7 Point Lead Generation Checklist

Introduction

Hey! Thanks for grabbing this report. First things first...

Are you wondering who the heck I am? I mean...why in the world would I be qualified to help you optimize the heck out of your marketing and dramatically increase your ROI? Do I really know what I'm talking about? Will the advice I have to give you in this report be applicable to YOU? Good questions!

Don't worry. I'm not gonna bug you with my whole story in this report. If you want to get a feel for where I'm coming from and whether you not you want to follow my advice, please check out my About page here. If you want, hit me up on Facebook or Twitter. Let's chat sometime.

If you'd like to see what our clients are saying, you can check that here. Decide for yourself whether you think I'm a winner or a loser. I could tell you what I think on that matter, but ultimately you have to answer that one for yourself :)

For the purposes of this report, suffice to say I've been building websites and selling stuff online since '98. As in...the 1900's. 1998. The internet was just a baby. That's given me the better part of two decades to figure things out.

Trial and error is the damn costliest and most painful ways to learn things wouldn't you agree? I'm hoping to save you a lot of that today.

Bottom line, I've done the research. Bottom line #2, my own operation is 100% online. My own livelihood depends on this stuff working.

The reason I love the ideas in this report is because they're simple. And they work. Let's be honest, the internet is noisy. Like, crazy noisy. And it's getting noisier. Everyone seems to be rushing around trying to figure stuff out. Facebook, Twitter, LinkedIn, blogs, email marketing, the list is endless!

Yet some of us are quietly and effectively doing our thing...getting consistent results, reaching our goals. We're not causing too much of a ruckus. We're just running our businesses. Believe it or not, not every profitable business owner on the internet is a "get rich quick on the internet" guru. Most aren't. I'm sure not.

I don't follow the rules the gurus give me. I'm even friends with a few of them. I'll have a beer with them. They're great people, but that doesn't mean I take all their advice. I don't use the internet the "right" way. I've never been able to find the time to follow every damn rabbit hole someone tells me to follow. But we've still nailed down tens of thousands of leads per year and built a profitable business since we started this operation, all on the internet. All using the principles I'm sharing with you in this report today.

It's taken many years of trial and error. Thousands of hours. Millions of dollars. But I've distilled it all down into a core set of principles, and these are the foundation of everything we build these days. You can leverage them all and skip the entire learning curve. Cool, eh?

Why do I run my business this way? Because I care about getting results. Results. As in, I want to reach my goals. And if I run around like a chicken with my head cut off, trying to keep up, trying to figure it all out, I'll never be able to focus and run my business effectively.

I'm gonna give it to you straight. Right now. *If you want to do everything "right" when it comes to marketing your business online, I can't help you. There's too much to do. And it changes. Every. Day.*

But...

If you want to use the web as a platform for growing your business, that's what this report is for. If you want to get more leads and achieve your business goals, the internet is hands down the best platform to use for making that happen. The principles in this report show you what to focus on.

My mission is to make the internet a quieter, more effective place to be for small business owners and professionals.

Believe it or not...underneath all the noise and craziness the internet has to offer, there are a few underlying principles that will make or break your marketing. If you want to follow through on whatever other ideas you've come across, I think that's a great idea. Go for it.

But if you neglect these basic principles, everything is going to be more difficult. If you follow these principles however, everything is going to be easier.

So basically, this is internet marketing for quiet, effective, focused business owners who want to have a life. I know I'm in that club. And I have a feeling you're in that club too...that's why I wanted to get this report into your hands. Thank you for grabbing it.

But downloading a report is of course...just the first step. Please consider actually putting this stuff into action. I jacked around for years before I really figured this stuff out. I hope you choose to avoid that pain. You have the information now. If you need any help putting any of this into action, that's what I'm here for.

Have fun! And as always, let me know if you have any questions.

Talk soon,

Christian Russell
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The 7 Point Checklist

One of the most popular services I've perform for clients over the years is a video marketing assessment. This is where I visit your website and give you strategic feedback on your own marketing strategy. You get specific tips on exactly what you need to change in order to improve conversions and get better results from your site. I've done hundreds of them.

Of course every site is different, and since the critiques are all done live right on the website, every critique ends up varying quite a bit. That said, there are overwhelmingly a few pieces of advice I end up sharing with clients over and over.

I'm sure you've seen it in your business also. Customers ask the same stuff over and over. My business is no different. I'm often giving clients the same advice I give to everyone else.

Bottom line, every small business owner and professional out there wants to get more leads and more business from their website. You do too, I expect. You probably wouldn't be reading this report otherwise :)

There are 7 things I've identified as ABSOLUTE NECESSITIES when it comes to maximizing the ROI from your marketing. And unfortunately...most sites are NOT doing them.

What follows are 7 checklist items you can follow to get maximum results from your marketing. I'm not going to bore you with all the theory and research

behind them. I'm just gonna give it to you straight. If you have any questions or aren't sure how to implement something, [just let me know](#).

Point #1: Building an Email List

Building an email list is crucial. A lot of clients hire us to help them get more leads from their site, and the first thing I always look for is if they're actively building an email list. Honestly...most aren't.

Building a list is important enough that I'd say it's the main point in having a website at all. Yes, there are other important things to consider, but the most important is that your website is the perfect tool for building an email list.

An email list is the ideal selling tool. It keeps your customers coming back to your website over and over. They usually need to visit your website several times before they're comfortable enough to do business with you. Without an email list, it's virtually impossible to ensure that happens.

A few tips on how to build an email list

Sign up for a service like [Aweber](#). It will automate the whole process, so your visitors can sign up easily, get updates from your site automatically, etc. Makes life SO much easier, and profitable.

Importantly, don't just put one of those boxes on your site that says "sign up for our newsletter". Visitors don't respond well to a form like that anymore. They used to when I started doing this back in the 90's.

Now, people are much warier about signing up. What's the trick? Give them something valuable in exchange for getting on your list. A free report, a video, a discount...it could be anything. Just make it cool :)

This is called a "bribe". It's not a new idea. Marketers have been using it for generations, long before the internet even existed. It's somehow escaped implementation in the small business world though, until lately. Small business sites are implementing this uber-simple strategy on their websites and seeing their conversion rates go up from less than 1% to over 20%. It is literally that powerful.

Last but not least, let's not forget that presentation is everything. The most powerful way to present your email sign up is with a squeeze page. A squeeze page is a page that presents your call to action without any distraction whatsoever. Here are a couple quick examples:

[Consulting Leads](#) - this one has been converting well for me since I put it up a few months back. We take the leads that come in from this page and book consulting appointments. It's entirely possible that this page is how you ended up getting into contact with us to start!

[Free report bribe](#) - this one is built to distribute a report I published a while back. At the time of this writing, the conversion rate is 72%. Not too shabby.

Point #2: Mimimalism

Here's the bottom line on this concept:

If you overload your visitors with things to do, there's a good chance they won't do anything. If you offer a very clear set of 3-4 options, conversion goes up dramatically.

Make sense?

The simple process of REMOVING things from your website can get you a lot more business. Hard to believe? Consider that on an average website, a visitor is confronted with over 20 options on what to do next. For most people, that's too much to figure out.

Let's say they came to your site to read an article. They found you on Google when searching for information about something related to your industry. OK. We're off to a good start :-)

Then they land on your site and read the article. That takes them about 1-2 minutes. From there, they're confronted with 20+ different options...reading related articles, visit your About Us page, share the article on Facebook, visit you on Facebook, visit you on Twitter, sign up for your email list, etc, etc.

Out of all those options, do you know which one is easiest for them? You're not gonna like it.

The easiest option is for them to leave, thinking "maybe I'll come back later".

They hardly ever do.

The best way to keep a visitor on your site for a longer period of time and get the desired result is to use the following strategy:

1. Visit every page of your site.

2. Identify the most important thing you want a visitor to do next. For example: sign up for your email list.

3. Make sure the page (obviously) asks them to do that thing you want them to do.

4. Make sure the page displays your call to action prominently, so they can't miss it.

5. Remove anything on the page that pulls a visitor's attention away from that call to action.

Applying a minimalistic approach to your layout makes your website look clean, professional and easy to navigate. They immediately feel comfortable and confident they can find what they're looking for. Instead of having to figure your website out, they can easily go straight to where they want to go.

Any time I can get far greater results by doing less, I'm on board with that. I have a feeling you and I might be on the same page, no?

Point #3: Blogging

When I recommend to clients that they start blogging, I get two main reactions:

"I keep hearing how important blogging is, but I can't imagine coming up with an ongoing stream of ideas to publish to my blog."

"I keep meaning to start a blog, but I'm already so busy. I can't imagine having time to do that."

As far as I can tell, the word is out when it comes to the value of blogging. It's by far the most powerful SEO strategy for small business owners.

It's also, by far, one of the most powerful ways to engage your visitors and turn them into paying customers and clients. It's simply a matter of understanding how simple and easy it can be...and then following through and, you know...doing it ;)

If either of those two concerns I shared above resonate with you, please read this article:

[The Two Biggest Concerns New Bloggers Have](#)

That article addresses this in detail. **The truth is, I usually spend less than a couple hours a week on blogging.** And I never run out of ideas on what I can publish to the blog. Literally never. In fact, there are so many ideas, I could never get to them all. It's mostly a matter of picking and choosing what to publish.

When you read that article I linked above, I hope you'll see that you're already doing about 95% of the work it takes to have a highly profitable and lead-generating blog. You're literally...already doing it! You're just missing a couple key steps to tie all the pieces together.

After you get up and running, blogging is a huge way to LEVERAGE your time. It is indeed a small ongoing time investment. It can even be outsourced though, and the overall benefits to your business are SO significant, it definitely had to be included in this report.

Point #4: Value Clarity

One thing I always look at when helping a client optimize their site is something called a "bounce rate". A bounce is when a visitor hits your site and leaves within seconds. I gotta tell you, I see bounce rates in the 80-90% range...all the time.

This means in these cases that EIGHTY TO NINETY PERCENT of your visitors are leaving your website within a few seconds!

No matter how awesome you are, no one is going to hit your site, do what they need to do and sign up for your email list, all within a few seconds. You need to keep visitors on your site for a little bit. Why do bounces happen?

There are technical concerns (which I will mention in Point #6), but mostly it has to do with what I call "Value Clarity". Very few websites I come across pass the Value Clarity test.

The good news is that it's very easy to address this. When a visitor hits your site, they have two questions bouncing around in their head. Namely...

"Am I in the right place?"

And...

"Am I going to find what I'm looking for here?"

If you can answer these two concerns within a few seconds, the visitor will stay on your site. If you don't, they're gonna bounce.

Now for all the techies who think it's smart to bring up the fact that a high bounce rate isn't always a bad thing, and some websites are designed to do quite well with a high bounce rate, you're right. But this report is for small business owners building an email list, trust and authority in their space and who want to maximize ROI from their marketing. Anything over 60% bounce rate is red flag territory, and we see this literally every day while working on optimizing client websites.

Your website needs to respond to these concerns with two pieces of information:

1. **Who is your ideal customer or client?** In other words, who specifically do you work with *best*? Let's say you're a dentist. Do you specialize in cosmetic dentistry? Do you work primarily with kids? You get the idea. Being specific doesn't rule out other opportunities. It doesn't mean you can't work with people other than that, but it DOES laser target your ideal prospects, which is

exactly what you're going for. This piece of information answers the "Am I in the right place" concern.

2. **What is your USP?** You're "unique selling proposition". I call it a "unique point of value or differentiation." What makes you different? Are you better, faster, cheaper? Do you have a unique approach that no one else uses? Do you offer a product or service that no one else has? Again...be specific. And make sure your visitors can see it. This piece of information answers the "Am I going to find what I'm looking for here" concern.

I usually recommend communicating this information in the header of your website...right at the top. This also makes it so every visitor will see it, no matter what page they land on first.

When you take the step to communicate these two things very clearly, it makes all the difference in the world when it comes to the results you can get with your web- site.

Point #5: Responsive Design

One of the many ways the internet has changed over the years, is that more and more people are accessing the web via all sorts of mobile devices. They're all different sizes, and they all have different capabilities.

You need your website to be easy to use, regardless of the device your visitor is using. Responsive design addresses this.

A site may show up just fine in a mobile browser, but a non-responsive design requires that you zoom in to even be able read the text on the page. Navigation is difficult and clumsy when you go from a 24" desktop monitor down to a 2" screen.

Responsive design recognizes the size screen being used, and it automatically rearranges itself and makes adjustments accordingly.

Want to see responsive design in action? Visit DangerousTactics.com. Try viewing on a normal monitor, then view from your phone, iPad or whatever you like. Notice that the navigation and other elements on the page don't just shrink up to fit into the small screen. They actually move and adjust, so the site is still easy to use.

Getting a responsive layout put together may seem like an unnecessary hassle. Consider though, that we're starting to see more and more small business websites get as much as 30% or more of their traffic from devices other than a traditional desktop or laptop. That's nearly 1 in 3 who can't use your site easily, if it's not responsive. And the trend is definitely showing every sign of continuing in this direction.

Point #6: Technology

In Point #4, I mentioned that technology itself can affect how long visitors stay on your site. As geeky as that is, it's unfortunately true. Your bounce rate and the results you get can be significantly affected by the speed of your site.

Even if your content is brilliant, and you have exactly what the prospect is looking for, it's all for nothing if your pages are taking 20 seconds to load.

Unfortunately, this is a common problem with small business websites. **The speed of your website even affects how well Google will rank you.** They literally factor in the speed of your site. Unfair? Maybe. But it's how it is.

Computers, internet browsers and the peripherals we use to connect to the web are always changing. Security upgrades, aesthetic changes, functionality changes, etc. That means your website needs to adapt to these changes as well. If you want it to display and work properly that is.

When was the last time you had the code of your website updated? If it's been more than a couple years, there have been numerous important changes since then. These changes affect security, performance, visibility across the world and overall accessibility.

Additionally, it's important to know that web hosts are not all the same. You can spend literally any amount of money on hosting. If you do some shopping, you'll find hosting services that charge $5/mo, $50/mo, $200/mo, even $2000+/mo.

What the heck is the difference?

The difference in a nutshell is how efficiently your website will perform and how much traffic it can handle. I'm assuming you don't want to read a long-winded technical explanation as to why cheap web hosting is just not the best solution for a business website. Suffice to say, if your site is low key and you

won't be too concerned if it's inaccessible or operates very slowly from time to time, there's no reason to pay more than a few bucks a month.

If you're website is mission critical however, that's a different story. In other words, if you need to make sure your website is fast and reliable, then it makes all the sense in the world to have your website on a business-class web host.

If you want to shop around, do a Google search for "managed vps hosting". That will direct you to business-class hosting providers who can provide serious web hosting.

Point #7: Navigation

A short word about your website navigation...

Keep it short and sweet. My general recommendation to start is as follows: Home | About | Blog | Contact | Squeeze page of your choice

Have you ever seen those navigation bars with dozens or even hundreds of links in them? Expecting a visitor to wade through all that information is too much. It has the exact opposite effect than what we're hoping for. By providing all those navigation links, we think we're hooking them up with everything they need. But by giving it to them all at once, they get overwhelmed. As a result, they don't use it at all.

Keeping your navigation bar simple and minimalistic dramatically increases how often it's used. This doesn't mean you don't have all that other content

on your site. But it needs to be linked up on subpages, using a relevant and sequential process.

The only content that should be linked up in your navigation bar is content that is ALWAYS relevant to ALL of your visitors. If it's only relevant to a portion of your visitors, why show it to everyone, on every page of the site? Use your home page to split visitors off into separate sections of your site, but don't continue to beat them over the head on every other page with options that don't apply to them. The minimalism I referred to in Point #2 applies to your navigation menu also.

Additionally, we've found the highest conversion location is for your navigation menu to be horizontal, left justified, across the top of the page.

A final word about your navigation menus...

Many people try to get creative and give their pages funny or witty names. Instead of "About", I've seen names like "WTF?", "Get in on the Mission!", "Why We're Awesome" and many other things like that. Yes, those are actual examples.

If your website has 20 pages of content (hopefully a lot more!), express yourself as much as you want on those pages. Get as creative and have as much fun as possible. But when it comes to navigation, go the opposite direction. Keep it absolutely boring.

The content on your website is where you want to have fun. If you give your pages weird names, your visitors won't click on them out of curiosity. Well,

they might do that if they've got a wine buzz going and it's 3AM, but for the most part, people rarely click on pages if they aren't confident they know what's on the other side.

People know what a home page is. They know what an About page is. They know what a Blog is. They know, of course, what a Contact page is. Reassure them and make your website as easy to navigate by keeping your page names simple.

Conclusion

I do hope you've found some serious value and helpful ideas in here. While I've taken the time to write this report and share it at no cost, I understand that not everyone will implement these ideas. That's totally cool. But if you want to explode the conversions you're getting from the web, without having to figure out everything the hard way, this is where to start.

To reiterate, my own livelihood depends on this stuff working. Of course there are other things to learn, but these fundamentals are what successful small business websites share.

If you choose to implement these concepts, you'll find that everything else you do to promote yourself on the web will go a lot more smoothly. The only key here is implementation. I want to stress that point. This information will do you no good at all if it's not put into practice. If you've read this far, I'm sure you understand that :)

We've built a profitable, multinational client base using these principles. And we consistently earn conversion rates over 100 times greater than industry averages. I wish you the same or greater level of success!

P.S. One of the questions I get very often after hearing these ideas is "This all sounds great! But how do I actually…you know…do it??" It's really as simple as calling up your web developer! You can even give them this report and say "Can you do this for me please?" They'll know what all this is, and they'll be happy to hook you up.

If you happen to want a turnkey solution that addresses ALL these principles for you, that can be ready for you in as little as 3 days and that costs about a third of what any other developer we've seen charge, read the next section too.

Sounds great! But it sounds simple. If it really works, why isn't everyone already doing this stuff? What's the best way to implement these things?

Unfortunately it's true that most people don't follow through on things. It's just how it is. I learned a long time ago that there's no way to *make* someone take advice they're neither ready to hear nor interested in taking. Bottom line, this stuff isn't for everyone. And that's totally cool.

That said, it really is pretty simple to get all the leads you can handle from the web. And the principles in this report really do give you the tools and the foundation you need to make that happen. And the most successful, high conversion small business sites out there really do follow these principles...while the VAST majority of small business sites do not do these things.

These are just the facts, based on nearly 20 years of research and deeply analyzing thousands of sites.

So if it's so easy, why don't more people do it? There are two main reasons for this...

First, most people just don't know. They're following the advice they hear most often, and they're just doing the best they can with the information they have. You can't act on knowledge you haven't been exposed to yet.

Second, many people get hung up on the technical details. Most people have no problem understanding the value of building an email list. It's a pretty simple concept. But as soon as you decide to do it, new questions you've never had to consider come up. How do I actually create a great-looking sign up form for my website? How do I install it on my website?

I know I need to offer something for free to get people to sign up, but what should I offer? If I want to create a report to give away, how do I make it?

How do I track results? How do I create a squeeze page?

When someone signs up for my email list, how do I make sure they get the freebie I'm offering? Do I need to email it to them manually? Can it be automated? You know…questions like this. Totally reasonable questions.
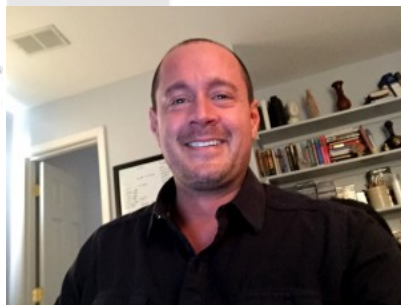
Over the years, I've published nearly a thousand articles and video tutorials showing how it's all done, but very few people have time to go through all that content. You've already been a trooper reading this 20+ page report! **You have a business to run, so how do you implement all this without having to figure things out the hard way?**

Well wouldn't you know it…we have a solution for you. Wowsa!

[Contact us today](#) for a free marketing consult. We'll start with an assessment of your marketing as a whole. It costs you nothing, and we'll be able to make recommendations specific to your business.

If you prefer, you can call our office at 765-477-0047. We're excited to help!

Talk soon,

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