

Quick Start Guide

Introduction

Thank you for being a great customer! It is truly appreciated.

If you have invested in one of my Consultant Funnel lead gen niche sites before you should be good-to-go. If this your first one then please read everything carefully so you know exactly what you need to do to get the most benefit out of your investment.

Let's get started...

Below are some steps you can take to get your Consultant Funnel lead-gen site up and running and profitable as quickly as possible. Please note that this website template is in a "ready-to-go" format. However, **you need to make sure that all of the content and contact details are changed to reflect your own domain, etc.** There are several areas to do this including; keywords, title of web pages, content on individual web pages, etc. The good news is once you've updated everything, it's done forever!

Also, it is important to know that while I love talking and helping my customers this PLR package was sold with the assumption that the owner is familiar with uploading their own website, inputting their autoresponder code in the proper areas, etc. For the small amount I charge for a quality product like this it would be difficult for me to help everyone upload their site, etc. There are many reliable sources to assist you at fiverr.com, upwork.com, etc..

How to Use this Consultant Funnel Lead-Gen Site

I use these types of lead-gen sites in two different ways.

1. **FAST RESULTS:** I generate leads very quickly through PPC (see below).
2. **SLOW RESULTS:** Try to get the site ranked high for local search terms. Frankly, I am doing this less and less because paid traffic works so well and is much easier and faster.

There are a couple other things I am doing to test various strategies and if I come across something that is working better than what I've outlined I will certainly let you know.

Quick Start Guide

Success Guide

While this product is not intended to be a complete course on all the ways to use and profit from your Consultant Funnel lead-gen sites I will give you a quick outline of what I do to get my best results.

Goal of my Lead-Gen Sites

I want to generate leads quickly so I can sell my marketing services.

Website Basics

- Be sure to customize everything that's needed in the report as well as on each page on the website to your information.
- Upload your autoresponder script in the appropriate areas.
- Make any adjustments, tweaks as you see fit.

Marketing Basics

- There are three ways I market my lead-gen sites:
 1. Facebook Ads: I like to run FB ads because they are more targeted than Google AdWords. This helps me generate a lot of leads right away. However, some local businesses niches are harder to market too on FB. That's why I also use...
 2. Google AdWords: While not my favorite, AdWords does produce very fast results. And decision makers still go to Google as their number one choice when searching for an answer to their problem.
 3. Local SEO: While I generate immediate leads through PPC I am also doing SEO to climb the rankings on Google. Like I mentioned earlier I am doing this less and less.
- Once I start generating leads I use these leads and sell them my local marketing services.

Selling Basics

- Do NOT complicate this part! Once leads start flowing in, contact them immediately!
- Every day, every hour that goes by that you do not contact a fresh lead the colder they become.
- For basic, but very solid sales skills use "SPIN Selling". Buy the book of Amazon and you'll know more than 90% of your competition when it comes to selling.
- Remember, selling is nothing more than relationship building, communication skills and the ability to ask for the business and then shut up!

Quick Start Guide

Action Plan

Below is a quick outline of the exact steps you need to take to get started quickly.

1. Buy a keyword rich domain for this niche. Ex., 'YourCityKeyword.com'
2. Upload your entire site via the instructions provided.
3. Once uploaded be sure to check to make sure everything is correct and working properly.
4. Customize the site to fit your needs. Ex., by replacing ALL references to 'Your City' with the name of your city or target area, etc..
5. Customize the report/book however you see fit and save it as a PDF. Be sure to upload your report and use the correct link for proper download.
6. Input your Autoresponder code, per the instructions provided, and check to make sure it is working properly.
7. Start marketing the site and making money!
 - Use PPC to get leads quickly.
 - Use effective SEO strategies to get it ranked high in Google.
 - Once you start generating leads - contact them and sell them your marketing services!

As always, please feel free to contact me if there is anything I can do for you.

All my best,



Drew Laughlin

MarketingConsultantPLR.com

P.S. If you need technical support please open a Support Ticket at:

<http://customerhelpfast.com>

For additional PLR Products visit:

<http://MarketingConsultantPLR.com/products>