

3 Steps To Finding New Leads With NO Niche, NO Advertising and NO Portfolio



By Mike Killen

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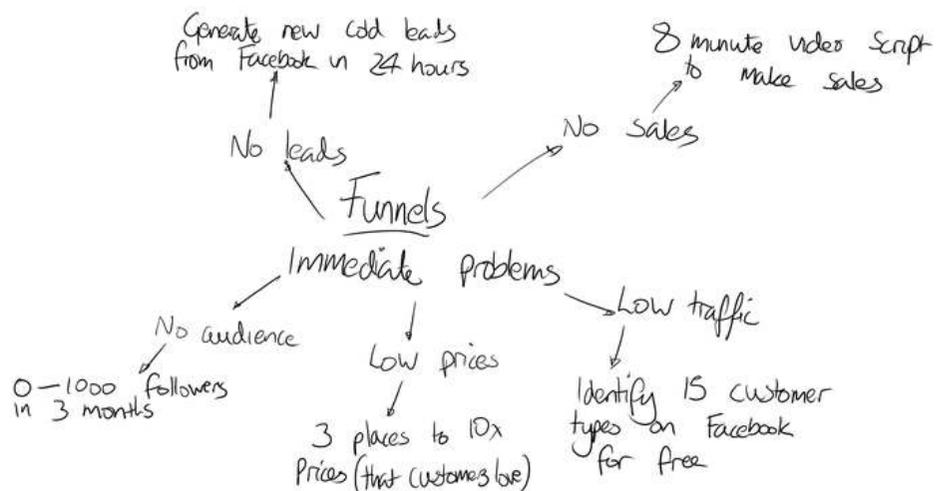
Step 1

Offer a very specific solution to everyone

Rather than generating leads for your funnel business, I want you to think about generating leads for a very specific product or service.

For example, offer "Blog Post Headline Examples To Swipe And Copy". Something they can understand in 15 minutes.

Specific offers get more interest because they're easier to understand AND they let you qualify your audience. If you build massive complex funnels for customers - great! But, think about what the most specific and immediate problem is that they're trying to solve TODAY.

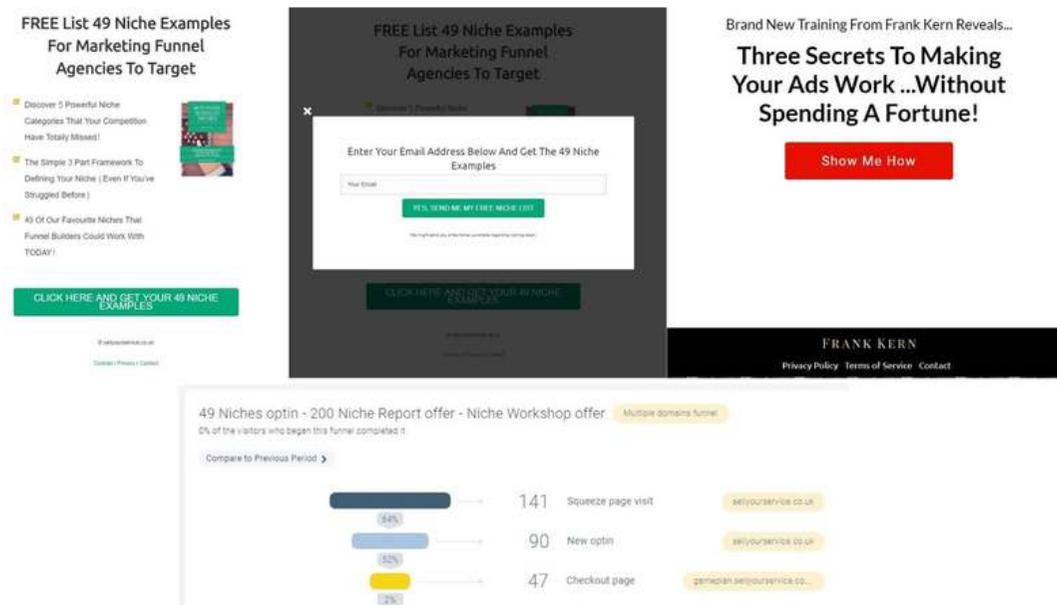


Step 2

Offer the content to everyone (and yes - use pop ups)

Hyper-specific pop ups WORK. You might turn your nose up at them, but a specific offer with a quick to use idea will convert. It could be as high as 4%. And create a landing page that's JUST a headline, subheader and optin button (like the below example from Frank Kern).

People don't want long drawn out sales pitches for a free thing - offer it to people and start to capture leads on automation. A landing page like the below can convert at around 50%+!



Step 3

Talk about your content

You can now capture leads for free on automation 24 hours a day - what businesses fail to do is TALK about their content. "Hey if you're looking for 21 headline templates to swipe and copy head to website.com/headline and download your free headline ideas."

Any and all content you need to mention this amazing lead magnet. This is how you turn free YouTube videos, podcasts, live streams, blog posts and emails into lead generators.

If you're out in the real world, talking to people, tell them about the specific problem you can solve. Send them to the page and get them to sign up - all of a sudden you have a effective and simple lead generation system that works 24 hours a day.





Bonus

Testing

Businesses that get comfortable with testing, get better results, faster. Set up 2 pages and test the basic problem you're solving. Do people want headline ideas or social media templates? You want to let as many people see both offers and see what gets the most optins.

This tells you what your CUSTOMERS want to see. They're letting you know exactly what you need to focus your messaging on. The initial reason that someone opts-in to your list and becomes a lead, is an indicator of what they want to fix and what they're working on.

Now that you have their information, you're building up pure data on what the world needs help with. People will tell you what they'll buy IF you listen to them. Don't talk about funnels, or sales systems. Talk about *their* problems.



3 Step Lead Generation

- Have a hyper-specific problem that you can solve
- Show someone an idea that takes less than 15 minutes to understand/do
 - Templates, swipe files, checklists, case studies and training work well
 - Create optin areas using a landing page format and popups on your website
 - Keep the headline tight and simple - the less copy the better
 - Talk about your optin everywhere, promote it with your own content
 - Let people opt-in to your content by telling them that it's out there and available!



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Click the button below or head to sellyourservice.co.uk/gameplan to check out The Funnel Business Gameplan, our total process for increasing your prices, defining a niche and generating you a customer with a five figure budget.

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