

# Webpro PLAYBOOK

*Lead Generating Strategies*

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## Introduction

This ebook is provided by Newtonville Web Design ([newtonvillewebdesign.com](http://newtonvillewebdesign.com)) to help small businesses generate leads using **Cheap Little Websites**.

The PLAYBOOK presents simplified strategies and techniques to guide you in promoting and advertising your business. Before implementing specific techniques you're encouraged to begin by developing basic strategies, then focusing on an appropriate technique. Avoid being overwhelmed by selecting techniques carefully and proceeding deliberately.

This ebook at v0.02 is a work in progress. Please subscribe to receive updates:  
[newtonvillewebdesign.com/webdesign](http://newtonvillewebdesign.com/webdesign)



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# STRATEGY 1 SETUP SYSTEMS

Define your GAME PLAN  
SET GOALS

## Write a SIMPLE 1 Page Business Plan

### *Your Business Dashboard*

What Do You Sell  
Who Do You Sell To  
What Problem Do You Solve  
What Solution Do You Offer

USP: Solve a Problem  
Unique Selling Proposition  
What's My Angle, Audience, Niche

Define what your audience wants  
Show them how to solve a problem

### **K.I.S.S.**

If you have this problem  
And you want this result  
Prove you can help by actually helping  
Build a relationship with followup and AN OFFER

Who Are Your Main Competitors  
What Do They Specialize In

What Do People Like About Them  
Are There Gaps You Can Fill  
What Will You Do Better  
How Will You Stand Out

How Will You Price Your Products /services  
How Will You Get Paid  
Other Opportunities

List of Estimated Expenses  
Monthly Overhead

## RESOURCES

<https://100startup.com/resources/business-plan.pdf>

One page business plan -*as simple as it gets*

<https://www.youtube.com/watch?v=V-a-nW0FrX8>

How to Write A Business Plan In 2021 That Produces Results  
*-if you want to get serious about it*

[https://www.youtube.com/watch?v=zlrB\\_X6fYZ0](https://www.youtube.com/watch?v=zlrB_X6fYZ0)

Business school lecture on business planning  
*-the academic approach*

<https://www.youtube.com/watch?v=n6ecdYd8T6o>

Standard Business Plan Summary Video

<https://www.youtube.com/watch?v=IZi4A9pyJb4>

Shopify Ultimate 10 Step Business Plan

<https://www.youtube.com/watch?v=aSA6ecWGc2Y>

Why a business plan is a waste of time  
*-quick and dirty, definitely recommend*  
Lean Startup ...Landing pages

<https://www.youtube.com/watch?v=RSaIOCHbuYw>

Lean Startup: *summary video* of book

[https://www.amazon.com/gp/product/0307887898?pf\\_rd\\_r=PNVTN0KS736982T9XB3Q](https://www.amazon.com/gp/product/0307887898?pf_rd_r=PNVTN0KS736982T9XB3Q)

Available on Amazon

The Lean Startup is an alternative process for new companies that consists of developing a minimum viable product, launching as quickly as possible and calibrating as you go.

## Write a SIMPLE 1 Page Marketing Plan

- **DEFINE** each of the following:
- Target market, message and media
- Lead capture system and sales conversion strategy
- Customer experience strategy
- Plan to maximize lifetime customer value
- Referral generation process

### RESOURCES

<https://www.amazon.com/1-Page-Marketing-Plan-Customers-Money-ebook/dp/B01B35M3SM>

Available on Amazon, Kindle or print version



Guiding you in developing your marketing plan 1-PAGE MARKETING also teaches:

- How to select your perfect target market
- **Why you should focus on a niche**
- How to make price irrelevant
- Why you should stop advertising a long list of products and services
- **Why most advertising is totally useless** and what to do instead
  
- Why you should never compete solely on price
- How to craft a compelling offer
- Examples of successful advertising headlines
- How to effectively name your business, product or service
- How to measure the effectiveness of a marketing campaign
  
- Why "*getting your name out there*: is a losing strategy
- How to get a good return on investment (ROI) when advertising
- How to effectively use **email** and **postal mail** as part of your media strategy
- Why you should **never try to sell directly from an advertisement**

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- How to always have a full pipeline of new business
- Why you shouldn't treat all prospects equally
- Why some businesses get a constant flow of leads and prospects
  
- Why **the money is in the follow-up** and how to leverage this
- Why a "marketing infrastructure" is critical to your business success
- Why positioning is the critical factor when it comes to charging high prices
  
- How to **position yourself as a welcome guest** rather than a pest when selling
- How to massively reduce customer's perceived risk of buying from you
- How to instantly generate trust and credibility when selling
- How to correctly price your products and services
  
- How to **remove the roadblocks that are preventing people from buying**
- Why building a tribe is crucial to your business success -how to do it
- How to innovate even with a mundane product or service
  
- The purpose of technology in your business and how to leverage this in your marketing
- The *four main systems* that virtually guarantee your business success
- How to eliminate the biggest bottleneck in your business
  
- How to win back lost or inactivate customers
- Five major ways to make more money from existing customers
  
- The critical marketing metrics you must know and manage
- *Four categories of customers* -why you shouldn't treat them equally
  
- Why *relying on word of mouth* is a losing strategy
  
- How to ask for referrals without looking needy or desperate
- The "Law of 250" and how it relates to **getting an ongoing stream of referral business**
- Psychology of referral marketing -*existing customers will want to give you referrals*
  
- What "branding" really is and how to build brand equity in your business

# STRATEGY 2 LANDING PAGE

Landing pages are one page websites that get results by focusing on one Call to Action (CTA)

- phone call
- lead magnet
- free consultation, etc.

## Key Elements

- **Headline:** how is your offering better | different; the promise
- **Hero image:** related to main headline or an added benefit
- **Benefits and features:** a benefit is what a feature brings to the table, e.g. backup camera (feature) protects your vehicle because you see what's behind you (benefit)
- **Evidence /proof:** testimonials, case studies; videos, customer logos; *avoid stock photos*
- **One Call-to-Action (CTA):** conversational language button text;
- **Be specific and convincing**
- **Keep forms brief**

## RESOURCES

<https://youtu.be/UIB6Zg6ylnQ?t=230>

Frank Kern discusses Lead Magnets

<https://frankkern.com/template-convert-2-0/>

Frank Kern sales letter template example

## WRITING PROCESS

- Pick a page and write. Eliminate distractions.
- Do not edit. Upon completion, set the work aside.
- Next day, rewrite and edit. Proof the document.

## Simple Copywriting Formula

Frank Kern | John Carlton

1. Here's what I've got.
  2. Here's what it will do for you.
  3. Here's what I want you to do next.
- 
1. If you | are you... (embellish -headline)
  2. And you want (embellish -headline)
  3. Here's what I got
  4. Here's what it'll do for you (the benefits)
  5. Here's what to do next



# STRATEGY 3 CONTENT

## Build a Body of Content

Identify three key benefits that define your company:

- Create content with value
- Develop case studies
- Collect testimonials

Inventory your content as COMPONENTS for VIRTUAL -online and /or LIVE -offline use.

CONTENT can be re-used in a variety of formats, e.g.

- SEO -local
- maillist
- social
- blog

## THE BLUEPRINT

Q1. What's the problem?

- Describe the problem.

Q2. Why does the problem persist?

- Explain why the problem is unresolved.

Q3. What is possible?

- What changes with the problem solved?

Q4. What is different now? How will things change?

- Present advantages of the product.

Q5. What should you do now?

- State the CTA.

# STRATEGY 4 OFFLINE

Classifieds online | offline

- craigslist.org
- newspapers

Bulletin boards, events

- business cards
- flyers

Direct contact

- cold call

Direct mail

- postcards

Signs

- vehicle signage

Print ads

- publications: trade association

Publish a book

- network and promote

Allow time for exposure to create an effect. Include reasons to keep an ad, or take a card.

- repeat and sustain for results

Pick a tactic

- get it working
- rinse and repeat

# STRATEGY 5 ONLINE

## Google My Business

<https://www.brightlocal.com/learn/google-my-business-complete-guide/>

Complete Guide

<https://www.brightlocal.com/learn/how-to-set-up-and-optimize-a-service-area-listing-in-google-my-business/>

Service Area Business -how to

GMB: claim your business: verify  
dashboard -personalize | optimize

Name, Address, Phone number (NAP)  
Website, Description | Category, Attributes  
NAP must match website

- add photos: profile, cover; video
- reviews: ask for; respond to
- share the link to your listing
  
- activate messaging | compose welcome message
- add Google posts | expire after a week

## Small budget advertising

<https://smallbiztrends.com/2018/04/cheapest-way-advertise.html>

ADVERTISING -cheapest way

<https://medium.com/@KeywordsHeaven/craigslist-advertising-guide-6bbb98471cda>

Craigslist \$5 ad in services

<https://www.mannixmarketing.com/blog/craigslist-marketing-tips/>

Craigslist ad tips

## Most Popular Advertising Mediums

<https://blog.hootsuite.com/google-ads-small-budget/>

**Google Ads** -low budget

<https://neilpatel.com/what-is-facebook-advertising/>

**Facebook Ads** -step by step

<https://www.godelta.com/blog/how-to-run-facebook-advertising-on-a-small-budget>

Facebook Ads -low budget

<https://www.printful.com/blog/create-effective-facebook-ads-on-a-budget/>

Facebook with a \$50 budget

<https://blog.hootsuite.com/facebook-ads-budget/>

Facebook -all you have is \$100

<https://www.takeflyte.com/blog/facebook-ads-manager>

How to use Facebook Ads Manager

<https://optinmonster.com/growth-hacking-examples/>

Growth hacking examples

<https://www.youtube.com/watch?v=9YFNgKwv31A>

**Seth Godin:** Marketing Strategies That Work

# STRATEGY 6 LIST

## The Money is in The List

A common mistake owners of new websites make is not building an email list. Benefits of an email list include:

- Email builds trust
- Easy to message customers
- Bring visitors back to your website
- An asset that you own and control
- Email is a proven moneymaker

Make list building a core function of your website. MailPoet is recommended for Cheap Little Websites. The free version provides everything you need to manage multiple lists. You won't pay until your subscribers exceed one thousand.

<https://wordpress.org/plugins/mailpoet/>

What is MailPoet?

WordPress plugin to build and manage mailing lists and newsletters.

<https://winningwp.com/mailpoet-review/>

Why use MailPoet?

FREE up to 1k subscribers

<https://smartblogger.com/email-list-building/>

Email list building -how to links

# STRATEGY 7 SEO

## Local and Long Tail SEO

Broad search queries, one or two words long, eat up Pay Per Click budgets quickly and offer virtually no chance for search engine positioning to a new and obscure website. Understanding and developing specific long tail keywords, three or more words, provides the opportunity to gain search engine visibility and to produce ads that generate profitable leads.

<https://www.brightlocal.com/learn/local-seo-complete-guide/>

Local SEO Complete Guide

<https://www.searchenginewatch.com/2018/02/20/4-local-seo-strategies-for-small-and-medium-businesses/>

Local SEO Strategies

## Free Keyword Tools

Google related searches:

Type in a keyword phrase.

Related long tail keywords are displayed at the bottom of the page.

<https://answerthepublic.com/>

Long tail keyword explorer

<https://keywordtool.io/>

Keyword consolidator

<https://www.wordstream.com/blog/ws/2012/11/07/how-to-find-long-tail-keywords>

How to find long tail keywords

<https://backlinko.com/hub/seo/long-tail-keywords>

How to find long tail keywords

# STRATEGY 8 BLOG

<https://www.blogtyrant.com/blogging-strategy/>

Blog strategy

<https://instapage.com/blog/turn-your-blog-into-a-lead-generation-marketing-machine>

Blog to generate leads

<https://databox.com/how-to-generate-leads-from-your-blog>

More lead gen strategy

<https://heidicohen.com/simple-5-step-blog-post-formula/>

Blog post formula

<https://chrisbrogan.com/stories/blogging/a-simple-blogging-formula/>

3 steps