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Introduction

You probably already know quite a bit about marketing, but I'm just here to teach you a new thing or two and to make sure you're on the right track.

I'm going to introduce you to a sector of internet marketing known as "offline marketing". Offline marketing may be new to you or it may not, but I just want to show you the power and the income potential of offline marketing.

Let's get started!

I've been really excited to put this together for you, and I hope you get a lot of great things back from it. This is some really solid information on harnessing your offline clients.

I'll start by telling you what you are getting in this report. I'm going to introduce you to a great lead generation system, and how to leverage your offline clients and sell Pay Per Click advertising to them.

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Lead Generation has become a huge business model, and these days some of the best companies are spending thousands of dollars each month on Lead Gen services.

The only thing you need now is a system to help you get a piece of that pie each month. You have found it here!

You will get to see an almost completely hands---off system you can put in place so you can easily grab multiple offline clients at a time. And that's where the real “Magic” is =) because we all want to take a business model and scale it up!

The best part about it all is I'm going to show you how to get perfect lead generation for each client, by location and interest of the prospect. That means a MUCH higher percentage of leads turn into paying clients!

By becoming a Lead Generation “guru” you can easily build yourself a sustainable business, that you may end up outsourcing, and once you do that, your business is on autopilot. That means it's bringing you money all day every day without you having to actively make it work!

Whether you have offline clients in your repertoire or not doesn't matter. I am going to show you how to leverage your clients, or bring in new ones. Well, enough yammering on here, let's get started!

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Lead generation

Here we're going to talk a little about Lead Generation. I know you're thinking "Wait, didn't you say we were going to sell PPC to our offline clients?" Yes, I did, and we will be, and we will get to that a little later on, but first things first.



Lead Generation is one of greatest services you can offer an offline client. A lot of people try to offer SEO, web development and Social Media Marketing services to their offline clients, which is good as well, but Lead Generation produces much faster results.

The beauty of Lead Gen is you can target specific areas and categories. Making it really easy to find a possible customer for a plumbing company in Georgia, or a Roofing company in California.

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That's why these TARGETED leads are so much better for offline clients. You can actually find leads that are in your area, quickly, instead of being mismatched with a lead from out of state.

You can grab these leads like a money magnet, buyers already interested in the product or service, just waiting to pull out their credit cards and spend money.



Can you imagine how incredible grateful your clients would be if you started shoveling piles of hungry interested leads to them?

They would be jumping for joy, and even more they would be telling all their friends what you've done for them.

Lead Gen can be for just about ANY business too! Basically the only companies that would not benefit from some Lead Generation are those whose calendars are totally filled. Even then, I'm sure they would want to keep those calendars filled year round.

Now not all leads are created equal. I'm sure you've seen plenty of websites with some type of contact form asking you for your name and email, possibly in return for some free gift.

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Online, people tend to call each of the names they get through that form, a lead. This is not entirely true. The person DID sign up, but did they sign up for your freebie? Or did they sign up for something else?

At this point, that name is more of a contact than a lead, because you are not entirely sure why they are signing up, or what their true intentions are.

Turning a contact into a lead can be a lengthy process at times, which is why we are not in the “Making Contacts” business; we are in the LEAD Generation business.

A true lead will be a person who has filled out some kind of form, or made a phone call appointment, because they are in need of that particular company's product or service. With this name, you know what their intentions are and why they are filling out your form or contacting you. No guess work involved.

Now that you know not every lead is created equal, you need to know how to get the true lead, and not just a contact.

This is really the only tough part about generating targeted leads. How to find the exact people looking for the exact business or service in the exact area of your client's needs. That sentence was exhausting let alone the time and effort it would take to do all of that on your own.

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So how is it that all these businesses are generating leads if it is such and exhausting process? Well my friend, it's the magic of the Internet!

These days Lead Generation companies are taking all the heat and spending the time and putting forth the effort to find these targeted leads for businesses, and now you can be one of these people.

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Introducing reply.com

Reply.com is currently the leading “locally---targeted marketing solution.” What this means is it helps companies target their local markets to reach customers that they will have a MUCH better chance at landing.

So how does it work?

Glad you asked!



Do you remember in the last section how we talked about finding a plumber in Georgia? Well, what Reply.com does is allow that plumber in Georgia to get some locally targeted leads through their system.

These locally targeted leads are already interested in, or have a need

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for the business that is advertising their services. So, if the Plumber in Georgia was using Reply.com to generate leads, the leads coming in would already have a need for a plumber, and would be actively searching around for one.

Now this is where the PPC comes into play. Let's say you Google "Plumber Georgia", one of their sites pops up in a PPC ad, and if you click it, it will ask for your zip code. From there you are put into a real life marketplace, where whichever plumber has the highest bid, gets the lead redirected to their website.

So if your client is plumbers---plumbing.com, and you are willing to bid \$6 per click (not to say you will need to, just using it as an example) then once the lead enters their zip code, if your client's bid is the highest, then that prospect is redirected to your website.

The benefit to business owners is that the prospect has already landed on the Reply.com partner site and entered their zip code. So once they land on your client's site, there is a good chance they will get a form fill or a call.

A great aspect of Reply.com is that Reply will eat most of the bounce rate for their clients, so if someone finds the site and clicks off, there will be no money loss. Your clients only pay when someone agrees to fill their zip to get connected to a plumber, or whatever industry your offline client is in.

All of these leads can be tracked and compiled inside the Reply account, or even better, they can be emailed to you or your client's marketing department. It doesn't get easier than that to handle and organize your leads.

As you can see here all of the lead details are clearly laid out with

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every piece of info you need to turn that lead into a customer.

Receive leads online and via e-mail

Showing 1 - 20 of 83

Lead ID	Delivered	Email	Name	Phone	Campaign	Cost	Your Rating
220177	7/2/2008	carconceady@yahoo.com	Zoe Savoy	(337) 945-8781	Special Finance Test	\$31.00	
220189	7/2/2008	qrb1667217@hotmail.com	Hal Jordan	(550) 788-2351	Special Finance Test	\$31.00	
220191	7/2/2008	ewq9122056@aol.com	Hal Oullory	(248) 365-7777			
220196	7/2/2008	laq3640858@yahoo.com	Hal Oullory	(248) 365-7777			
220199	7/2/2008	crf0348574@hotmail.com	Hal Oullory	(248) 365-7777			
220282	7/2/2008	vse0033159@hotmail.com	Hal Oullory	(248) 365-7777			
220278	7/2/2008	ksq5316826@hotmail.com	Hal Oullory	(248) 365-7777			
220267	7/2/2008	son2740368@gmail.com	Hal Oullory	(419) 342-8300			
220260	7/2/2008						
220259	7/2/2008						
220253	7/2/2008						
220261	7/1/2008						
220260	7/1/2008						
220214	7/1/2008						
220211	7/1/2008						
220210	7/1/2008						
220207	7/1/2008						
220205	7/1/2008						
220204	7/1/2008						
220203	7/1/2008						

Special Finance Lead Information

CONTACT INFORMATION

Zoe Savoy
2832 Charles Burr Lane
Opelousas, LA 70570
Carconceady@yahoo.com
(337) 945-8781
Best Time To Call: Daytime

LEAD DETAILS

Current Residence Type: Rent
Housing Payment: \$100
Time at Residence: 10 Years, 9 Month
Employer: st landry parish school board
Employer Phone: N/A
Occupation: Professional
Time at Employer: 16 Years, 1 Month
Monthly Income: \$2,900
Bankruptcy in Last Seven Years: No
Cosigner Available: No
Loan Amount: \$
Length of Loan (months): 0
New or Used Car: New
Sec. Sec. #: 435928375
DOB: 09/09/1957

CAMPAIGN INFO

Campaign Name: Special Finance Test
Lead Price: \$31.00
7/2/2008 1:31 PM

To secure your leads are delivered to your inbox, please add Leads@reply.com to your contacts



You've got a new lead!

CONTACT INFORMATION

Tom Young
12607 Alameda Blvd.
San Ramon, CA 94583
Phone: 925-983-3400
Best Time To Call: Evening

LEAD DETAILS

Make: Honda
Model: Accord
Distance: 12 miles

CAMPAIGN NAME

Soundz 25 Miles

LEAD TYPE

New Vehicle Purchase
Lead Price: \$21.00
Average Quality Rating: 5 stars
Lead Age: 1 day

Rate this Lead

Important: Keep quality high
Don't forget to rate this lead!

OTHER OPTIONS

[View this lead's history](#)
[Adjust campaign filters](#)
[Create new campaign](#)
[Get your account](#)

GOT QUESTIONS?
Please [contact us](#)

If you prefer, you can gather all the lead info for each company you are running campaigns for, and download into a .csv file, which you can then email to your client.

After all, you are the Lead Generation Campaign Director, so you don't ever have to let your offliners know that Reply.com even exists.

Still a little confused? It's no problem; it can be a lot of information to take all at once. Here's a visual for you, look at the image below, this is how Reply.com's lead generation process works. Sometimes seeing something laid out helps me really understand what's going on.

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Example Automotive Enhanced Click™

Click Sellers

Ad Networks
Publishers
Web Media

Google
Yahoo
MSN

Reply!
Widgets

A consumer searches for local vehicle price quotes on Search, Publisher's Site, or Web Media



Consumer confirms a vehicle of interest and provides location via a widget



A real-time click auction determines which site wins the Enhanced Click™



Click Buyers

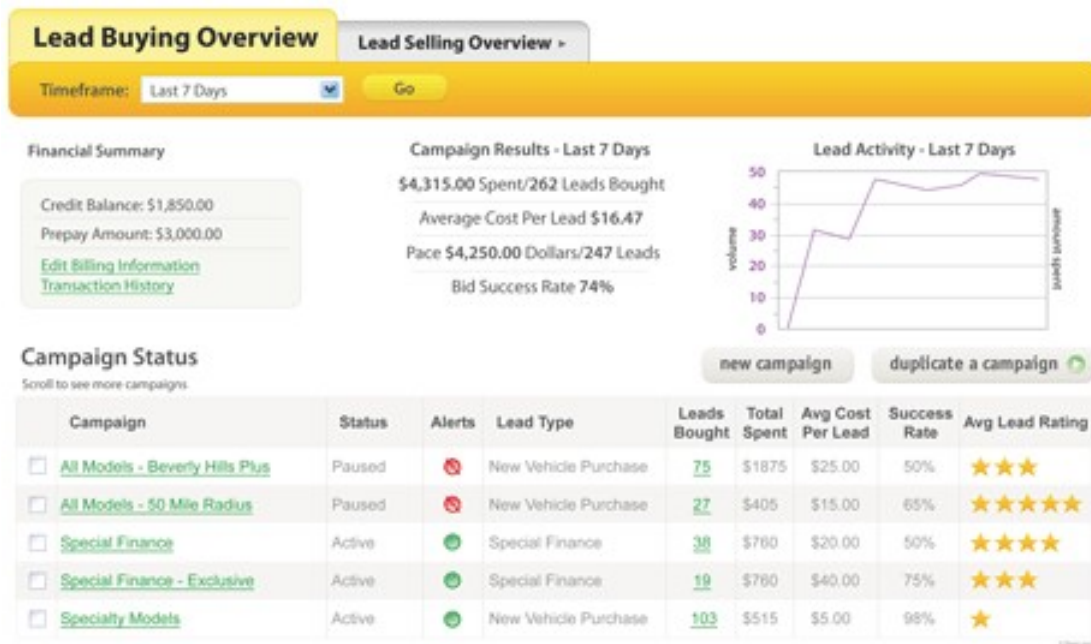
Ad Networks
Publishers

Advertisers
Car Dealers
Realtors
Brokers

Reply!
Network

Consumer redirected in real-time to the winning site for the specific make/model/zip combination with Enhanced Click™ data passed along

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Reply.com has no minimum budgets, since it is all auction based you can control the price, and the highest bid wins.

You can do so much inside of Reply.com that it just makes your job even easier. Right here in this Dashboard, you can see, how many campaigns you can provide to how ever many clients, all side by side.

This means you can set up 6, 12, 34 etc. different campaigns and have them all centered in one area, your dashboard. You can handle a few dozen campaigns easily through Reply.com, easily from the Dashboard.

Can you now see just how easy it will be to manage several campaigns from several different offline clients at the same time?

There is also no commitment required, so you can easily offer your clients a “trial” to see if they like it with no worry of them having to agree to a \$500 or more monthly contract.

You also have the option to offer separate “levels” of generation. Reply has shared leads, which they say on average is sold 1 and a half

times, but they reserve the right to sell up to 4 times.

I don't know about you but that doesn't sound very good to me. I don't want to pay for leads that are also being led to 3 other companies. I want leads specifically for me.

That's where Reply's exclusive leads and exclusive enhanced clicks come into play. These are the leads that DO NOT get shared with anyone but you. So you can get your client's a locally targeted lead interested in their product or service that ONLY they will get!

Obviously this sounds great for the Georgia plumber, but what does it mean for you? Good question, and in the next section we will cover EXACTLY what it means for you and how to harness Reply.com for your offline clients.

Putting It All Together

By now I'm sure you're starting to see the huge potential of selling Lead Generation services to offline clients. In this section we're going to go over exactly what it is you will be selling to your clients.

Now that you're familiar with Reply.com are you seeing how this platform can really turn you into an expert in the field of Lead Gen? I sure hope so, because when you put everything together, you've got a complete sustainable online business.

So, how do you want to go about talking to your offline clients? Well, as The Godfather once said – Make them an offer they can't refuse. You tell your clients that you can generate locally targeted leads for their business.

Any business owner in their right mind would jump at that statement alone. If they take a little persuading you can simply state the features of Reply.com as something you can promise them.

Tips For Landing Offline Clients

Just in case you don't have any offline clients, or you're not sure how to approach the offline clients you have...here are some good tips to help you along the way.

1. **Portray yourself in a professional manner** – By this I mean, approach your potential clients as if you've been in business for 100 years. Yes, I know most businesses have not been established for even close to a century, but the way you let the public perceive you determines a high percentage of your sales.
2. **Don't be afraid to make a second contact** – Whether you call, email or direct mail, do not be afraid to make a second contact. Even if they have responded to your first message, be sure to make a follow up. Sometimes people get distracted and need to be reminded of their business obligations.
3. **Relate to your customer** – Instead of seeing yourself as the provider, you should see yourself as the buyer. What is the problem you face? Why are you searching for a certain solution? Once you understand why your buyer is looking for you, you can be in a better place to solve their “problem.”
4. **Never cold call** – Cold calling implies exactly what it is, you are not sure what the businesses need, you are just calling and hoping they need your product/service. Getting hot leads or AT LEAST warm leads is what you and your clients want, not maybe's, but yes's!

5. **Explain the benefits** – Sometimes a business will know what they SHOULD do, but they never get around to it. When you explain the great points of them pursuing this strategy, they will be much more likely to move forward rather than put you on the back burner.
6. **Don't get tunnel vision** – Don't think that there is only one type or 2 types of businesses that you can market to. You can “sell” Lead Generation to almost any brick and mortar business.
7. **Understand your market** – Know who it is that you are selling to, and even more so, know what it is they need. If you cannot understand your client's business' needs, then you will not generate the leads that will grow their business.
8. **Let them know what Lead Generation is** – A lot of businesses don't know about Lead Gen. It will be your job to make them understand the importance of it, and why it is a great business move.
9. **Don't be like everyone else** – Here I mean don't sound like a typical “Hey I want to sell you something” kind of business. These days people can smell a sale a mile away, through email, through text, no matter what it is they can see it coming. Make yourself stand out among the crowd and don't get your potential lead thinking they are being sold from the get go.
10. **Don't fight the “no”** – There will be clients that say no, and there will be clients that aren't 100% happy with you so they

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will say no. Don't let the No's discourage you, and don't fight the ones that say no. There are plenty more fish in the sea.

You can promise them almost 0% bounce rate, as everything will be coordinated so that only the most targeted prospects see their site. You can also tell them how the auction system works so they know they can set prices and budget caps. There's no need to break the bank generating some quality leads!

If they still seem like they are on the fence, then you can tell them about the “trial” you can offer them. Which in reality it is not really a trial at all, but since Reply has no minimum “bet” or long term obligation, your client's trial can be with a small investment at first.

We all know how some clients have the “try before you buy” attitude when it comes to services they are not too familiar with.

Once your clients start seeing all the leads they are getting though, they will undoubtedly beg you to set them up more campaigns and generate even more leads.

Unfortunately most companies are not even too sure what lead generation really is, they think about putting money towards billboards, or setting up displays in local shopping centers, but this can only do so much.

So not only will you be opening a lot of eyes to Lead Generation itself as a service, but you will be providing the exact service you are educating your clients about, this is how you become the “expert.”

In a nutshell, you will “sell” a PPC campaign to your offline clients and then you will just outsource the work to Reply.com. You will just have to enter your client's site and bid amounts, and it's hands off from

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there on out.

Hands off means you are free to bring in more clients and set up more campaigns. It's easy enough to simply cancel campaigns, or pause them if your clients need to stop using some of their budget on lead gen, it only takes a few clicks.

Setting up your campaigns in Reply takes nothing more than filling in a couple boxes and clicking your mouse a couple times. You won't be worrying about trying to find any leads yourself, because the Reply network goes through a validation process.

That's what ensures all of the leads are real and genuine, as well as targeted to a specific area and category of business.

This is also what allows Reply to eat bounce rates and not have you pay for your bid, like with normal PPC.

Now the final thing on your mind is probably, how am I charging my clients for my services if they will need to be bidding on the lead spots?

This part is up to you. You could charge a monthly maintenance fee that ensures you keep up with any and all of their campaigns. Or you could charge per lead generated, and yet another option would be to simply add some percentage on top of the bid.

Only you know your clients, so you will need to decide which works best for each company. Each one will be different, but Reply makes it REALLY easy to cater to everyone's needs and wants.



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Final words

Having a lead generation system that is almost totally hands off is a fantastic tool for you to use. Your offline clients will be praising your name for getting them so many targeted leads, and you will be able to make your wallet fatter.

The idea of Lead Generation is not new, but the ways we can offer Lead Gen to our clients has grown by leaps and bounds over the years. These days we can set up campaigns and be generating leads on autopilot.

You can do anything you set your mind to, and I really hope you set your mind to this. I have given you a proven business model, but it is up to you to make good use of what you have learned here.

Try not to get tunnel vision and think that any specific company is what you should target with this method. As I mentioned before, you could basically target any company that has clients of some kind.

It's all up to you from here, I want you to succeed, do you want you to succeed? I hope you do, and if so, you need to take action NOW, as a famous dentist once said "Are you going to come see me when your gums are bleeding?", "If so then you should've seen me 5 years ago."

Running simple campaigns through Reply.com makes the entire Lead Generation process so slap you silly simple that you could almost do it in your sleep. So don't let this report collect dust. Believe in

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yourself and this system, put it to use and become a Lead Generating Guru!

*"Nothing can stop the man with the right mental attitude from achieving his goal; nothing on earth can help the man with the wrong mental attitude."--***Thomas Jefferson**

To Your Success!

Alex Major
www.NicheEmpires.com

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