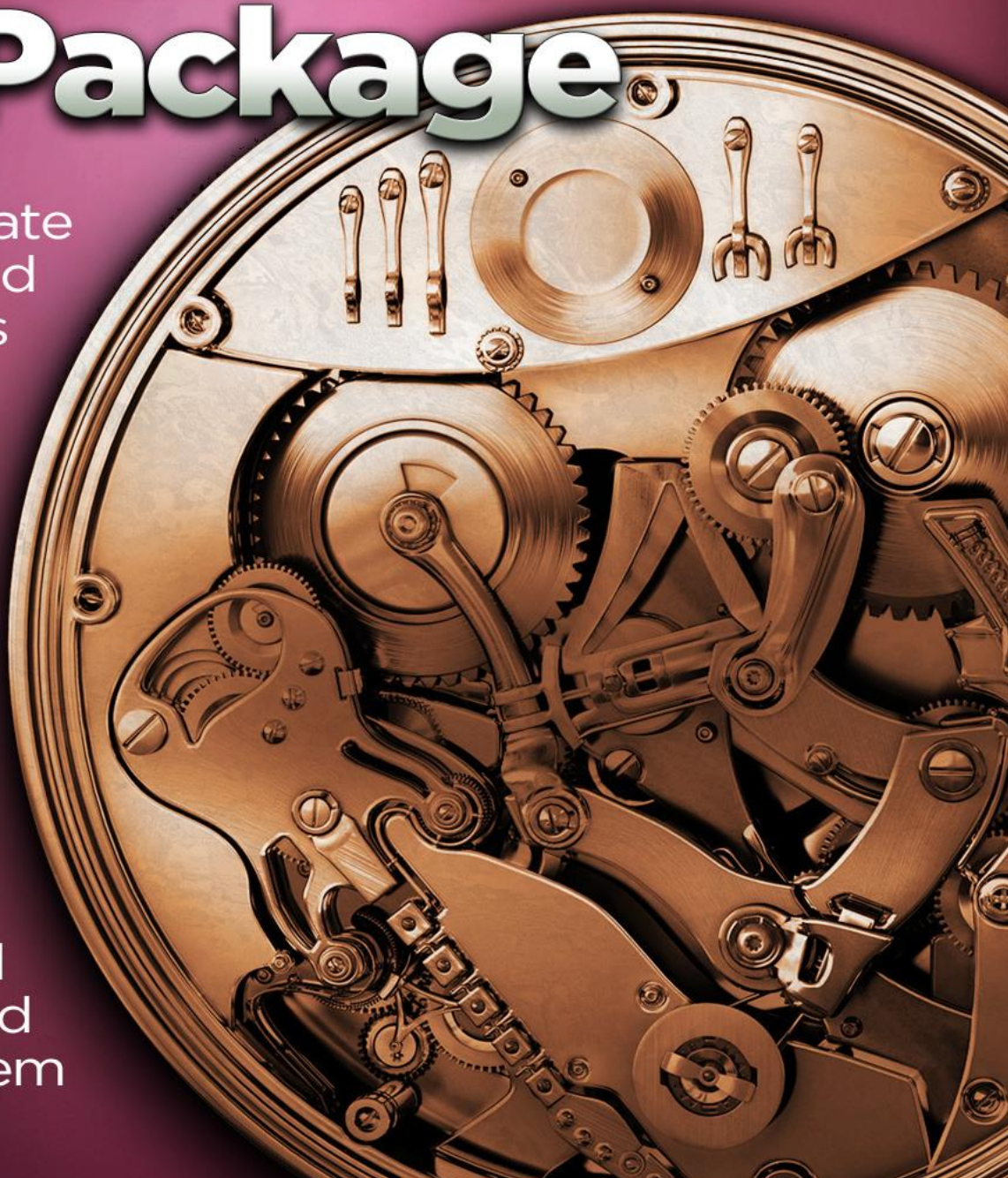


The Crazy Lead Machine & WP Lead Explosion Fusion Bonus Package

How to integrate the Crazy Lead Machine's Scraping Technology with WP Lead Explosion's mass landing page e-mail technology for a fully automated and outsourced Lead Gen System



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1 PURPOSE

The purpose of this document is to explain how to use the application Crazy Lead Machine as an effective tool for lead generation.

2 SCOPE

This application can be used as an effective tool for automatically creating lists of targeted customers in a specific niche from a predefined source (in the following case, it is a list of leads from Facebook fan pages). The output that this application generates is a ready to use CSV file that tabulates business names, web page URLs, FB page URLs, likes and visits statistic, as well as contacts of the business owners as an address, e-mail, and phone.

3 REFERENCE MATERIAL

Crazy Lead Machine support: support@crazyleadmachine.com

WP Lead Explosion support: <http://pluginbeast.zendesk.com>

4 DEFINITIONS

Niche – A very specific topic or audience. Niche sites often have high traffic and items can bring higher prices than on general purpose sites because they serve customers looking for content specific to that niche.

Targeted customers – Customers who have businesses and interests aligned with your targeted niche.

Locations – The general area/place where the program searches for leads.

CSV file – Type of MS Excel format, ends with *.csv. The file format of the output for Crazy Lead Machine.

Proxies – It sometimes reduces the need for Captchas. Optional and recommended to be used by advanced users only.

Search depth – Determines the scope of the leads to store. The higher depth value produces more leads but may include irrelevant and non-targeted leads.

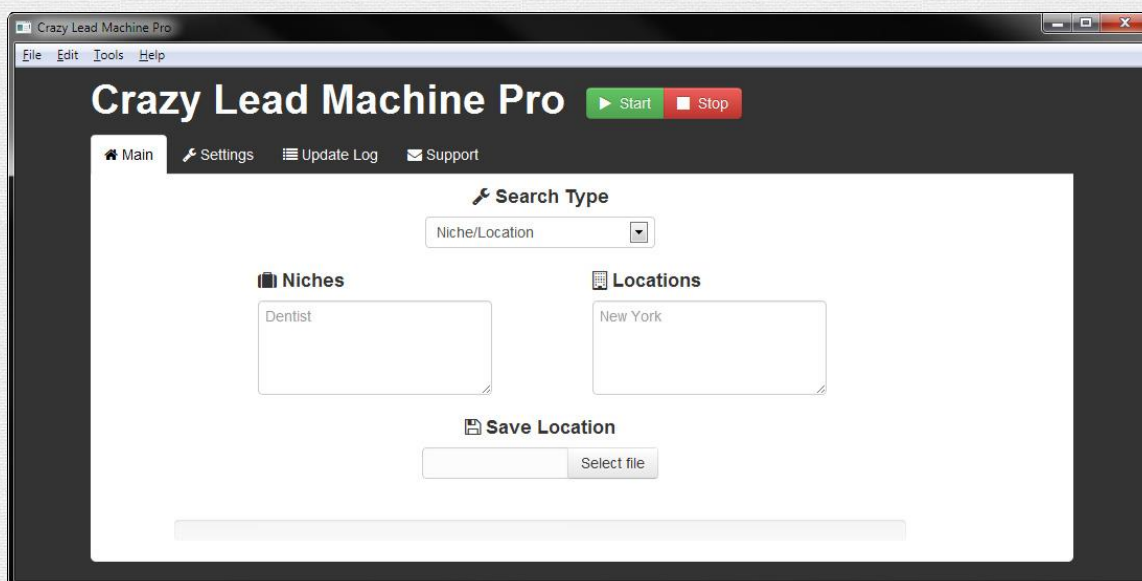
Number of connections – Determines how many concurrent connections will be made when collecting data. More connections will mean quicker analysis at the cost of increased system usage including internet bandwidth.

5 PROCEDURE

5.21 INSTALLING, RUNNING, AND UPDATING

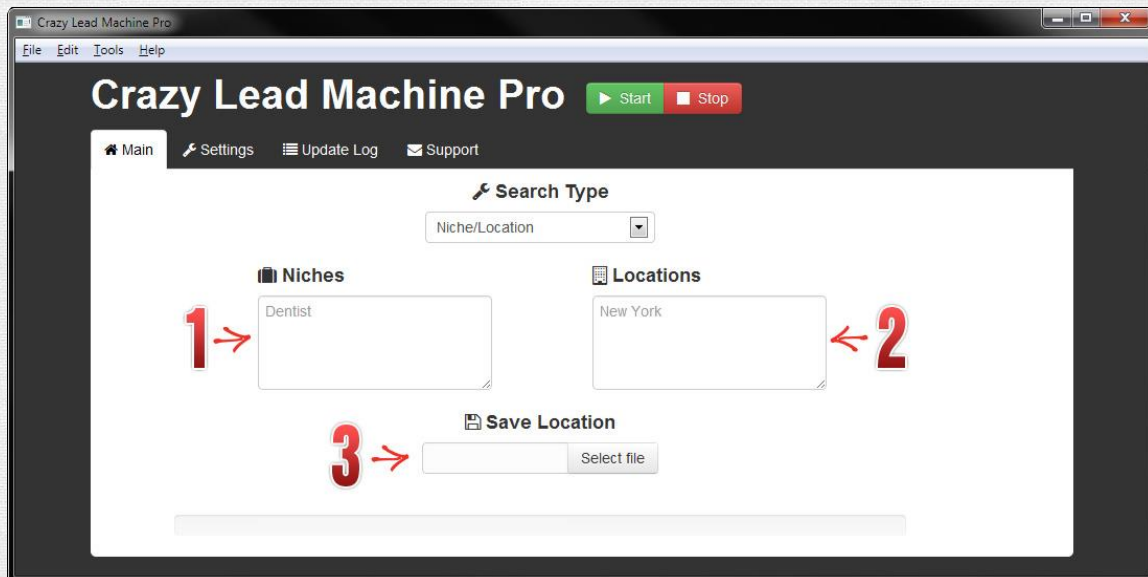
Your Crazy Lead Machine will come in a zip archive. You will need WinZip or WinRar to extract the contents. Running the **executable program** will require you to download some required resources after which you will be taken to the main interface of **Crazy Lead Machine**. You will be prompted to download necessary updates as soon as they are available. The update process is automatically started after you press 'OK'.

5.22 HOW TO USE THE APPLICATION



Interface of the application

Under the MAIN tab:



1. **Niches (Required):** Enter the niches that you would like to search for, each one on a new line as shown in the image below:

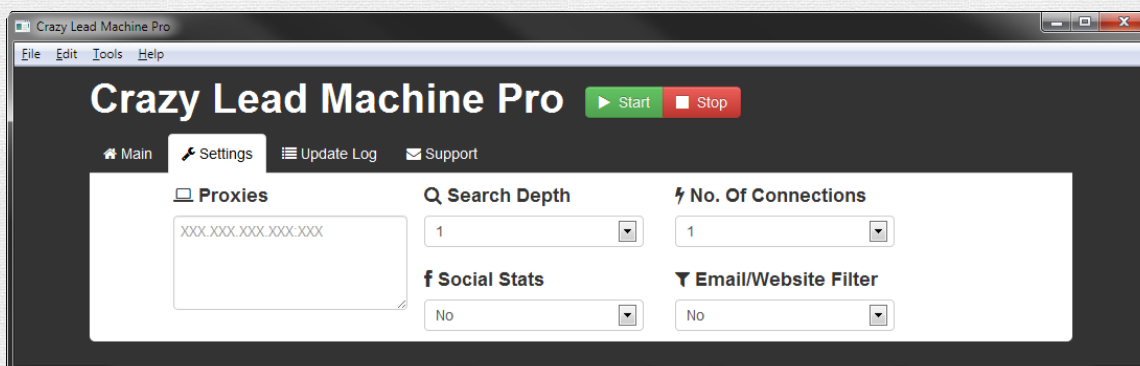


2. **Locations (Required):** Enter the locations that you would like to search in, each on a new line as shown in the image below:



3. **Save location (Required):** Allow you to choose location and file name of the csv file that will be generated. Ex. If you choose to search restaurant leads in London, you might want to use a name that is indicative of the output, like **london-restaurants.csv**. You can also specify which folder the output is saved.

Under the SETTINGS tab:



1. **Proxies (Optional):** Using proxies will reduce the chance of any temporary blocks or CAPTCHAS while using the software. Enter in the format **IP:Port** with each on a new line
2. **Search Depth (Required):** Select how many URLs to get for analysis on a scale 1 to 5. 1 will bring you fewer results but will be highly targeted, 5 will give you more results with the chance of unrelated business being found in the search.
3. **Number of connections (Required):** Determines how many concurrent connections will be made when collecting data. More connections will mean quicker analysis at the cost of increased system usage including internet bandwidth.
4. **Social Stats:** If set to **Yes**, the page's *likes*, *were here*, and *talking about* counts will also be collected. Setting this to **Yes** will slightly increase time needed to analyse pages.
5. **Email/Website Filter:** Setting this to **Yes** will only capture pages which have a website and email address listed.

After carefully fulfilling all necessary data you are ready to start the application. You can easily do this with pushing the PLAY button. You can pause and stop the lead generating process at any time.

You can track the status of the lead generating process on the bottom of the **Main** tab.

5.23 CHECKING OF THE CSV FILE

When the file is created you can open it and see what kind of data you have in it.

The CSV file will be populated with data for the following fields:

Keyword	Business Name	Address	Phone	Website	FB Page	Email	Likes	Were Here	Talking About
---------	---------------	---------	-------	---------	---------	-------	-------	-----------	---------------

5.24 PREPARING OF EXPORT CSV FILE

After checking the generated CSV file, it would need to be updated to be compliant with WP Lead Explosion plugin. Below is the format required:

Business Name	First Name	Last Name	Curent Website	Optimized Website	Owner's Email
---------------	------------	-----------	----------------	-------------------	---------------

First and last names can be researched through www.manta.com or with regular Google search, or with calling the business with a tested script for getting email addresses of the business owners.

Current website data is the same found from the generated csv file.

Optimized website data is the URL of the template/website that you will use from our template database, that will show the business owner why your services are better. This is mostly used to display a mobile-optimized template compared to their non-mobile website.

Owner's email is the "Email" column from the generated csv file.

After preparing the generated csv file to have the same column format as above, all that is left to do is delete the first row so that all that remains are the data needed by WP Lead Explosion. The csv file is now ready to be used to create a mass email campaign.

5.25 EMAIL TEMPLATES AND EMAIL SETTINGS

Having properly-configured settings and templates are both essential to your mass email campaign.

E-mail templates are created under section Email Templates in WP Lead Explosion.

There are several preloaded email templates that come with the latest version of WP Lead Explosion. They can be edited or used as a basis for custom templates that you can create yourself.

WP Lead Explosion
[WP Lead Explosion.com](#) | [Support](#) | [More Products](#) | Pro Version 1.8

You Can Use %business_name%, %first_name%, %last_name%, %url1%, %url2% and %landing% variables in templates

Email Template 1

Subject: Delete

Hi,
 I noticed you were currently ranking on the top page of Google in for, and as a fellow business owner I wanted to offer some advice.

I know your time is valuable, as is mine so I'll get right to the point. If I could show you an unused asset that you ALREADY have that could help you get up to 50% more "actual" enquiries from the same website traffic you're getting now, would you be willing to speak with me for 15 minutes?

What I am actually referring too you already have in place, it just needs a simple tweak.
 You can call me on or hit reply and I can explain what it is exactly and how you can implement it this week.

Email Template 2

Subject: Delete

I've created a side by side comparison of to show you the kind of ads you should be running...

%landing%

The new generation don't use the Yellow Pages anymore, so let me help you bring your business into the 21st century!

If you want some advice on the best course of action to take, then either reply to this email, or call me on 123-456-7890 and I'll be more than happy to help.

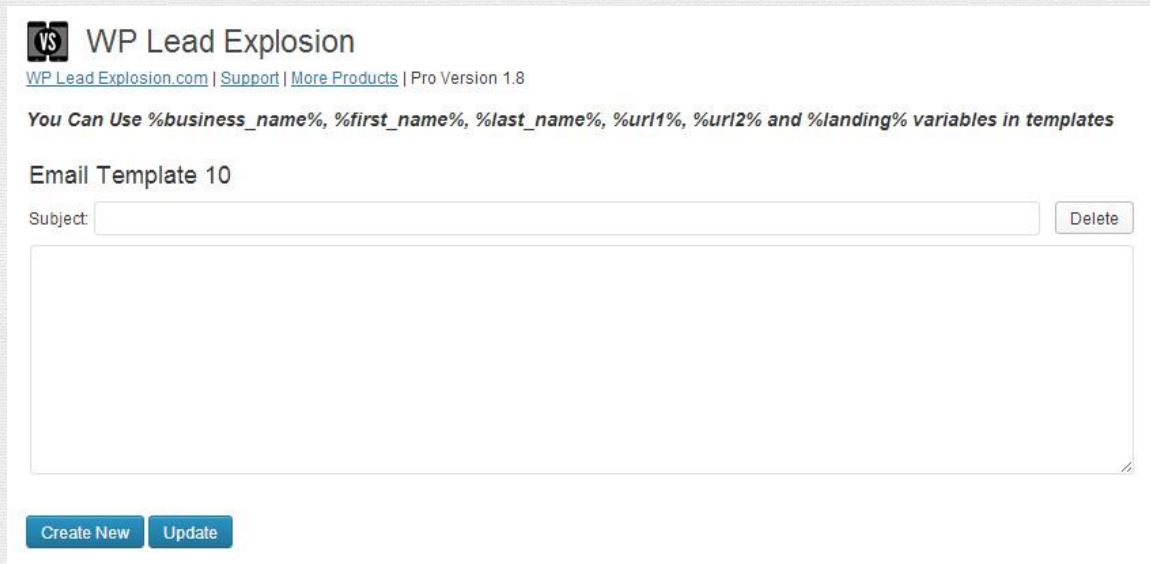
INSERT YOUR NAME

Create New Update

Thank you for creating with WordPress.

Creating a new email template is done by clicking on the '**Create New**' button at the bottom of the Email Template section of the plugin. The following variables can be used to provide a more customized content for each individual landing page:

**%business_name%, %first_name%, %last_name%,
%url1%, %url2%, %landing%**



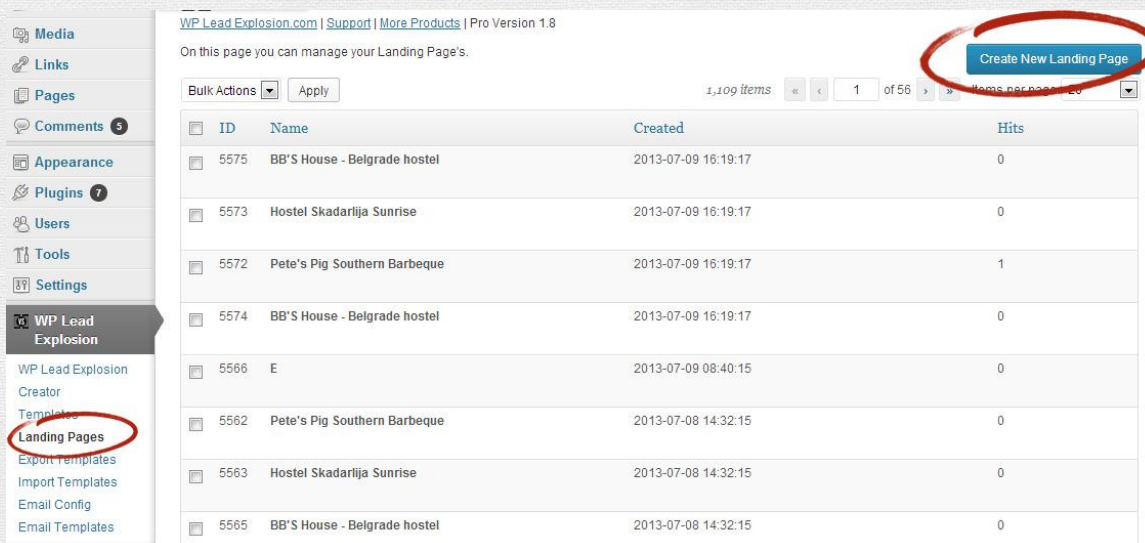
The screenshot shows the WP Lead Explosion plugin interface. At the top, there's a header with the plugin name 'WP Lead Explosion' and links for 'WP Lead Explosion.com', 'Support', 'More Products', and 'Pro Version 1.8'. Below this, a message states: 'You Can Use %business_name%, %first_name%, %last_name%, %url1%, %url2% and %landing% variables in templates'. The main section is titled 'Email Template 10'. It features a 'Subject' input field with a 'Delete' button next to it. Below the subject field is a large text area for the email content. At the bottom of the interface, there are two buttons: 'Create New' and 'Update'.

There are two email methods that are available in the plugin, PHP and SMTP.

SMTP allows you to send emails through your email client (such as Gmail, Outlook, etc) but needs more configurations before actual use. PHP method sends mail using the website itself.

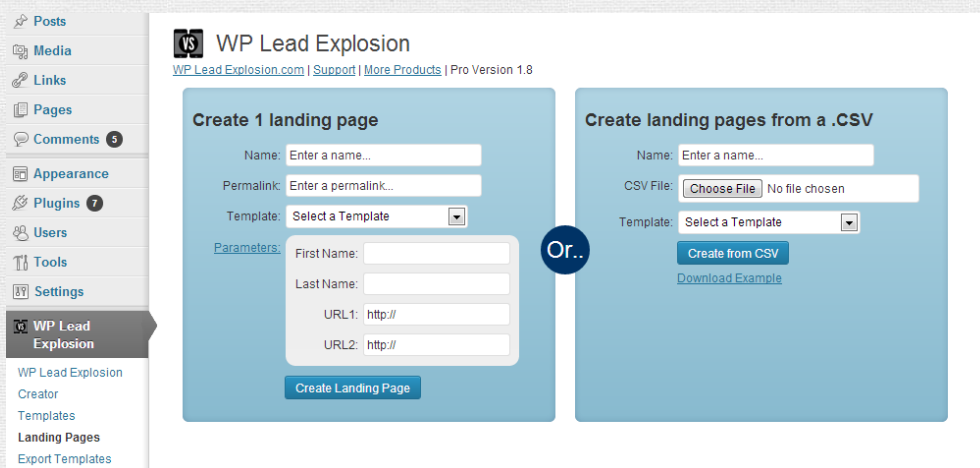
1. **From Options** - input the email address and name that you desire to appear in the **From** fields of the emails you send out. This is usually set to your name or your business' name.
2. **Email Method** - has two options PHP and SMTP. These options are provided to allow you to send using your desired method.
3. **SMTP Options** - These are not required when using PHP Method. Please refer to the following settings according the client you wish to use:
 - a. Gmail - [CLICK HERE](#)
 - b. Windows LIVE - [CLICK HERE](#)
 - c. Yahoo! - [CLICK HERE](#)
 - d. Outlook - [CLICK HERE](#)
4. **Default Email Template** - gives you a choice which of the **Email Templates** to use. The Email subject and Email Template Preview are updated automatically.

5.26 CREATING LANDING PAGES AND SENDING MASS EMAILS THROUGH CSV

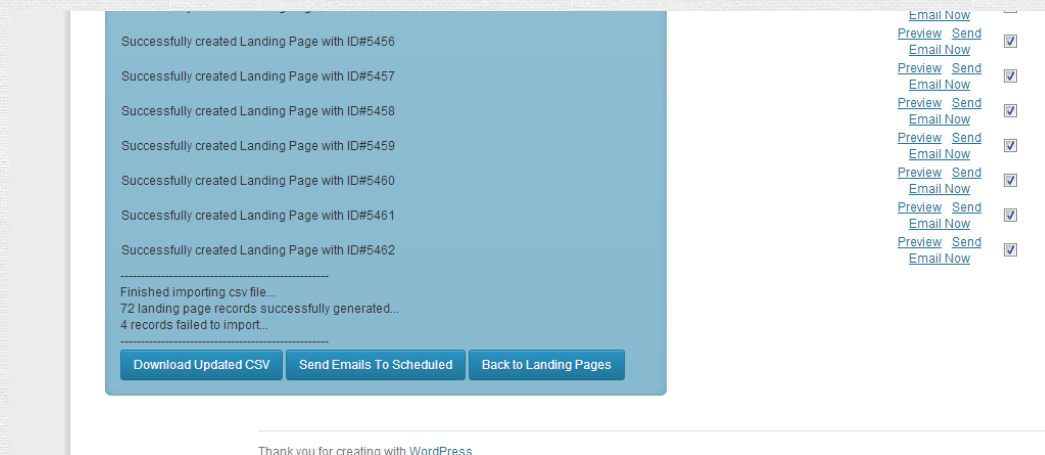


Interface of Landing Pages

Hitting the “Create New Landing Page” button will open a new page:



To use the CSV file made in the earlier part of this guide, use the right side options. Specify the **Name** of the niche and location that you are mailing to. Use the **Choose File** button to locate and select the WP Lead Explosion compliant CSV file. Select which landing page template will be used from the **Template** dropdown menu. Hit the **Create from CSV** button to generate landing pages for each of your leads.



By clicking **Send Emails To Scheduled** you will automatically mass mail all potential leads created from your CSV file.