for you!

1. Decide what recurring income product you want to sell.
2. Figure out what the benefits are to the buyer of buying this product
3. From there, figure out who the best types of businesses are for this recurring product.
4. Set up a simple funnel, where the benefits are the same at every step. (Note to Lee: This will probably need some explaining.)
5. Set up autoresponder campaigns for each of the categories we talked about above, potentials to leads, leads to prospects, prospects to sales, and if needed, sales to recurring income sales. (These are all different email sequences.)

Once you have all this in place, it's only going to take you about 30 to 60 days of running this business (finding potential leads and moving them toward being recurring income sales) to the point that you have real numbers, real percentages. (I can't just tell you percentages off the bat, because they vary all over the place.)

Once you have those percentages, all you now have to do is to decide what your revenue goal is for your business, then work you way backwards through the percentages to figure out how much prospecting you have to do.

Note: As your email list of potentials, leads, and prospects grows, it's going to start to throw off business, and your conversions are going to skyrocket. This doesn't take long! Only about six months, if you'll stay focused.

All of this has been very abstract. And, if you want to just dig into this yourself, you can take what I just taught you and turn that into a killer business.

Most people need help with this, though.

So, I'd like to invite you to a new class I've created called 30 Days to FREEDOM.

In 30 Days to FREEDOM, I'm going to work with you, step by step, to build this business for yourself.

We'll start with what your recurring income product needs to be, then we'll work our way forward to what types of businesses you need to prospect and how you need to do the prospecting.

I'm going to help you design a simple funnel that will do most of this work for you. A funnel that actually will work!

And, I'm going to help you create the various email sequences you'll need for this business.

What you'll have when you're done will be a complete business. All you have to do is turn the crank. (Prospect.)

For a period of four weeks, you're going to have email access to me as I help walk you on an individual basis through all of this.

There's going to be homework each week.

You can email me questions.

I'll help you get unstuck.

Best of all, like all my group coaching events, I'm offering this to you at a price anyone can afford!

I’m going to be selling my new course, 30 Days to FREEDOM this weekend, through Monday. (It’s a major holiday weekend in the US.)

The sales page isn’t done yet, but it will be by the time I get the recording of this webinar out to everyone.

The class is a 4-week, group webinar-based class. The sales page will have the dates on it. (It’s going to start mid-month, and go for the next four weeks.

Again, in the class, I’m going to help you build the business I’m talking about. The rewards of doing this will be the following…

1. You’re going to make a lot more money…
2. And, it’s going to become easier and easier for you to make that money (as your list grows)

Tomorrow, I’ll mail you the link to the webinar replay and also to the sales page.

You saw the testimonials from my previous class. This one’s going to be EVEN BETTER!

Hope to see you on board!

Lee

Questions?