

# What You Don't Know About Local Business Direct Response Lead Generation Marketing Could Be Costing You Much More Than You Think It Is

Step-by-Step Direct Response Lead Generation Marketing  
for Local Businesses Profits

**Special Local Business Marketing Report By**  
**{Your Company Name}**  
**{Your Company Details}**

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## Introduction

The 4-step **Local Business Direct Response Lead Generation Marketing System** begins with a clear understanding of direct response lead generation marketing and how it can help you attract more profits into your local business.

OK, but what exactly is it?

In a nutshell, Local Business Direct Response Lead Generation Marketing is a powerful way that you can use, starting today, to make your marketing messages literally *'jump out'* from among other marketing messages screaming for the attention of your prospects, clients and customers. It rises above the tactics and methods being used by other local businesses and allows your message to get through.

It's so powerful in catching the attention of your ideal prospect that you could imagine it being like a friendly sales person, you know the kind, the ones that you feel bad about saying "No" to because they're so nice. It's like your sales person is saying:

*"Hi there, are you looking for x? If so, it may be right here 😊"*

When you do this correctly, you'll easily grab the attention of someone that's in need of what you have to offer them in your local business. This could be a service or a product. It makes no difference, because our **Local Business Direct Response Lead Generation Marketing System** that you're going to discover shortly, works in both and in any situation.

So it doesn't matter what 'type' of local business you want to use this in, it's got huge potential for you.

Your prospects don't know it yet, but **you're going to draw them in without telling them exactly what the final solution is...and they're going to follow along on a slippery slope that they have no power to stop!**

# The Main Attraction of Local Business Direct Response Lead Generation Marketing for Local Businesses

When your local business marketing is truly 'direct response' based it's going to lead your target audience to respond, step-by-step, leading them directly into your local business.

## The Key Benefit of Direct Response Lead Generation Marketing for My Particular Local Business Is?

Effective local business direct response lead generation marketing **attracts only the most qualified prospects**, the people that are most likely to buy from you. The reason is that they're the ones taking the first step. You see, you're not actually convincing anybody.

With this approach, they take the first step and instigate contact with you. This places you in the position of 'Expert' and 'Leader' as opposed to a groveling or desperate local business person trying to convince them that they need your products or services.

Local business direct response lead generation marketing, by the nature of what it does, naturally leads them to this conclusion all by themselves **through emotion and logic**.

You've heard that **people buy on emotion and justify it with logic** -- when you understand **how to sell on emotion** you'll be able to differentiate your business advertising and marketing from others locally and get more people to take action faster and more effectively than any and all other advertising and marketing approaches you currently know about.

That's the most concise description of local business direct response lead generation marketing and what it means for your business.

## **The Potential Of Local Business Direct Response Marketing**

Local business direct response lead generation marketing, done successfully, will achieve certain profitable goals for you:

1. Motivates your ideal prospect to focus on your message
2. Motivates them to take a specific action
3. Informs them how to take that action
4. Promises a direct benefit and reward for taking the action

# How To Make Local Business Direct Response Lead Generation Marketing Happen For You Now

There are 3 important things that you must do in order to take full advantage of the profit-generating power of direct response lead generation marketing and to sell more of your services or products...even in a down economy.

## Here they are:

1. You must have to use the right type of sales copy
2. You have to use the rights words and phraseology
3. You must offer of a valuable benefit to the prospect

All of these elements have to work flawlessly together in a balanced way. Some sales reps will tell you to use OTT (**O**ver **T**he **T**op) selling language that borders on the incredible. **Don't do it** because your prospects have what I call "**Automatic B.S Detectors**" and they can spot hype (**hyperbole**) a mile away.

We show local businesses how to implement direct response lead generation marketing systems that use ethical, logical and emotional verbiage. Anything else and your marketing will come across as being

'salesy' and you run the risk of over-selling and playing up what really you offer.

Worse still, you'll probably let the cat out of the bag on what you're offering and destroy the effectiveness of your entire marketing effort.

In order to eliminate and avoid this and to get the most from your local business direct response lead generation marketing efforts, use the following 4 step direct response lead generation marketing system to attract more prospects and **grow your local business fast...even in a down economy.**

# Local Business Direct Response Lead Generation System Secrets Step #1 - Attract

The first step in this 4 step system is to attract. By this we mean that the goal of this step is to attract the '*right type*' of prospect. The '*right type*' of prospect refers to a '**qualified**' prospect, someone who wants what you have to offer.

Attraction starts with you **marketing in the correct places** using the **correct marketing materials**. For example, if you're trying to attract people who have just moved into the local area, placing an ad in a sports magazine wouldn't be a good use of your marketing dollars!

People who have just moved into the area are more likely to check out community based information products more than other things, and they typically don't read sports magazines in order to get more information about the local area.

If you take the same target audience and place a lead generation advert in the local Chamber of Commerce magazine/publication or local newspaper for example, directing them to call your toll-free phone number in addition to directing them to you local business website, then you're guaranteed to get a much better response.

## **Powerful and effective attracting begins with 2 things:**

1. Matching your market with your advertising materials
2. Matching your market with your marketing goals

For you to do this most effectively, you need to **create both offline and internet based marketing systems** that attract your ideal prospects with free information products.

## **‘Information Products’ ... What Do You Mean?**

The types of information products we help local businesses just like yours create as part of their local business direct response lead generation marketing system include:

- Free special reports
- Videos
- Audio MP3s they can listen to while on the move

These savvy local businesses use these and other incentives to **entice people to take action**. The end result is that you have a valuable and profitable lead generation and marketing system that works on auto-pilot, 24 hours a day, 7 days a week and 365 days a year.

## **What Should I Expect When You Help Me Create, Setup and Launch My Local Business Direct Response Lead Generation System?**

Your local business direct response lead generation and marketing system is going to be your unique system, **designed specifically for your business**. It will consist of a flow of steps that work on their own and produce for you, predictable result each and every time

### **Imagine the following scenario...**

You have your proven local business direct response advert that:

1. Offers your prospect a free information product e.g. a special report (*which we help you create by the way, so you don't have to worry about that*)
2. or your offer might be a free video (*we help you with this too*)
3. ...the free information products leads them to your local business website (*if you don't have a direct response website we'll set that up too as part of your package*)
4. You direct response local business website automatically and without any intervention or involvement on your part, delivers the information product on your behalf
5. ...it then offers a free or discounted offer to the prospect
6. ...and then follows up with the prospect until they either come in to take advantage of your offer or disappear off the face of the earth!

That's what your perfect local business lead generation marketing system is going to look like.

### **Exciting isn't it?**

Here's a quick reminder of the process:

1. Your ad
2. Your free offer
3. The delivery of your free offer (preferably online)
4. Fully automated follow up

That's the direct response lead generation business system you're going to get, and once we set it up for you, you're immediately ready to start generating profitable leads. All you need to do is switch your system on.

This is exactly what our instant local business direct response lead generation marketing system does for you. All the systems and work are truly 'done-for-you'.

We work with you to create what you need for your local business based on the products or the services that you offer. We do this because we understand that even though businesses may be of the same 'type', the needs of the business owners are very unique.

## 8 Popular Types of Local Business Lead Generation Marketing Information Products

The following are 8 types of popular lead generation information products. Business needs differ but these marketing products are commonly used because they're *proven-to-get-results* formats.

They are:

1. Special reports
2. MP3 audio and CD lead generation free reports
3. Pre-made ads
4. Direct mail pieces specific to your local business services or products
5. Postcards copy
6. Flyers
7. Web banners
8. Videos that you can use on your local business website and distribute to video hosting site like YouTube.com

All these will work together as a highly organized and fully automated system for you.

### What Else Do I Get?

Good question because we're not done yet!

You also get included in your system:

1. Automated marketing
2. Autoresponders (automated response systems)
3. Automated, scheduled email delivery
4. Automated follow up email sequences

You just need to carry out your local business marketing strategy by deciding what ‘*type*’ of people you want to go after. These are people who need what you offer.

### **Who do you serve?**

Who is your ideal customer? Can you describe them in detail? Some local businesses say that “everybody and anybody is my customer because I serve everybody” – Stop right there.

‘Everybody’ cannot and should not be your ideal customer. Why? Because it simply means that no one is your ideal customer. We’ll help you describe your ideal customer so you can target them more precisely.

Once you have set things up, simply use any of the numerous methods available for reaching these new customers.

## Summary

All of the local business direct response lead generation marketing systems we setup allow local businesses to target and attract the prospects you want and are looking for without wasting money on traditional advertising and marketing that doesn't work any more.

The most profitable way for you to generate local leads is to advertise and offer high-value free information products such as special reports, free audios, free CDs (*the customer pays for the shipping by the way*), free videos, or other information products that have a high-perceived value.

Deliver these items via the internet and your marketing costs are very little or next to nothing compared to any other marketing channel. Follow up online using fully automated internet and email technology.

But before you can follow up, you have to carry out the next important step.

## Summary

**People appreciate honesty**, therefore, when you get real with your prospects they'll appreciate it. Talk respectfully but at the same time, firmly about procrastination and make sure you mean what you say.

They'll appreciate it. Deep down, your prospects really want you to get them to take action and do business with you.

## Next Steps

Don't waste time. Get started today by calling us on [\[YourTelNumber\]](tel:[YourTelNumber]) for a no-obligation consultation so we can answer any questions you have.

We should be able to get you up and running quickly if you act now. Put strategies to work and spend less time in your business as your local business direct response lead generation marketing system does the work for you.

There's never been a better time than now to take action. You already understand the reason why people don't get the results they seek...It's because they procrastinate.

Don't become a victim...after all, **the consultation is FREE!**