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# Lead Capture

Made Easy

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# Introduction

This report is designed to help business owners who want to market their product or service on the Internet. If you're reading this report, it is probably because you've heard people say "The money is in the list" and you want to market using email to your customers.

To be able to have people to market to (or to build a list), you need to be able to capture their email address and name when they visit your site.

Is Email Marketing effective? Yes, when done correctly, not only is email still the cheapest way to communicate with just about anyone, it is one of the best ways to communicate with your subscribers and develop a relationship with them.

I'm often asked, do you need to create list? Why can't you just rely on someone coming back to your site? Let's have a look at some habits here....

I was always taught that it takes 7 touches for a client to make a buying decision. That means, that a client will look at something, visit a store etc 7 times before they convince themselves to buy a product or service. Now, this is an 'average' number and some clients will buy on the first touch, but they are few and far between.

The second thing I would like you to consider is that when we visit websites, we seem to lose our concentration.... We hit a website, take a quick look and think to ourselves that we'll come back later when we have more time. The problem is that after we've surfed another 10, 20 or 50 websites – we forget which ones we really wanted to revisit or just plain forget!

So – as the website owners, it is really important that we get our visitors email addresses so that we can remind them who we are and get them to visit again. If they are going to make a buying decision, we want to help them choose us!

This report discusses the tools you will need to capture your visitors details and webpages you need to create.

This report is not the definitive guide in "How To" setup your lead capture system – it is intended as a guide to help you start the planning process.

# Permission Based Email Marketing

In order to be able to market your products or services via Email, the first thing you need is people that you can email to. Whilst this is an obvious point, gathering these email addresses can be the most challenging part of the process.

Going about this the wrong way, may not only result in achieving nothing in terms of sales, it is possible that you could face criminal charges due to the worldwide push by Federal agencies to reduce Unsolicited Commercial Email (or SPAM).

The difference between a Spammer and a Marketer, is that a Marketer will receive permission from the recipient to send commercial email. Spammers do not.

Spammers use a variety of methods to gain email addresses including simply guessing an email address, using a harvesting 'bot' to find email addresses on message boards, social networking sites and other types of websites, phishing, (the process of getting information by making the victim think they are visiting a legitimate website) and buying bulk email lists. Once a spammer has possession of these email addresses, they just send their advertising. Sometimes, the emails are poorly written and look like a bulk mail out, but other times they are very professional. It doesn't matter though, if you have not received permission to send commercial email to someone, it is classed as Spam.

The point is that as long as **you gain the recipients permission to send your emails to them** and can prove this, you have nothing to worry about.

## ***How do you receive that permission and legitimately build your email list?***

The most successful lead capture method I have found is the "Free Gift" system when you create something of value that can serve as a bonus for your potential subscribers. In the marketing world, we call this the irresistible offer – something that people can't turn down because it's that good.

In simple terms, your irresistible offer may be a 4 or 5 page report that addresses an area of your niche, an audio product or similar. Whatever that offer is, it has to provide value and demonstrate that you, your products or your services are of the highest quality and integrity. It is important to remember that whilst this free product needs to be informative and answer questions for the subscriber, it doesn't have to answer all the questions, in fact it can raise more questions than it answers and can neatly position your product or service as a solution.

When a visitor comes to your website, they will be offered this product for free – and asked to enter their email address and name into a form to receive it. Once the visitor has confirmed that they have requested the free offer, they will then be directed to a webpage (or sent an email) with the free product on it.

This process is known as **Lead Capture** – because your site visitor has indicated that they are interested in what you have to offer, they become a sales lead.

### ***But I Don't Have A Product***

If you don't have a product that you can use as an incentive, consider creating one. You may write a short report or record an audio that provides useful information to your customer but encourages them back again.

If you don't feel that you have the time available or the resources to produce your own product, you can outsource its creation. You can find freelancers at sites like [Elance.com](http://Elance.com), or you can talk to a Small Business Coach or Online Marketing Expert for referrals to freelancers or helping you create your own product.

Another great way to create your own product is to have someone interview you about your subject. Record the interview and offer it as the free product for subscribing. This is something that I have done for my own free offers and helped others do as well.

If you don't want to create an offer, you may find a suitable Private Label Rights (PLR) product that you can rewrite and rebrand. I use sites like [Magnetic Vault](#), [Sure Fire Wealth](#) and [Niche Empire](#).

# Tools For Lead Capture

You will need a few components for the Lead Capture process to work effectively.

For this report, I am going to talk about a 3 page website that is used to capture leads. When implemented on a larger website whether through a dedicated landing page, pop up or exit offer, the process is the same.

When implementing a Lead Capture process, you will need:

## ***Hosting***

Website hosting is the space that your website will reside in cyberspace. Think about website hosting as the physical part of your online business.

Whilst you can find hosting for free, most of that hosting is supported by ads and for that reason, I don't recommend free hosting at all.

You will want to ensure that your hosting provider is reputable, has good customer service and excellent uptime. [Hostgator](#) hosting is very reliable and their service is excellent. [Hostgator](#) hosting is preferred because it offers CPanel administration, which is easier to use.

## ***Domain Name***

If website hosting is the physical part of your online business, your [Domain Name](#) is like the street address of your website.

[Domain names](#) vary in price depending on the type of domain they are. A .com domain name averages \$15 (AUD) per year.

## ***Email Marketing Tool***

Once you have your website created, you will want to be able to capture your visitors email addresses and names.

You may be tempted to try and maintain your own mailing list of subscribers by having the leads emailed directly to you and using your PC's email program. Whilst this is inexpensive in terms of upfront costs, the ongoing maintenance of this list and ensuring that you comply with the CANSPAM laws will become expensive in the long term.

An email marketing tool is often called an autoresponder however, this term is misleading as it is only one function that a full email marketing tool can provide.

When considering an email marketing tool, you should consider the services it can provide and the cost for those services. Here are some things to consider:

**Lead Capture:** Capture Email addresses and names and store them in a database. Preferably, you should be able to capture as much information as you like from your subscription process and have that stored in the database as well – this information may be Address, Phone Number, State or Country – or anything that allows you to connect with your subscribers.

**Follow Up Emails:** Follow Up emails are sent sequentially and automatically, at given time intervals to your subscribers. The emails are sent automatically from the time the subscriber confirms their request and are designed to keep you in touch with your subscribers and remind them that you are around.

**Broadcast Emails:** Broadcast emails are your email newsletters. They are sent to all subscribers at the same time, regardless of when the subscriber joined your list.

**RSS Broadcast:** Specifically designed for Blogs, a RSS Broadcast will provide the ability to email your subscribers the latest posts from your blog using the blogs RSS Feed.

**Double Opt In:** The ability to request that a subscriber confirms their request before being added to the mailing list. This is an excellent way to avoid being labeled a Spammer and being prosecuted under the CANSPAM laws.

**Custom Templates:** The ability to have your own custom HTML email templates for Follow Up, Broadcast and Blog Broadcast emails is a must. You will want to maintain your branding across the board, from your website to your email marketing campaigns.

**Client Management:** Subscribers should be able to manage their subscriptions including removing themselves from the list but also being able to change their name and email address.

There are any number of email marketing tools available in the market ranging from hosted and managed systems to ones you run on your own hosting (self hosted autoresponder).

### **Self Hosted Autoresponders**

The main advantage of a self hosted autoresponder is that you control when and what you email and how people can opt-in. It is very attractive to be able to set your own rules. There are, however, many disadvantages.

The first disadvantage is that you will need to maintain the system yourself – if it breaks, you will need to be able to troubleshoot and resolve the problem yourself or have a technical person available to do the work for you, when you need the work done.

A second disadvantage (that is not well known) is that most website hosts will limit the number of email messages you can send from your site – and your autoresponder emails count towards that limit. One hosting provider I know of limits the number of emails to 1000 emails per week and 5000 emails per month. This will become a major issue for you as your email marketing list grows.

In general, I do not recommend Self Hosted Autoresponders.

### **Managed Autoresponders**

The only real disadvantage of a hosted and managed autoresponders is that you are constrained by the Terms of Usage that the provider sets forth. Normally these terms of usage will define how you can add subscribers to your mailing list, how often you can mail and how complaints from subscribers are handled. Some may consider this level of control annoying however, I believe the advantages far outweigh these concerns.

The advantages of using a managed autoresponder service is that the providers do all the maintenance, they ensure the mail servers are operational and fix them when they fail. Additionally, they generally have no maximum mailing limit which means that if you have a list of 15,000 subscribers and you want to email them once a week, the provider won't stop you.

I recommend using [Mailchimp](#) or [AWeber](#) as your email marketing provider.

Whatever you do – choose carefully and be prepared to stick with your provider. Changing providers once you started building your list can be very challenging, and they may not allow you to transfer your list over without reconfirming the subscription.

# The Mechanics Of Lead Capture

Now you have your tools in place to implement your lead capture process, let's look at what you need in terms of your website (or webpages) for effective lead capture.

I call it a 3 Page Website – because it has 3 pages to it:

- A Landing Page (or Lead Capture Page)
- A Thank You Page and
- A Download Page.

## **Landing Page:**

This is the page that your visitor will see first when they visit your site. It will have your irresistible offer detailed and a form where your visitors can enter their details.

You should include your contact details on the landing page, so that your visitors know who they are dealing with and that they are actually dealing with a real person.

## **ThankYou Page:**

Once your visitor submits the form on the Landing Page, they will be taken to the ThankYou Page.

On the ThankYou Page, you should tell your visitor exactly what to expect so they can receive their free product.

I also recommend that you include a way for your subscribers to contact you from this page.

The ThankYou Page is also a great place to put another, generally paid, offer. The paid offer should be \$50 or under. The reasoning behind this is that if a person is comfortable to sign up to get your free offer, they may be ready to buy something. If they are ready to buy something and that they feel they can trust you sufficiently, then the risk of spending under \$50 is low and they are prepared to take the chance.

By making a paid offer on the Thank You page, you are immediately separating the buyers from those who are 'just interested'. You should set up your payment processor and your email marketing tool to add your purchaser to a new list, so you can make different offers to them.

## Download Page:

This page is where your subscriber can download and access their free products. If you are offering an email course or a membership offer, this page should detail what your subscriber can expect and when.

Include your contact details so your subscribers can contact you if they have any questions. Another great, relationship building technique is to provide an announced bonus on your download page.

## Summary

When implemented correctly, Email Marketing is a powerful and effective business tool. As a business owner, you need to do your homework and choose a toolset that will suit your needs.

When starting out with an Email Marketing campaign, take your time to ensure that you plan what you're going to offer your visitor, any other offers and how they will access your product. It is these first experiences that will determine how your subscribers view you.

## Want To Know More?

If you need assistance in getting started, setting up your lead capture website or just knowing where to start, you can book a FREE 30 minute consultation with Charly Leetham, who has over 20 years experience in IT and business.

You can book your free consultation by visiting: <http://www.AskCharlyLeetham.com/bookings>