

Lead Resources

By Luther Landro

Earnings & Income Disclaimer

EARNINGS AND INCOME DISCLAIMER FOR
WHITE WAVE MEDIA LLC

ANY EARNINGS OR INCOME STATEMENTS, OR EARNINGS OR INCOME EXAMPLES, ARE ONLY ESTIMATES OF WHAT WE THINK YOU COULD EARN. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES, YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

WHERE SPECIFIC INCOME FIGURES ARE USED, AND ATTRIBUTED TO AN INDIVIDUAL OR BUSINESS, THOSE PERSONS OR BUSINESSES HAVE EARNED THAT AMOUNT. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

ANY AND ALL CLAIMS OR REPRESENTATIONS, AS TO INCOME EARNINGS ON WHITE WAVE MEDIA LLC, ARE NOT TO BE CONSIDERED AS AVERAGE EARNINGS.

THERE CAN BE NO ASSURANCE THAT ANY PRIOR SUCCESSES, OR PAST RESULTS, AS TO INCOME EARNINGS, CAN BE USED AS AN INDICATION OF YOUR FUTURE SUCCESS OR RESULTS.

MONETARY AND INCOME RESULTS ARE BASED ON MANY FACTORS. WE HAVE NO WAY OF KNOWING HOW WELL YOU WILL DO, AS WE DO NOT KNOW YOU, YOUR BACKGROUND, YOUR WORK ETHIC, OR YOUR BUSINESS SKILLS OR PRACTICES. THEREFORE WE DO NOT GUARANTEE OR IMPLY THAT YOU WILL GET RICH, THAT YOU WILL DO AS WELL, OR MAKE ANY MONEY AT ALL. THERE IS NO ASSURANCE YOU'LL DO AS WELL. IF YOU RELY UPON OUR FIGURES; YOU MUST ACCEPT THE RISK OF NOT DOING AS WELL.

INTERNET BUSINESSES AND EARNINGS DERIVED THERE FROM, HAVE UNKNOWN RISKS INVOLVED, AND ARE NOT SUITABLE FOR EVERYONE. MAKING DECISIONS BASED ON ANY INFORMATION PRESENTED IN OUR PRODUCTS, SERVICES, OR WEB SITE, SHOULD BE DONE ONLY WITH THE KNOWLEDGE THAT YOU COULD EXPERIENCE SIGNIFICANT LOSSES, OR MAKE NO MONEY AT ALL.

ALL PRODUCTS AND SERVICES BY WHITE WAVE MEDIA LLC ARE FOR EDUCATIONAL AND INFORMATIONAL PURPOSES ONLY. USE CAUTION AND SEEK THE ADVICE OF QUALIFIED PROFESSIONALS. CHECK WITH YOUR ACCOUNTANT, LAWYER OR PROFESSIONAL ADVISOR, BEFORE ACTING ON THIS OR ANY INFORMATION.

USERS OF OUR PRODUCTS, SERVICES AND WEB SITE ARE ADVISED TO DO THEIR OWN DUE DILIGENCE WHEN IT COMES TO MAKING BUSINESS DECISIONS AND ALL INFORMATION, PRODUCTS, AND SERVICES THAT HAVE BEEN PROVIDED SHOULD BE INDEPENDENTLY VERIFIED BY YOUR OWN QUALIFIED PROFESSIONALS. OUR INFORMATION, PRODUCTS, AND SERVICES ON WHITE WAVE MEDIA LLC SHOULD BE CAREFULLY CONSIDERED AND EVALUATED, BEFORE REACHING A BUSINESS DECISION, ON WHETHER TO RELY ON THEM. BY PURCHASING AND USING THIS INFORMATION, YOU AGREE THAT OUR COMPANY, ITS PARTNERS AND ASSOCIATES ARE NOT RESPONSIBLE FOR THE SUCCESS OR FAILURE OF YOUR BUSINESS DECISIONS RELATING TO ANY INFORMATION PRESENTED BY WHITE WAVE MEDIA LLC, OR OUR COMPANY PRODUCTS OR SERVICES.

Lead Source Guide

Keep this eBook handy. You will refer to it often.

You see, there are an immeasurable amount of businesses out there who need services; everything from websites, lead generation, and reputation management to social media, paid advertising, and even postal mailers.

In this guide, you're getting my list of lead sources, both free and paid; as well as the guidance you need to put them to work for you.

Using This Resource

To begin using these resources, we need to define a few rules to work by.

First and foremost, while you can send a mailer to anybody and everybody, niching down your offer to a **specific industry** and a **specific type** of business in **that industry** will yield the better results.

For example, the food service niche is a favorite of mine and you can target all restaurants because all restaurants need a website to capture search traffic.

I can't tell you how many times my wife breaks my chops about getting take out from this one Brazilian Steakhouse nearby.

Yet, I hate ordering from them and complain to her each time she ...orders me to call them.

While the food is amazing, the ordering experience sucks!

First, I can't order online, and when you go to call them, the number on the site is not clickable.

Sure, I could put their number in my contact list, but that's not how much people order take out.

They look at the online menu, and they click to order or call. This place needs a new site with a much better menu, online ordering, and a telephone number that is clickable.

Noticed how I used the example of a Steakhouse. I didn't refer to all restaurants. I chose a specific type of restaurant in the food service industry.

Lead Source Guide

This is the recipe (no pun intended) for a successful offer for when you specialize in a niche, you become the expert and the resource for them. You're also likely to get the attention from the owner, when every other marketing consultant is trying to shove a sales pitch down their throat because you would have stood out. You would have set yourself apart from everyone else by being a Steakhouse Marketing Expert.

Nevertheless, you could have blanketed all restaurants and spent a ton of money on mailers, you would see a return. I'm just saying niching it down is a much more effective use of your time, money, and efforts.

The best approach is to do your research on the target company. This will give you solid intel, which you will use to make an offer custom tailored to the business' needs. You can, if you were so inclined, just target a large portion of the leads you collect, or you can further refine your targeting and deliver a custom offer for each lead you want to buy from you.

I like the analogy of regular gasoline verses high octane fuel. Regular gasoline will power your engine and get you where you want to go, but high octane may burn cleaner and provide more power.

Also, think hard about what you're doing here. You're sending offers to business owners, most of whom get flooded with offers in email, over the phone, and via postal mail.

That said, it can be much easier to get the owner's attention by getting to them before everyone else has had the chance. By that I mean targeting the new businesses owners. Existing businesses are great because they are established, have a cash flow, and if they've been around a while, have staying power.

However, they have also heard almost every sales pitch and offer under the sun. This means there is a noise floor you must overcome to generate interest.

With a newly formed business, you have a few things working in your favor. First the business owner may have start-up funds to invest in things like marketing projects. Next, they would not have been assaulted by the daily bombardment of offers. And they would be more receptive to the benefits of

Lead Source Guide

your offer because they are a new business and want to “get their name out there.”

Paid Lead Sources

The fastest way to get the highest quality leads will be through paid sources. These leads are often curated and checked for accuracy, so each mailer you send is more likely to connect with the decision maker.

Remember I said to target new businesses?

Well here is a source that will only cost 0.09c per lead! You'll get the name, address, phone number and email address for most leads. Just for signing up they will give you 400 free leads. You only need one deal to pay for this service to pay for itself and you don't even need to continue the service, so essentially you can get 400 free leads for nothing:

<https://www.newbizdata.com/>

If you're seeking a high-end solution, then you would get no better data than from D&B/Hoovers. Their leads are curated to ensure accuracy. The cost for an unlimited amount of leads is \$399 with a one-year commitment. They will even give you a trial if you ask for it. They will let you export to CSV up to 25,000 leads per year, which is more than enough to build a six-figure business.

If you use them for the year, your per lead cost is roughly 0.18c. Higher than the previous solution, but also a higher quality confirmed contact.

<http://www.hoovers.com/all-products/dnb-hoovers.html>

For raw lead data, meaning non-curated, InfoUSA has some of the best data available. In fact, many lead companies you'll find are using the raw data collected by InfoUSA.

Their targeting solutions will allow you to build lists quickly and for specific types of businesses, including new companies in specific areas that are important to your project.

There are 3500 new leads added daily to their database, so you can build fresh lead lists effortlessly and for very little comparative cost. InfoUSA's new business leads are less than 30 days old, so these companies are fresh – perfectly ready to receive your offers. For example, I could get a

Lead Source Guide

listing of every new restaurant in New York, Chicago, Miami, and Los Angeles for 0.21 to .41c per lead. That's an absolute steal compared to how much revenue just one client generates.

See their offer here: <https://www.dataaxleusa.com/lists/new-business-list/>

This is higher than the others and for good reason. InfoUSA is saving you a ton of time digging for leads, collecting information, and organizing it into useable form.

Free Sources

The truth is most of the lead sources and data warehouses all get their data from one place: government. You can also access this data for **free** from online portals run by state and local governments right from your home computer.

The twist is that this data does not come preformatted. Some effort is required to collect, format, and proof the data before you use it. Yet if you have the time, but not the money, you can simply use these sources to collect and clean the data to be used for mailers.

For starters, you can use the Secretary of State portal, which is a private site that lets you search all the states' data.

<https://www.secstates.com>

Alternatively, you can go straight to the source for each state and pull data accordingly. Note, not all of these states offer data in the same format or even give you an option to sort it. Some do give you the option to sort by start date, which again helps us target new businesses. Just searching these states regularly will yield results for you if you can't buy leads.

Below you will find the list for all business entity search portals for all 50 US states:

Alabama *

<http://sos.alabama.gov/government-records/business-entity-records>

Alaska

<http://business.alaskachamber.com/list>

Lead Source Guide

Arizona

<http://ecorp.azcc.gov/Search>

Arkansas

http://www.sos.arkansas.gov/corps/search_all.php

California

<http://www.sos.ca.gov/business-programs/business-entities/>

Colorado

<https://www.sos.state.co.us/biz/BusinessEntityCriteriaExt.do?resetTransType=Y>

Connecticut

<https://www.concord-sots.ct.gov/CONCORD/online?sn=PublicInquiry&eid=9740>

Delaware

<https://icis.corp.delaware.gov/Ecorp/EntitySearch/NameSearch.aspx>

Florida

<http://dos.myflorida.com/sunbiz/search/>

Georgia

<https://ecorp.sos.ga.gov/BusinessSearch>

Hawaii

<https://hbe.ehawaii.gov/documents/search.html>

Idaho

<https://www.accessidaho.org/public/sos/corp/search.html>

Illinois

<https://www.ilsos.gov/corporatellc/>

Indiana

<https://bsd.sos.in.gov/publicbusinesssearch>

Lead Source Guide

Iowa

[https://sos.iowa.gov/search/business/\(S\(kp1z4c45gcvnrsuzmwhrir55\)\)/search.aspx](https://sos.iowa.gov/search/business/(S(kp1z4c45gcvnrsuzmwhrir55))/search.aspx)

Kansas

<https://www.kansas.gov/bess/flow/main?execution=e1s1>

Kentucky

<https://app.sos.ky.gov/ftsearch/>

Louisiana

<https://coraweb.sos.la.gov/commercialsearch/commercialsearch.aspx>

Maine

<http://www.maine.gov/sos/cec/corp/>

Maryland

<https://egov.maryland.gov/businessexpress/entitysearch>

Massachusetts

<https://www.sec.state.ma.us/cor/corsearch.htm>

Michigan

<http://w1.lara.state.mi.us/businessentitysearch/>

Minnesota

<https://mbisportal.sos.state.mn.us/Business/Search>

Mississippi

<https://corp.sos.ms.gov/corp/portal/c/page/corpBusinessIdSearch/portal.aspx?#clear=1>

Missouri

<https://bsd.sos.mo.gov/BusinessEntity/BESearch.aspx?SearchType=0>

Montana

<http://sos.mt.gov/business>

Lead Source Guide

Nebraska

<https://www.nebraska.gov/sos/corp/corpsearch.cgi>

Nevada

<http://nvsos.gov/sosentitysearch/>

New Hampshire

<https://quickstart.sos.nh.gov/online/BusinessInquire>

New Jersey

<https://www.njportal.com/dor/businessnamesearch/>

New Mexico

<https://portal.sos.state.nm.us/BFS/online/CorporationBusinessSearch>

New York

<https://data.ny.gov/Economic-Development/Active-Corporations-Beginning-1800/n9v6-gdp6/data>

North Carolina

<https://www.sosnc.gov/search/index/corp>

North Dakota

<https://apps.nd.gov/sc/busnsrch/busnSearch.htm>

Ohio

<https://www5.sos.state.oh.us/ords/f?p=100:1:.....>

Oklahoma

<https://www.sos.ok.gov/business/corp/records.aspx>

Oregon

<http://sos.oregon.gov/business/Pages/find.aspx>

Pennsylvania

<https://www.corporations.pa.gov/search/corpsearch>

Rhode Island

Lead Source Guide

<http://business.sos.ri.gov/corpweb/corpsearch/corpsearch.aspx>

South Carolina

<https://businessfilings.sc.gov/BusinessFiling/Entity/Search>

South Dakota

<https://sosenterprise.sd.gov/BusinessServices/Business/FilingSearch.aspx>

Tennessee

<https://tnbear.tn.gov/Ecommerce/FilingSearch.aspx>

Texas

<https://mycpa.cpa.state.tx.us/coa/coaSearch.do%20>

Utah

<https://secure.utah.gov/bes/>

Vermont

<https://www.vtsosonline.com/online/BusinessInquire/>

Virginia

<https://sccefile.scc.virginia.gov/Find/Business>

Washington

<http://dor.wa.gov/content/doingbusiness/registermybusiness/brd/>

West Virginia

<http://apps.sos.wv.gov/business/corporations/>

Wisconsin

<https://www.wdfi.org/apps/CorpSearch/Search.aspx>

Wyoming

<https://wyobiz.wy.gov/business/filingsearch.aspx>

CONCLUSION

Remember: Reading this book will not make you any money. Follow the training outlined in this guide.

Now, I'd love to hear from you personally, your successes, your troubles, and any suggestions you may have for me.

If you need faster help, submitting a ticket to our help desk is the **fastest** way to get a response:

<http://whitewavesupport.com>

If you have a question or comment for me directly, feel free to drop me an email here: luther@landroinnercircle.com

I do get a lot of email, but I try to check it every day and respond when I can.

And remember, the more action you take... the more money you will make.

-LL

PARTNER WITH ME

I'm looking for 5 people who want to partner directly with me to launch a product to my subscribers, and I think you fit the bill.

Everyone who has taken me up on this offer in the past has built 6 and 7 figure businesses as a result. The most recent one pulled in \$30,000 in sales his first month!

Here's how this partnership would work:

First, we work together in a one on one call to come up with a simple product idea that my customers and affiliate's would love.

You can either create this product with my help, or I can help you find an outsourcer to get it done cheaply.

Next, I'm going to help you develop the perfect sales funnel and copy to earn as much money as possible from the launch. Over the past 6 months, my launches have been pulling in 6-figures each using strategies and ninja copywriting that has been developed and tested for the last 5 years.

And on the day we launch your product, I am going to promote the funnel to my customers and subscribers which will give you an immediate boost in sales.

This would be your product, you would keep all the profits and keep the buyers list (*which is worth more than just the sales*).

The last promotion I did for a student brought in over \$5,000 in sales from my list alone, and the student went on to do over \$30,000 in sales on their launch... Not to mention having a buyers list that is pulling in 5-figures a month consistently for him.

This is not for everyone.

You will have to commit to doing the work in creating a product and putting this launch together. I will guide you every step of the way to make sure you create a funnel capable of bringing in 5-6 figures however you must be willing to do the work.

We'll start with a 1 on 1 coaching call to establish a game plan and determine what first steps need to be taken. After that we can correspond

Lead Source Guide

via email/skype to keep everything on track until the day we launch your product.

As I said before, I am only looking for 5 serious people to partner with.

To make sure that you are willing to commit to doing the actual work, and will follow through until we have a launched product you will need to make a small deposit of \$2500.

This is only to make sure I am paid for my time. My normal fee for 1 hour of coaching is \$2,500 so I'm sure you'd agree that a \$2500 deposit for unlimited access to me is quite a bargain...

...especially since you are getting an email blast to my subscribers when you launch (which can easily pull in over \$5,000 in sales)

Here's what you can expect after having gone through this launch partnership:

- \$10,000 - \$30,000 in sales on a typical first time launch
- Buyers list that you can email new offers daily earning money every month
- Be part of my inner circle of affiliates so you always have people ready to promote your offers
- A proven system you can repeat for every launch (you will have short cut the learning curve by years with this)

Remember: These benefits only apply to you if you are willing to follow through and do all the work involved.

I will guide you, help you, and tell you what to do step by step, but YOU must be willing to take the actions necessary.

Send me an email right now **with the subject “Partnership.”**

Just put a simple "I'm interested in this partnership" in the body of the email and we'll go from there.

My direct email is: Luther@landroinnercircle.com