

Customer Pillar: The Psychology Of Online "Lead Generation"



When doing internet marketing for information products, you must find ways to get qualified "leads" to visit your website. In order to be effective at generating leads, you must switch from a "broadcast" mentality to a "magnet" mentality. Use this exercise to begin changing your mindset, and then to set up your "automated lead machine."

From "Broadcast" To "Magnet"

What are the words and phrases you'd use if you were trying to "get the word out" about your product - to "broadcast" your message? Now, what are the words and phrases you'd use if you wanted to ATTRACT your customer like a MAGNET to your website?

Building Your "Lead Machine"

What action steps will you need to take in order to build a website that naturally attracts highly-qualified "leads" or prospects, builds rapport and interest with them, converts them into subscribers, then converts them into customers? What technology will you need in what order? Create a visual flowchart of the process for extra credit...