

LEADS OVERLOAD

HOW TO GET 20-100 NEW LEADS EACH MONTH
USING YOUR WEBSITE WITHIN 30 DAYS

regardless of your industry or tech-savviness



ROWIL RUELO

Hello like-minded business owner, hustler friend!

Congratulations on taking the first step towards explosive growth in your leads and your business. Congratulations for downloading Lead Overload!

One of the biggest (**and costliest**) problems that we as business owners face is NOT having enough leads and sales.

This problem results to inconsistent, insufficient cash flow and a LAZY sales team!

The thing is... the operational costs do not stop. Only humans take holidays... the business does not stop spending money... and a seasoned business owner knows that the solution isn't to reduce cost but to actually **increase the cash in the bank** through more sales and customers.

This is the same problem that used to **haunt me in my business** and keep me awake at night. It used to cause me stress on the weekends and limits my business' ability to grow quickly.

(...so if you see grey hairs on my head, you know where it came from!)

Maybe you have always struggled with collecting quality leads OR it could be that the old forms of marketing that you used to depend on **aren't as effective as they were before**.

I bet that every single day, you are hit with phone calls and emails from hundreds of providers and **marketing gurus** offering you the "new strategy" that will give you financial

freedom and allow you to regularly go on a vacation on some sandy paradise with crystal clear water sipping cocktails and having a good time (*in a perfect world!*).

Does this look familiar to you?



(Warning: contact Musa at your own risk. He might even be related to an African prince)

But still, you cannot just sit there and do nothing.

That is why every now and then, when some Guru reaches out to you and sounds like they know what they are talking about, you decide to try them out.

This person will promise 100% success but the only 100% about his/her work is incompetence. They will always overpromise and under deliver.

You do this year after year and you will occasionally land on a winner, but mostly losers and your marketing will start to become an annoying UNPREDICTABLE cost instead of being a predictable asset that ensures a consistent influx of ongoing and new business!

So far, so good?

Unfortunately, this guide will not be your regular “tips and tricks” compilation.

What you will find is a tested and proven framework based on psychology, marketing fundamentals, real world case studies and hundreds of thousands worth of marketing and ad spend.

The highlight of it all is that these strategies can be deployed within 30 days – and deliver real profit from consistent leads and revenue for numerous clients in various industries.

I hope you enjoy everything that is in this guide and get a clear direction of what you should be going for this year towards growing your business in a major way.



Cheers,
Rowil Ruelo
Head Consultant & Managing Director
Reso Marketing Solutions

If you enjoyed the guide, let me know at
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FIRST THINGS FIRST

(Learn Why Your Marketing Isn't Working)

As usual, I will not immediately get into the “**How to**” section of this guide. I want to set your mind to what matters and what this entire guide will gravitate around. There is a **fundamental marketing metric** that you need to understand first!

If you feel like you don't need to read this part, there is a high chance that you are one of those types who just glance through reading materials and not really trying to learn anything new. Read this guide and you will realize how powerful this can be for your business.

This metric is the same thing that is increasing the cost of your current marketing and limiting the leads that you are getting.

This is the fundamental formula of lead generation in simplest form:

$$\begin{array}{c} \text{Total Marketing Cost} \\ \hline \text{Visitors To Your Website x \% Conversion into Leads} \\ = \\ \text{Cost Per Lead} \end{array}$$

Yes, that is a real equation and you should care about it! Let me explain it for you!

Lesson 1: Size Does Not Matter

(When It Comes to Your Marketing Budget)

The number one indicator of lazy to no interest marketing is using the size of a marketing budget as an **excuse** not to market at all.

The simple marketing formula shows that the marketing budget is only ONE of the three elements to generating more leads – AND with today's marketing platforms, even a modest budget can get you results. **cough* Facebook Ads *cough**

I know what you're thinking. Real talk:

You will not generate 6 digits if you are only putting 100 pesos a day on the line.

Every marketing campaign has a minimum barrier to cover basic costs like setup and a minimum spend to get a good enough amount of visitors or attention on your campaign + **Springboard Costs***.

Honest Truth:

It would be about 50,000 – 300,000 on a minimum nowadays for most marketing cost, depending on the industry.

Spending too little on your marketing campaign will not give it enough traction to say whether it works or not. You might quit digging too early, just 2 meters away, right before hitting the gold deposit!

Spending too much on your marketing campaign is as good as giving your money to an African prince hoping he gives you his massive wealth because feeding money into something that is **unproven** is like burning cash.

The barrier in modern marketing is pretty slim and it allows you to steal clients from the big companies even with just spending only **5%-10% of their marketing budget**.

The riches are in the niches. Fix your eyes on a small size of the pie. Focus, Test, Optimize, then Scale.

Don't blame your marketing budget for not getting good enough results.

Another thing I want to note is that this barrier is an opportunity because it filters the real business owners/marketers from the average business owner. It stops every random marketer from collecting leads easily.

*(*Springboard costs are how much you pay an expert/ practitioner with real experience to get the results faster, rather than spending money on trial-and-error when doing it in-house.)*

LESSON 2: VISITORS ARE NOT LEADS

(Don't Be Fooled by Shiny Objects)

You know what's worse than a poorly designed website?
Driving traffic to a poorly designed website.

In modern marketing, page and website visitors is a vanity metric. It looks good and feels good. But that's it! *I have the same views when it comes to Facebook Page likes.*

But these numbers mean nothing. If these people aren't calling, emailing or swiping their cards to spend their money on your business, it has ZERO value.

Businesses spend tons of cash to drive visitors from Facebook, Google, Radio Ads and TV Ads, and they are thinking, "If they hear me, they will buy."

Brutal honesty: No, they won't.

Let me tell you something that is not so pleasant but you need to understand right now if you want to run a successful marketing campaign:

Your Competitor's service may be bad...

They may sell a crappy product...

They may be outdated...

They may be more expensive...

Their sales team may be a bunch of tasteless monkeys...

BUT if their marketing has a **better offer** that is easy to understand and easier to say YES to, they will get the lead...

Bottom-line: They will get the SALES/PROFIT and you will eat their dust.

Regardless of how hard you work or how many visitors you can send to your website.

If your competitor's offer is better than yours, **you might as well be marketing their business** because that's where they will be headed anyway.

Let me be clear – You will need people who are interested in what you sell to see your website and hear about what you do.

Traffic is the easiest part of the equation. You can get that right easily- and to generate serious real world results (at the lowest cost possible) you need to leverage something else...

LESSON 3: THE POWER METRIC: CONVERSION

The Forgotten Success Metric

The biggest and easiest way to **double your leads** and **reduce lead costs to half overnight** isn't to do more or spending more...

...it is by making sure more of the people that visit your site buy your products and services – or at least send you an email or give you a call.

But business do not focus on conversion (they often do not know what it means) and so does their **expensive web developers!**

Because improving your conversion is not a simple tech issue.

This requires **hard work**, serious sales skills and a really hard look on your business to see if you could really rub elbows with the competition.

Rhetorical question: Would you buy from you if you knew nothing about your industry and if you were a clueless prospect that landed on your website (or Facebook page) today?

IMPORTANT: You need to look beyond flashy designs and “the best business around” branding! Take a good hard look at your business through the eyes of a fresh prospect.

As business owners, we look at our businesses and websites just like **we view ourselves in front of a mirror.**

In the mirror, we suck in our bellies, flex and tell ourselves we look great so we can convince ourselves that we do not need to go to the next gym session and go eat a piece of donut instead.

When we look at our business, we refuse to accept that our competitor's offer has gotten better than ours because we don't want to change or make hard decisions.

Staying afloat is easy, and so is sinking to the bottom...

But putting in hard work to improve your conversion rate will open the flood gates of lead generation!

I am so passionate about conversion rates for 3 main reasons:

1. **Doubling your conversion rate halves your lead cost** – so you are practically getting more leads/enquiry for the money you are investing.
2. **Reducing lead costs to half means more leads using the same budget** – so you don't need to spend more to get more. You increase number of leads by maximizing on what works.
3. **It makes your business unstoppable** – having a better conversion rate allows you to spend surplus marketing money to outspend competitors on every marketing channel or even allow you to cut your pricing. Making it harder for competitors to compete with you.

Now that these primer lessons have been covered, it's finally time to start learning how to achieve Lead Overload.

The strategies in this guide will gravitate around the principles discussed in Lessons 1 to 3. You will need to put in the work, to re-evaluate your business and make some SERIOUS changes.

YOUR CURRENT HIGH COST MARKETING FUNNEL

Here is the strategy that your business (**or your old-school marketing provider**) is using right now to generate client/customer leads:

Traffic Source

(Google, Paid Ads, Facebook, Radio Ads or Print Ads)

+

Website/Facebook Page

(Homepage)

+

Wait for Them to Call or Email You

=

Trickle of Leads from Your Website/Facebook Page

(High Cost Marketing)

I know this looks familiar to you.

I do think this strategy works. Don't get me wrong: **it isn't that bad** AND it will generate some leads for you.

But these leads are also more expensive than they need to be (sometimes **double the price**) and because "waiting" is part of

the formula, there is a limited amount of leads that you can get in this marketing strategy.

Here is why I think this funnel does not work: It does not meet your clients where they are at.

Calling or emailing you really isn't what your prospect wants to do.

How many times have you been on a website trying to learn about a product or service but at the same time, they are trying their best not to give you the information you need?

You get more frustrated because you can sense that all their website content is leading/tricking you to call one of their **annoying salesman.**

And when you give in and they catch your number, the most annoying thing happens.

They will call you regularly for the next two weeks and **shove their products and service down your earholes.**

And what is the first thing you do when you feel that on a website?

Click the **Back Button / Close Tab**

Right now, your customers are doing this and it is costing you loads of cash, over and over again.

But it should not be this way – You can give them what they want AND have them eager to hand over their details and look forward to your call on their phones.

Here is how you do it...

LEAD OVERLOAD FUNNEL

(Can Generate 20-100 Leads Per Month to Your Business
Within 30 Days)

Here is the structure of a winning lead generation funnel that
you can use to generate a huge flow of leads consistently:

Traffic Source

+

Targeted Page On Your Website / Chatbot

(a very specific page targeted to that specific traffic source)

+

Trip Wire Questionnaire

=

Leads Overload

(20-100 Leads per Month)

The secret sauce is the **Trip Wire**.

The **trip wire isn't a hack** and it is not the latest technological
invention of the 21st century!

A trip wire uses your current client's psychology and meets
them where they are at before getting them to **call or email
your business**.

By using their own psychology, *it pulls them further into your website* just like a **magnet**.

How a Trip Wire works:

1. It Captures Your Prospects' Attention

A Trip Wire is a short questionnaire, survey or tool (can be hosted on a landing page / chatbot) that promises to answer a *burning question* that a prospect would have about your business.

But unlike an immediate phone call or email, this would be something that they really want.

Here are **sample key questions** that your prospect client might have:

- Gym or Trainer: Can you lose 10 pounds using X diet?
- Ecommerce: Which Bikini is Right for Your Body?
- Plumber: Plumbing Repairs? Get an Online Quote Now
- Financial Adviser: Can You Make an Extra Million for Your Retirement?
- AC Company: Which Aircon Unit is Right for You?

These are real questions that they are asking themselves about your product/service and your Trip Wire will deliver your promise to provide clarity or insight.

In short, you are offering HELP and adding VALUE, instead of bombarding them with information about your business.

By offering them an actionable answer, they will be grabbed and dragged into your website/funnel before they could even realize what really is happening.

And I do regularly get funny questions from leads like:

“But does this approach really work?”

And the answer is so simple that it’s funny. I just remind them that this strategy is the reason we are talking in the first place. They themselves filled out my trip wire to get on the phone with me!

The other reason why this strategy is effective is this: **EXPERT POSITIONING**. By providing an upfront solution or answer to their burning question, they will see you as an expert in what you are doing...

You are now the messiah that will solve everything for them!

Still no idea on how to make your own trip wire?

Here are some questions to help you find a great question for your trip wire:

- What is my client’s dream come true experience?
- What is my client’s burning desire?

- What is the number one reason clients buy from you?
- What is the top benefit of your product/service?
- What makes you different from the rest?

Or simply, what is the question that would make you say:

“Yes, every single one of my potential clients would click that button immediately to find out the answer!”

Once you get yourself to say that, it’s time to move on to creating your full questionnaire or tool.

2. Your Trip Wire Questionnaire

You do not stop at that. You need to turn this trip wire question into a full questionnaire that collects key information that is used to provide the perfect answer to their question.

For a gym that is asking “Could a Personal Trainer Help You Lose 5 Kg?”, here are some questions that work:

- How long have you been trying to lose weight?
- What have been your biggest hurdles so far?
- How much do you want to lose?
- How fast do you want to lose it?

PRO TIP: Don’t ask too many questions. 7 is your safe number. We need to keep in mind that simplicity is best and making it look too tedious will decrease the end user’s interest to finish the questionnaire.

For a financial adviser asking “Can You Add 4 Million to Your Retirement?”, here are some questions that work:

- Do you own a home?
- How much do you have in savings?
- How much equity do you have in your home?
- How old are you now?
- When do you want to retire?
- How much do you want to have for retirement?

These questions allow you to respond with a personalized/accurate AND useful financial advice without getting on the phone. This also automates *Fact Finding*.

4 TIPS TO MAKING A KICKASS QUESTIONNAIRE

- 1. Only use multiple choice questions** – it means that the end user is only clicking through using mouse/fingers. No need to type in anything. Ease of use + convenience.
- 2. If you can't avoid using text fields, limit it to 2 questions** – If you need to collect very specific data, make sure it's only numbers (phone usually)
- 3. Gather the information that will help you give an answer** – Be smart with your questions and only those that give you more understanding of the problem; like a doctor diagnosing the patient's health problems.
- 4. Add personality to your questionnaire** – The goal is for them to like you even more by the end of the

questionnaire. Example: Instead of saying “More than 1,000,000”, you can use “Are you joking? I want to be a bazillionaire!”

3. Close Your Trip Wire Like a Champ

So far your trip wire is looking pretty easy, but don't worry!

If you have follow the guide up to this point, you should have:

- ✓ Grabbed your prospects attention
- ✓ Collected Key Information about their problem
- ✓ Lured them deeper into your website/Chatbot
- ✓ Positioned yourself as an expert and problem solver

Now they have gone deep into the rabbit hole that you created and **they have a handful of reasons to contact you.**

This is called *Sales Momentum* – the act of unconsciously throwing themselves right into your sales department. And they don't even care!

Now what?

We get them to give us their details so you can seal the deal and put the money in the bank! You feel me?

How we do that? Here's how:

1. Send them to a SIMPLE personalized page / custom response with the answer to their burning question.

Based on their answers, send them to a page that says:

Congratulations! {Product X} is perfect for you!

This means there is a great chance you can achieve {Solution X}

If you got the technical background (and have a WordPress website) you can setup your questions in a tool called "Gravity Forms" that allows you to set a "conditional" redirect to your thank you/outcome page.

You may also apply this on your Messenger Chatbot. Trip wiring them without even leaving the Facebook platform!

You aren't tech savvy? No worries!

You can email me anytime at **rowil@resomarketingsolutions.com** and I will send you a short and sweet setup guide for you or your tech guy to follow.

IMPORTANT: It's not the technology that makes this work! It is a well thought out trip wire that captures the attention of the customer and asks the right questions.

2. Ask the customer to confirm the outcome and get a FREE secondary benefit

Say this right under your headline...

You are Almost Done!

To make sure that {X Solution} is perfect for you
(and get a commitment-free quote)

Enter Your Details Below Now:

So, once you have provided an outcome to the question through your questionnaire, it is now **very easy for you to ask them to contact you** AND...

...you now have vital information about your prospect (call it fact finding document) that will help you **seal the deal** with them.

3. Ask for Their Contact Info

Simply put a form at the end of your questionnaire.

TIP: Limit the number of fields. Asking too many questions will lower your conversion rate.

Key Info: Name, Email, Phone and best time to call (establish professionalism)

4. The Kickass Button (Final Call to Action)

The button is the part where the customer crosses the line and the part where you reinforce your promise.

Remember when I said **add personality**? This includes the button! Don't write "submit" on your button!

Oh no please don't!

Here are some button texts that you can use:

- Yes! I Want to Get a Quote
- Send Me My Free {x}
- Give Me Instant Access

Use first person language! It works great on trip wire forms and they improve opt-in rates especially when making a make or break decision.

CONGRATULATIONS!

You Have Created a High Conversion Trip Wire!

Make this right + perfect traffic source = I guarantee significant change in your leads and online conversion rates. Cheaper cost per leads and more bang for your buck.

This is the standard strategy that we use in our various clients in multiple industries to make sure we provide **20-100 leads per month!**

And when I say various industries, I mean from plumbing/home services, healthcare to insurance and real estate.

Want to know the traffic source that we are using to feed people into our tripwire?

Keep reading!

Marketing Decision Framework That Is So Easy, I Get Pissed!

Keeping it simple and customer-centric

I see a lot of marketers who alienate business owners by saying too many things and making the marketing process hard to understand. It should not be complicated! I think it makes them feel good to know more than the business owner... But what good does that do? I can smell marketing money burning from a mile away!

I ask one simple question that guides the whole **Marketing Decision Framework**. The answer to this simple question will help you decide whether to invest in a marketing or advertising campaign.

This is the ONLY question you need to answer:

**Can you sell your product/service to
someone that does not currently
have the problem that your
product/service solves?**

For example:

- ✓ A plumber cannot offer his services to someone unless they have a broken toilet or a pending renovation.
- ✓ A real estate broker cannot sell a listing when the person on the other line has no capacity to pay for it
- ✓ A flower shop owner cannot force someone to buy flowers when the by passer does not have someone to give it to or there is no special occasion for it.

You should not sell your products and services to a random stranger. Look for SEEKING customers. Customers with an INTENT.

Some people might get offended with what I am about to say. But I am going to say it anyway:

Social media advertising and general mass media like newspapers and radios aren't going to work for you because you will not be able to convince the BROAD market to use your product or your service – because there is a high probability that they don't need it at the moment.

Context:

A man has a broken faucet.

“I'm going to read the newspaper, watch tv or listen to the radio to look for someone who will fix this for me?”

I don't think so!

To simply put... you are burning marketing/advertising money on something that has no solid return on investment. Hell... it becomes an expense instead of an “investment.”

That means that intent-based searches like SEO, Google and even the old Yellow Pages Directory will be your best bet. These are platforms where people go to when **actively seek for help and cures.**

Also, if you go beyond putting yourself out there and start actively CONVINCING to use your product/service, social media ads + a kickass tripwire will get you leads for you at the lowest cost.

Examples:

- ✓ A financial planner can convince someone that they need to start planning their retirement or investing on their child’s college fund
- ✓ A coffee shop owner can convince someone to become a loyal customer through experience marketing and giving out the best initial purchase deal
- ✓ An online retail business owner can convince someone to buy fast fashion items online now before it sells out and gets snatched by other shoppers

Let’s circle back to the question:

Can you sell your product/service to someone that does not currently have the problem that your product/service solves?

The answer to this question should help you to decide on what advertising/marketing strategy to invest in... Facebook or Google... just one or both?

Straightforward!

It's Time to Make a Decision for Your Business

1. **You will act on what you have just learned from this short guide and implement it for your business** – this *could* work great for you
2. **You can significantly speed up the process of implementing this** – start experiencing **leads overload** ASAP by getting some help.

This might not be the case but I dare say that this could just be one of those great ideas that you know will work but **you won't probably do and apply.**

And I know why...

You are a business owner and it will much of your time. This information can easily overwhelm you – especially when you aren't tech savvy – besides, customers don't pay you to market your business... they pay you to provide them with your product/service.

This winning strategy would just be another addition to your long **To-Do List** and it would be forgotten due to technical limitations and people you hire to do it for you.

Eventually, 3 months from now... you might not have implemented this strategy yet while **your competitors are taking in those leads** that could have been yours if you had this set up months ago!

Imagine how much money you are leaving on the table...

The best partner of “action” is “now.” If you take action now, in less than 3 months, you would be laying on an **inbox full of leads** – have more **time** and **money** for yourself and the people you value.

That is money that will allow you to hire more people and working staff. And when that machines starts to run by itself, you can spend more time with your family... Even **have more time on your passion projects**, just like me!

My name is **Rowil Ruelo** and I have spent the last 3 years helping and guiding business owners just like you to experience an influx of high quality leads online using the exact strategy that you just learned from this guide.



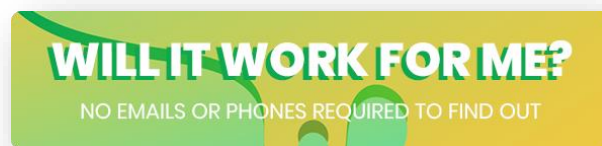
I operate with a team of exceptional marketing technologists and experts that offer **Lead Generation** service where we work

with you to get this strategy and system moving completely within 15 business days.

Here is the catch: **We cannot work with everyone.** We provide a guarantee for our premium service.

Before you decide to reach out to us about our Lead Generation Service, there are a few things that you need to know:

1. **This is a PAID Service** – We operate by a one-time setup fee + monthly retainer fee. We also do not offer any lock-in agreements.
2. **You have to have a marketing budget at least 40,000 per month** to make this system work best – the bigger the budget, the faster the results come in.
3. **You need to be open to collaborative work** – we will provide you with premium service by offering assistance and help but you will also need to work with us to make sure the job gets done fast.
4. **We will keep you in check and hold you accountable** – each month, we will request lead updates and marketing spend to make optimizations in your campaigns and **help you improve the number of leads that you are getting.**



If are thinking of trying out our lead generation services, here is how it works:

1. Click the button below that says “Will It Work for Me?” and answer a few questions about your business so that we can respond rightly and tell you if we can help you out.
2. We will conduct a **FREE and Commitment-Free Interview via Phone** to verify the answers you gave us and make sure we can get you leads fast – if we can’t get you leads fast, it’s not going to be a long-term partnership – this is important to us.

We will find out more about your business and your goals to make sure that we can work perfectly, or whether you are better off doing something else to **get new clients**.

We will also talk about creating your own **kickass tripwire** in this short interview to help capture qualified leads, cut certain steps in your process and ultimately reduce your marketing costs. **Still FREE.**

3. **If we agree that we can work together**, we will send you a document with our **written guarantee + contract** so you can sign up and get started immediately.
4. We then schedule a time to put together an action plan + working timelines to help you prepare, setup and start getting you leads.

If you would like to get the ball rolling on this and start generating leads for your business, click the “Will It Work for Me?” button below and enter your details to find out if we can work together.

