

THE BLUEPRINT TO SUCCESS IN PLS *with Manny Lopez*

1. Secure your own \$1 domain:

Google “99 cent GoDaddy domain” and secure your own custom domain for 99 cents. Try to get a domain that will be easy to spell and remember. The shorter the better.

2. Setup Your 1st Campaign:

Watch this video: <http://www.youtube.com/watch?v=6Y7d4WNRDdc>

3. Setup Your 3 Marketing Links: (refer to above video if help is needed)

You’ll need a separate link for all your lead capture pages and sales funnels:

- (MAIN LINK) www.NancyWxxxxxx.com
- (WEEKLY HANGOUT) hangout.NancyWxxxxxx.com
- (FREE LEAD SYSTEM) freeleads.NancyWxxxxxx.com

4. Figure Out Your Marketing Strategy: (Facebook Group: <https://www.facebook.com/groups/plsmembers/>)

• Solo Ads: <https://www.solochecker.com>

These are solo advertisements via email that go out to opt-in lists for people looking for a home based business. Users pay by the amount of clicks from the email to visiting your website. They range from 50 clicks up to 5000 clicks per campaign.

You can also find great solo ad vendors in the “Training Area”. Once you have setup your username and password in the “Training Area” visit this link: <http://www.plstraining.com/solo-ad-vendors/>

- **Purchase Leads:** Josh - (*Cutting Edge Media*) 866-300-9885 *ask for the “Manny Lopez \$50 Special”
My team has worked out a special pricing deal with our approved vendors within the Power Lead System. These leads are people who are actively searching for a home based business online and have submitted their information to be followed up with in regards to a way to make money from home.

“Manny’s \$50 Special” consists of 100 leads of men and woman from across the US who are actively looking for a way to make money from home. The leads are uploaded into your contact manager automatically and since they are an approved lead vendor of the PLS, you can assign an email campaign to them immediately to start your marketing efforts. All you’ll need when you call is your referral ID# (should be a 6 digit number starting with a “2”).

We even have a follow-up system to your leads if you desire. All the way down to even being able to pre-qualify your leads on your opportunity and hand deliver those to you with an appointment time to call them back and a follow up email sent out to your prospect to review your business before you call them back.

- **Warm Market:** *Gaining new customers through personal contacts*

I’m sure you have a few people in your phone’s contact list that could be a great asset to either your new growing team, or your ever expanding list of new customers to the Power Lead System. You have a product that can be used to promote practically any business. Get a list together of anyone you know that the Power Lead System could even possibly benefit.

- **Facebook Marketing:**

Facebook Ads can be a great way to attract new customers or leads into the Free Leads Forever System. You want to make sure you know how to navigate the Facebook Ads area.

Watch this video: <http://www.youtube.com/watch?v=36s8-iXL8>

5. Follow Up / Close The Sale:

A lot of the sales in this business will be via phone if you want to get this business off the ground quickly. Your new agents will need to have an easy understanding of the product if they want to succeed and they also need to know there is a support system there to help them each step of the way. You are crucial in that process.

We have scripts that will help in the closing of the sale. Everything from the initial introduction to getting the setup for their free trial can all be mapped down to an exact script. We want to go into battle with our game face on. We need to be prepared. The most skilled of athletes train and train until they have their complete game plan mapped out to where the stuff they train for becomes 2nd nature and they can do it without thinking. You need to be the same way!

WEEKLY FOLLOW UP CHECKLIST:

1. **Wednesday 7pm (PST) “Google Hangout Training” email blast:**

Make sure to setup your Google Hangout landing page and have that go out every Wednesday morning or early afternoon to remind them of the weekly hangout we do every Wednesday at 7pm (CA time). We'll have updates and exclusive training that you won't want to miss. Also, it's a great opportunity to get prospects or free lead members to upgrade since the affiliate tracking is setup within your custom Google Hangout landing page.

2. **Phone Sales: Part Time (pitch 20+ people per week) / Full Time (pitch 20+ people per day)**

It's all a numbers game. The more people you introduce the Power Lead System to, the more people will sign up in your business. Take these numbers as a starting point. If you can do more, by all means. When I was the #1 sales agent for a company I worked for back in 2008, I came in at 6am, and left at 7pm. I made a chart that had my goal for the amount of new sales I was going to produce that month. I had it right above my computer to keep me focused. I suggest you do the same.