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# Introduction

Want more leads from your website? Every business owner does! Leads are the lifeblood of every business. As a small business owner, you already know that not all leads are created equal. Where can you get the highest quality, most targeted leads possible? Your own website!

## The Best Source of High Quality Leads, Period

Let's be honest. People buy from businesses they like and trust. Your website is the perfect opportunity for people to get to know you a little bit. This makes them more comfortable contacting you. It doesn't matter if you run a traditional business with a storefront or if your business is entirely online, customers want to be able to check you out before they work with you. And let's face it, when you give them this opportunity, you have a significantly better chance of earning their business.

Web marketing is obviously not the only way to get business. You can purchase leads, run expensive television ads or radio ads, etc. There's a time and a place for this, but most business owners

already know that this traditional type of advertising is less and less effective each year. Meanwhile, the cost of that type of lead generation is continuing to rise. That's not what I call a win-win. And even when these forms of marketing do produce a result, the leads that come in are still coming in cold. They're just responding to an ad...that's all. They don't actually know you. In fact, they've possibly never even heard of you before!

Converting leads this way is much more difficult and expensive. The best source of high quality leads for you is *your own website*, because it gives the customer an opportunity to actually learn about you *on their own terms*.

Maybe you're brand new in business, or maybe you've been around a while. Either way, you can bet your potential customers are checking you out online. An effective website will take that initial interest and produce leads for you consistently. An ineffective website will of course, just sit there :-)

The PROBLEM is that most business owners have the kind of website that just sits there! But you're reading this report, which means you're taking action. That is awesome. And as it turns out, I have some answers for you!

Now is a good time for you to start seeing a stream of leads

coming in every day from your website. Wouldn't you agree? It's doable! Specific, actionable information is exactly what I'm giving you in this report.

There are most likely a few key changes that you can make to your web strategy that will make a HUGE difference. In this very short ebook, I'm going to lay everything out for you, and if you have any questions, I'm at your service. My contact information is at the bottom of every page.

## Who Am I?

Very briefly, I want to give you an idea of who is providing this information to you. My name is Christian Russell. I created a consulting and publishing company called R World Properties about 4 years ago. My main business blog is Dangerous Tactics. My team and I build small business websites and blogs, and I do consulting to help you generate more leads and sales from your websites.

Most business owners have a website these days, but very few of us are getting anywhere near the amount of business we could be getting from our websites. That's where I come in. These days, it's

simple to get a website up and running, but most websites are designed only to impress people visually. They're not designed with lead generation in mind. My outlook on this is simple. Your website SHOULD look great, but it should also produce a meaningful *result* for your business. If not...why have it at all?

Many of my clients consider me their "secret weapon" when it comes to online lead generation. Why? Because I've been on both sides of the fence. I've built several successful and profitable web marketing campaigns for my own businesses, starting back in 1998. So I don't just teach these principles to others, I've been employing them myself in my own business for over a decade. I did this for years before ever teaching it, so I'm not one of those web marketing guys who doesn't have any real world business experience. This experience has taught me how to create web marketing strategies that consistently outperform the vast majority of websites out there.

I don't include this section to be all "Hey, look how great I am!" I include this section, because we're discussing web marketing and how to get a lot more leads from your web site, and you deserve to know that the person who's giving you this information actually knows what he's talking about :-)

## Exactly What You'll Find in this Report

After running this consulting business for a while now, I have had the opportunity to do a number of website critiques, and there are certain problems I see with websites over and over again. This report tells you exactly how you can avoid these common mistakes. You'll see what elements you can add to your website strategy and what you can do differently. As a result, you will generate significantly more leads from your website. It's really as simple as that!

**One important note:** Many reports like this give you a bunch of information, and then you're left hanging, not really sure what to do next. After each section here, I've given you an Action Item, so you know exactly how to implement what is covered in that section! If you have any questions, my contact info is at the bottom of every page :-)

## Attention Business Owners: a Call to Action!

I'm a no-nonsense kind of guy. I like to get straight to the point, and that seems to work pretty well for the clients I've worked with

so far. Small business owners are BUSY. I'm in the same boat, so there's a good chance I know the kind of schedule you keep!

You have a million things to do, and my expectation is that you're reading this report to hopefully find a few gold nuggets that will help you make more money. So let's get straight to it!

## The 3 Elements of Getting More Leads

If your website isn't generating lots of good quality leads for you, there are only three reasons. Traffic, Call to Action and Presentation. This first section deals with Call to Action. You gotta have one, and believe it or not...most websites don't!

What does this mean? It means you need a COMPELLING reason for a visitor to sign up for your email list. As small business owners, we're usually very good at giving visitors some of the basic features they expect. Where you're located, what you sell, some basic information about your company, etc. These are all great features that visitors can use, but they are not working to get you leads, and they're not working to differentiate you from any other business. In fact, they are doing the opposite!



Every other website offers these features, and so does yours. If you want someone to sign up for your email list, ask yourself a very important question. *Why should they?*

This is where Call to Action comes in. An awesome Call to Action answers this question. With a great Call to Action, your visitors will know within a few seconds of landing on your site why you're different, and why they'd be a FOOL not to sign up for your email list :-). How can you make this happen?

## Bribe Your Way to Success!

There are many factors that go into an effective web marketing campaign, but one of the cornerstones is a bribe. Give your visitors something awesome, for free. Your visitor gets something really cool for free, you get a lead, and we're off to the races.

What can you offer your visitors? I recommend something that can be delivered digitally. A report (like the one you're reading now) is very simple to create, and it costs nothing to reproduce. All it takes is a little investment of your time. If you're not comfortable writing, then videos and audio interviews or podcasts are also very common tools to use.

Here's the secret...these can all be created one time and delivered endlessly for no additional cost! If it's great content, there is a high value for your prospects, and it will be able to bring in new leads for you for weeks, months or even years!

Do you know something your customers do not? Let's hope the answer is 'yes' ;-)

**What is something your customers would love to know? What can YOU offer people that *no one else is offering*? Create a simple report or video that answers their question or solves a problem for them. Put this front and center on your website, so everyone can see it right away. BAM...you have a Call to Action! With this in place, you're giving every one of your visitors a compelling REASON they should sign up for your email list.**

This one change alone can mean a very significant increase in the number of leads coming in from your website!

**Action Item:** *Answer a pressing question or solve a problem that many of your clients have. Take what you know, and create a simple whitepaper (like the one you're reading now). Put it front and center on your website, so everyone sees it. Give it away for free, in exchange for signing up for your email list.*

*If you have any questions about how to get a report or video put together for your website very easily and inexpensively (if not completely free), fire me an email. I'm happy to hook you up with all the resources you need.*

## The Most Powerful Lead Generation Tool You're Not Using

Have you created your Call to Action yet? If not, don't worry...I'll wait :-). After you have that ready to go, read this next section. It tells you how a small change in how you present your Call to Action can get you 10 times as many leads!

### Presentation is Everything

Remember we talked in the last section about Traffic, Call to Action and Presentation? The last section dealt with Call to Action. This section addresses Presentation.

We all know that presentation matters. Now that you have a Call to Action ready to start pulling in leads for you, consider the best way to present it. Many people will put an opt-in form in the sidebar of their website. You can see an example of this on my blog. This particular opt-in form converts about 2% of my visitors

to subscribers. There are no hard rules here, but 2% is pretty good for this type of form.

Would you prefer a 20% conversion rate? Then you need to put squeeze pages to work for you. Squeeze pages are the most under-used marketing tool in small business web marketing! I do website critiques all the time, and I have seen very few small business websites that are using them. I guess the business owners who are using them aren't calling me, because they're too busy following up on all the leads they're getting!

## What is a Squeeze Page?

Here is a squeeze page I'm using now. See the difference? It's not a page of content with a little opt-in form on the side. The whole page is an opt-in form. Use squeeze pages on your website and blog...they're awesome! This particular one converts on average about 25%. Literally 1 in 4 people sign up for my email list. Listen to me closely folks...it's not hard to get a lot of leads this way! A well-designed squeeze page should pull in at LEAST a 20% opt in rate.

Here is another squeeze I'm using now. Did you notice how there is no header on this page? There is also no navigation or anything

else. This is a squeeze page in it's purest form. No distractions whatsoever. The only thing you can do on this page is sign up or leave! What is the conversion rate on this page? 72%. Yes...72%. Use squeeze pages! By installing one (or several) of these on your websites, you can *significantly* improve the lead generation of your website!

**Action Items:** *Take the Call to Action you developed and offer it on at least one squeeze page on your website and blog. Get traffic to your squeeze page by linking to it in your navigation. Write blog posts to tell people about it. In your print marketing, publish the URL directly to your squeeze page. Put a link to your squeeze page in your email signature!*

*If you have any questions about how to set up a squeeze page, feel free to fire me an email. It's my pleasure to direct you to all the resources you need.*

## **Small Business Blogging 101**

Once again, I'll get straight to the point...a blog is hands down one of the best ways to attract and convert leads! It's been shown in study after study that websites using a blog get at least 50% more

traffic than websites without one. It doesn't take a genius to do the math...more traffic = more business.

A professional business blog is built for search engines (when they're set up well). When you publish content to your blog, it *attracts* new prospects, because that content can show up in Google within minutes. If you want to show up in Google, a blog is one of the best ways to make it happen. The search engine benefits of blogging alone make it worth your time. One of the biggest objections to blogging is the time commitment, and I have good news for you. It doesn't have to be a large time investment! More on that shortly...

## What to Write on Your Blog

Many business owners new to blogging struggle with what to write on their blog. It's a lot easier than you might think! Here's a trick that makes producing content for your blog a snap...

You most likely get questions from customers every day, right? If one customer has a question, it's reasonable to think that others may have that question also, right? Every question you get from one of your customers is a potential blog post. You're actually **SAVING** time by doing this. In one simple step, you create a new

article for your blog that will pull in traffic to your site, and you save yourself time in the future as well, because your visitors will have access to this information right on your website, instead of having to call you.

Your blog is a great opportunity for you to have FUN with your website. Show your personality. Remember that people buy from businesses they like and trust! A blog is one of the simplest and easiest ways to do this.

Using simple email marketing tools (which I talk about in the next section), your blog posts can also easily be configured to go out to your email list automatically. As such, your blog is a great way to keep in touch with your email subscribers. Even if some of these people don't have any intention of buying with you this week, you can keep in touch with them easily for however long you need to.

In this way, blogging is not only a powerful marketing tool, but it helps improve your closing ratio as well. If showing up in search engines is important to you, a blog is without a doubt the most accessible and cost effective tool for making your site rank better in search. And that very same tool also enables you to stay in touch with all your leads very easily!

# How to Get Started Blogging

How do you get started blogging? Since you're running a business, you want a blog installed on your own web host, using your own domain name. There are many blogging solutions out there, so it's easy to get confused. Here are a few examples:

- yourname.wordpress.com – NOPE!
- yourname.blogspot.com – NOPE!
- www.yourname.com – YES!
- blog.yourname.com – Very nice.
- www.yourname.com/blog – Great!

## Build a Blog that is YOURS

Why am I busting on Wordpress and Blogspot? I'm not! These can be great complementary elements to your web marketing, but you don't own them. You don't control the platform, so it should NOT be where you build your main blog. The main problem is that you don't have access to where your blog lives. It's off limits to you.

This means that you simply don't have the ability to truly optimize and control your blog, and your blog is subject to their rules.



## Two Criteria for your Blog

For maximum flexibility and unlimited growth potential, you want your blog to be built on your own domain name, and you want your blog to be built on it's own web host that YOU control. If your new blog meets these two criteria, you're building on a very strong foundation that will support you well into the future!

**Action Item:** *Get your own domain name, and install a blog on your own web host. The most powerful and flexible self-hosted blog platform is Wordpress. It can be downloaded for free at Wordpress.org. This is not to be confused with Wordpress.com, which is a different, restricted version of Wordpress. Self-hosted Wordpress blogs are so powerful and flexible that there is a growing trend of business owners using this as their one and only website!*

*If you have any questions about how to get a business blog up and running, it's my pleasure to help you with that. Fire me an email, and we can set up a time to talk. I'm more than happy to answer any of your questions.*

## Email Marketing 101

So you have a Call to Action, you have it presented on opt-in forms

and squeeze pages throughout your site, and you're writing a blog on a regular basis. You're well on your way toward becoming a rock star lead generation professional! What's next?

Email marketing is how you'll keep in touch with all your leads initially, until they're ready to buy from you. Email marketing is simple if you let it be! Now that you have everything set up to start pulling in some great leads, you want a great way to keep in touch with everyone very easily. I'm going to give you my personal, uber-secret ninja formula for email marketing success. It's so simple, you'll kick yourself :-)

1. Set up a professional email marketing account at Aweber.
2. Use Aweber to design awesome-looking opt-in forms for your web pages. It's easy, and it's all point and click. No design knowledge is necessary. Your opt-in forms can all be easily copy-and-pasted into your website.
3. Write a follow up message in Aweber, so all your leads automatically receive this after they subscribe. Use your first message to send them a link to your free gift...the reason they subscribed to begin with. From there, simply thank them for subscribing, and invite them to contact you with any questions.
4. Use Aweber's "Blog Broadcast" feature to have your blog

posts automatically go out to all your email subscribers. This way, every time you write a blog post, you're also emailing your list and staying in touch with them.

5. Once or twice per month, use Aweber's "Broadcast Message" feature to email your list a personal message. Ask them a question, ask them for referrals, engage them on whatever level you like. Just keep em in the loop with what you're doing, and make sure they know you want to work with them when they're ready to buy or sell.

After you've done the work to set these systems up, they do a lot of work for you. With a system like this, it's easy to stay in touch with everyone. Whether you have 50 leads or 50,000...your system has you covered.

## How to Send Email Like a Pro

Why Aweber? Can't you just email people on your own? To a point, yes you can. When you have 30-50 subscribers or so, it's doable, but after that you will start to have significant issues keeping up with all your leads. Your internet service provider will start giving you some nasty looks as soon as you begin emailing hundreds of people at a time.

What does a nasty look from your internet service provider look like? It looks like emailing your entire list of subscribers and getting little or no response at all, because the messages don't get delivered! There are many safeguards in place to prevent spam, and this is one of them.

Emailing your contacts one at a time for normal day-to-day business is one thing. Blasting out hundreds (or thousands) of emails at a time from your laptop is very different. It can even get your domain blacklisted. Generally speaking...not good for business :-)

Using Aweber gets you inside the "circle of trust" with internet service providers. They know, like and trust email sent by Aweber, so it gets delivered. Additionally, Aweber simply makes life better by giving you lots of tools to make your work easier.

**Action Item:** *Set up an account with Aweber, and follow the 5 step email marketing system I just outlined for you!*

## Action Item Quicklist

Ok let's recap. Here are some very specific things you can do to lay

the foundation for a solid lead generation system:

1. Develop a compelling Call to Action. Create a report, audio recording or video that solves a problem or answers a pressing question for your prospects.
2. Display your Call to Action in the sidebar of your website. Also set up at least one squeeze page (preferably several) to distribute your offer to visitors as well.
3. Create your opt-in forms and email list campaigns with Aweber. Use the simple 5 step email marketing strategy outlined earlier to stay on top of your leads.
4. Set up a self-hosted Wordpress blog on your own web host, with your own domain name. This can even be configured to act as your main website as well if you don't already have one.

## Go Forth and Conquer

It is my sincere wish that you give yourself the opportunity to implement everything covered in this report. Time and again I've seen these tools produce amazing results for the business owners that use them!

Not only is it a great thing to see new leads coming in every day,

but the effectiveness of this type of marketing literally grows over time! After you've been doing it a while, you start to see the results compound exponentially, and that's a LOT of fun :-)

**So what is your next step?** While the ideas in this report are pretty straightforward, I understand you may have questions about how to implement everything. I've included my contact information on every page of this report, so you can hit me up with any of your concerns. And if you'd like some help getting all these things up and running, I'm here to make it really easy for you...

## Questions?

If you have any questions about how to get all of these elements working together in your business, contact me here. My team and I can set up a powerful, search-optimized business blog for you, create a whitepaper or squeeze pages for you, set up your email marketing system...anything you need. And if you just have some questions, it's my pleasure to point you in the right direction, so you can find everything you need to do all this on your own.

If you're the do-it-yourself type, that's totally cool. I'm more than happy to help. And if you're the type of business owner who wants

to get your lead generation systems up and running fast, with no headaches or learning curve, then obviously I have you covered there as well!

Hit this page and fire me an email or give me a call. I'm excited to help you get a lot more leads coming in from your website :-)

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