

*Effortless Drop Servicing Formula*  
*Inbound Lead Sources*

# **Inbound Lead Sources**

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## **Inbound Lead Sources**

In many ways, inbound leads (businesses coming to you and asking for services) is the absolute best way to grow your income.

### **Think about it:**

The person has stopped whatever it is they are doing, and chose to approach you to request the spend their money.

They are practically sold on whatever reason triggered them to reach out in the first place. It usually only takes 1 or 2 questions to book the account, or a short summary of what you are offering.

This lends itself to repeatable and scalable business development – growing the amount of money generated with some relatively simple busy work.

Now, a word on making these lead sources work for you:

I've been doing this a long time, and worked with hundreds of companies and thousands of people between clients & students.

The number one inhibitor of progress is thinking your old habits are going to produce new results.

That's one idea you need to shed right away.

Old habits die hard **but they must die.**

I'm telling you this because replacing at least some of your old habits with new habits will produce big improvements.

I get it. There is a comfort in habits. Some habits are good, others are bad, and others are just dirty, such as picking your nose.

**The trick to changing habits is doing  
the new habit daily for 15 to 21 days...**

## *Effortless Drop Servicing Formula*

### *Inbound Lead Sources*

But when I tell you to drop some habits, know that I'm referring to bad habits, or habits you wouldn't mind giving up. Good habits should be protected and nurtured.

You need new habits because leveraging inbound lead sources requires habitual and routine attention...

To grow a flower, we need to plant a seed, water and feed it, and nurture the early stage so it has a chance to bloom.

Same in this or any business, as a matter of fact.

### **Setting Yourself Up for Success**

During my work with students, I often see students "on-fire" to start their projects, but only end up with ice-cold fizzles as nothing gets done, and they end up back at square one. There's no sizzle!

The most common reason for a fizzle and no sizzle was:

*Failing to start-off on the right foot.*

Some people are so fired up to start, they forget that there are some fundamental steps to take.

Take a step back and think about what we're doing when trying to generate inbound leads:

We're setting up a system of online lead bait; a funnel that captures business owners who are seeking solutions that we can have fulfilled by drop-servicers, agencies, and white label providers.

Let's look at an example.

The flow and process you'll read be the exact way you leverage these lead sources, so pay special attention, and re-read this section.

## *Effortless Drop Servicing Formula*

### *Inbound Lead Sources*

Dream Boutique is a small retail fashion store near Rock Hill, SC.

The owner, Dana wants to start a loyalty program for her shoppers, many of whom are already returning customers.

She realized that these regulars can be incentivized to tell their friends about the store. Some of these new customers will also become repeat customers. These new sales move products, and the increased sales volume puts more money into Dana's pocket.

**Brilliant idea, Dana...**

**But one problem!**

Dana knows fashion, not marketing, point-of-sale software, web design, copywriting, graphic design, and advertising. All the things required to run an effective loyalty program.

She then comes to the realization that all of this loyalty program stuff is complicated and will take a ton of time.

She still has a fundamental need to start the project because she wants the benefits it brings ...ultimately higher income, but also status among friends & peers, or maybe even to impress her spouse.

Whatever is driving Dana leads her to commit to finding someone who can setup a loyalty program AND show her how to use it in her business.

She now begins her hunt for a provider.

Dana will use specific search terms in search engines to find the provider, searching based on what knows of her need.

The search terms may look like:

“online loyalty program”

## *Effortless Drop Servicing Formula*

### *Inbound Lead Sources*

“retail loyalty system”

“loyalty program for fashion boutique”

“retail loyalty program reviews”

**Pro Tip:** Use tools like <https://answerthepublic.com/> to get an idea of what terms people use. It is a brilliant tool that offers search insights into people who ask questions.

This search produces a variety of results and Dana spends hours going through the things she finds.

One of the links in the search for reviews asked her to submit her email address to receive a free and time-saving Loyalty Program Buyer’s Guide for Retail Shop Owners – an eBook that walks the business owner through the decision on choosing a loyalty program system and gives ideas on how best to market the program to customers.

Dana dives into this eBook and learns about how loyalty programs can be used in her specific business.

At the end of the eBook is a link for a free consultation.

Liking what she read, Dana fills out the form and is contacted by an agency that sells and deploys loyalty programs.

Do you now see how this works?

Dana found some lead bait during her search, fell into a funnel, and was sold a solution for which she was already seeking.

She got her loyalty program, and the agency made money.

Everybody wins.

This exact scenario plays out online every day.

## *Effortless Drop Servicing Formula*

### *Inbound Lead Sources*

The strategy for doing so is not new, but works consistently, and scales effortlessly and efficiently.

Fruitful lead generation for your projects depends heavily on:

- a. How well you know your target customer and their wants
- b. The quality and relevance of your content
- c. The quality of your traffic source and follow-up process

Sounds complicated, but it really is not. It is a simple process I can summarize in just a few steps.

**Step 1:** Pick a customer in a specific location

**Step 2:** Study the customer's needs, desires, pain, questions, and concerns. Forums and social media reveals nearly everything. Find customer-related groups and read.

**Step 3:** Write or have written (fiver) some lead bait that addresses needs, pain, concerns. Answer questions! Put a call-to-action at the end of the book to contact you (or contact your drop service provider, agency, or solutions partner) for a free consultation. The writer should also draw up some content for use as promotional materials in posts.

**Step 4:** Setup a lead capture page behind an email submit form, offer the lead bait and deliver it immediately after they submit their info. (You want name, email, phone.)

**Step 5:** Make posts on lead source websites presented in this guide using promotional materials.

**Step 6:** Once captured, and if not done already, forward this lead to your designated agency, partner, or drop-servicer.

The way to make this funnel process the most successful is repetition.

## *Effortless Drop Servicing Formula*

### *Inbound Lead Sources*

It becomes a new habit of creating new funnels for terms and targets.

### **Keep creating funnels...**

Test different search terms, businesses types, problems, etc.

You will discover problems/solutions that work in your lead bait across industry types and scales.

The key is to consistency in the effort of putting these lead bait funnels together so they are found by the people who are searching for them.

This turns out to be easy to outsource.

Half of the “lead generation specialists” on Fiver use this formula and funnel concept for servicing their B2B marketing gigs.

That means you can approach any well-rated & reviewed specialist and ask them to set this up for you.

If you didn't want to do it yourself, you can simply pay them a reasonable fee to do it for you, and as long as you keep an eye on things, this business will mostly run itself.

And imagine if you find a specialist who has good research skills and ideas of their own; they will simply churn out campaigns for you for a small fee.

Now, not every funnel will convert but many will connect with someone.

Over time it builds to immense size as you discover which funnels work and which do not. You can then start spending big money on paid advertising because you know you will get huge returns on funnels you've proven to work.

## **Where To Put Your Posts**

There are many different places where you can make posts that will bring in new business for you. I mean, anywhere is better than nowhere ...still there are places that work better than others:

### **LinkedIn**

[www.linkedin.com](http://www.linkedin.com) – content posted here can get distributed in groups and networks. Growing your LinkedIn network has also been prove to develop new business, which is one reason why so many consultants use it as a sales tool. You get a big boost in results if you write your profile like a sales letter and include a link to a landing page.

### **Quora**

[www.quora.com](http://www.quora.com) has a large audience of business owners that ask routine marketing questions, are seeking ideas, and are typically in the early stages of a buying decision. Answering questions brings people to your biography, where you can provide links to your other content and funnels.

### **Facebook Groups**

[www.facebook.com](http://www.facebook.com) – love it or hate it, there is business that can be done there, even if you don't sell funny cat videos. There are many business groups on Facebook. Lots of discussions, and even open groups that let you post offers.

### **Craigslist**

[www.craigslist.com](http://www.craigslist.com) – part of the old-guard of internet classified sites, CL provides classified listings in what seems like every city on Earth. Posts in the services > creative, computer, small biz ads and write/ed/tran sections.

## *Effortless Drop Servicing Formula*

### *Inbound Lead Sources*

It is important to point out that you are not necessarily aiming for the limelight on any of these platforms.

I mean, that would be nice, since if the limelight gets a ton of traffic...

The **point** of all this is to get and stay in search results using the terms that your prospect uses when searching for a solution.

With regards to what to post, I can say this:

### **KNOW YOUR CUSTOMER**

What you know of your target market defines how you present your offers.

The basic approaches are usually:

*Do you have this problem?*

*Here is how to solve it.*

*Click to get the solution.*

More advanced approaches are:

*Looking for XYZ?*

*Why do you need XYZ?*

*What are the biggest pitfalls for XYZ?*

*Click to take a shortcut and save time making the right decision for XYZ.*

**Here's a trick on posting:** let others write it for you.

Find posts by other marketers and adapt them for your needs.

Don't copy and paste: mimic. Or just hire a copywriter to pen some posts for you based on the target market and source.

## *Effortless Drop Servicing Formula*

### *Inbound Lead Sources*

Together with the funnel formula I just gave you, these sources discussed in this guide produce an endless stream of steady inbound leads for nearly any active B2B market.

This formula is the foundation for entire industries and follows the “information first” approach that famed copywriter, Dan S. Kennedy has used to build an immense business for himself and his clients.

As a final note, you are not limited to just these sources or sites, either.

You can use any site that allows posting of commercial messages, advertising, or classifieds.

I encourage you to test as many sites as possible. No opportunity should ever be overlooked.

You will quickly find the ones that work, dump the ones that don't, and grow a profitable consulting business.

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