

**Road Map to Riches ... Discover How to
Easily Live the Life of Your Dreams by Giving
Away Something Very Valuable For FREE!**



**Written by Michael Price
Founder of Priceless Possibilities**

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(Technology provider for the Power Lead System)**

How to Get the Most Out Of the 'Road Map to Riches'



When you see this image, make sure you follow through on the suggested action item. The best thing is to take action immediately, but if you can't for some reason, then schedule immediately to do it as SOON as possible.



When you see this image, make sure you STOP and make sure you follow through on whatever suggestion we've made no matter what! Treat the suggestion like a Stop Sign (i.e. don't move forward till you complete the task).



When you see this image, take notice because we want you to know that we're making a "Key" point (pun intended). Just as a key unlocks a physical door, knowing a "key" point will unlock and open new financial doors for you.

Disclaimer – This Roadmap to Riches does not guarantee any income as your income is determined by your work ethic, skills, and willingness to follow instructions.

Table of Contents for the Road Map to Riches

We strongly suggest that you view the following links in order! To visit a link, first while holding down the CTRL key on your keyboard, then Click the LEFT button on your mouse on a link below. Again, the fast track to success is to do these in order:

[Step 1 – Overview of the Power Lead System](#)

[Step 2 – How To Easily Earn A Lucrative Income](#)

[Step 3 - Foundation](#)

[Step 4 – The HUGE Value of Sales Funnels](#)

[Step 5 – How To Promote Our System](#)

[Step 6 – How to Virtually Guarantee Your Success](#)

Step 1 - Overview of the Power Lead System

Founded in 1996, Priceless Possibilities (the technology company that created the Power Lead System known as PLS) first trained sales organizations on their founder Michael Price's 'How to Get Unending Referrals' program. Michael trained many companies including [Tony Robbins' company](#) (in 1998) and Michael received awards such as [Trainer of the Year](#) from the Multi-Level Marketing International Association (in 2001).

In 1999 Priceless Possibilities shifted its focus from live training to become one of the first companies to provide recruiting websites for the network marketing and direct sales industries. In 2009 we expanded our services to also include small traditional businesses.

After working closely with Priceless Possibilities since 2005 to develop 4 custom recruiting systems for other companies, Neil Guess (founder and owner of the Power Lead System) launched the Power Lead System (PLS) in October 2013.

PLS offers 6 products; the 1st product is called the 'FREE Lead System' (FLS) and is literally FREE for anyone FOREVER! It helps customers to generate their own FREE Leads so it is easy to give away and it helps those giving it away to build a list of their own prospects as well as generate potentially substantial income whenever anyone upgrades from the FLS.

The 2nd product is called Lead Lightning (LL) and can either be marketed directly or is an upgrade from the FREE Lead System. Lead Lightning is just \$7 for LIFE and you keep \$6 of the \$7 for everyone who purchases Lead Lightning from you! As well, we have an AUTOMATED Up Sell process where LL members can learn about and upgrade to our 3rd product known as the Power Lead System (PLS).

PLS is an All In One marketing system that helps Customers increase sales of virtually any product as well as recruit more people to promote whatever they are promoting through the tools of UNLIMITED web pages, UNLIMITED Sales Funnels, UNLIMITED Blogs & MUCH more for just \$30 per month! PLS Customers can also become a PLS Affiliate (which is optional) for \$23.97 per month which provides a very valuable program called 'Endless Free Leads Mobile' which retails for \$397 but is included for FREE to PLS Affiliates. PLS Affiliates also can earn commission from anyone becoming a PLS Customer.

The 4th product is a traffic generation product called '[Free Ad Secrets](#)' (FAS) and FAS is a \$147 one-time purchase paying out \$100 commissions for your direct sales and another \$25 on your 2nd level sales (more on this later).

The 5th product is another great traffic generation product called '[Social Profit Academy](#)' (SPA) and SPA is a \$497 one-time purchase paying out \$400 commissions for your direct sales and another \$50 on your 2nd level sales (more on this later).

The 6th and final product is '[Master Traffic Institute](#)' (MTI) is another great traffic generation product comprised of many courses from Top Income Earners in PLS. MTI is a \$1,497 one-time purchase paying out \$1,000 commissions for your direct sales and another \$200 on your 2nd level sales (more on this later).

We also have a very unique compensation plan where Affiliates (which is optional) of the Power Lead System can earn a very lucrative income. Affiliates can also leverage the efforts of others (with a 50% Matching Bonus) to generate a substantial Passive Residual Income!

The huge opportunity for you is that most businesses don't do an effective job of building a list (generating their own leads), following up with their list, or using Sales Funnels (to more effectively sell products and recruit others). Many don't do any of these things at all! We have many ways to help businesses build a list, increase exposure to their list and more effectively sell their products and also recruit others to sell their products so they can increase sales substantially!

The bottom line is that business owners (Network Marketers, Affiliate Marketers, Internet Marketers, Opportunity Seekers, and Small Businesses etc.) not using the Power Lead System are LOSING sales!

Therefore, many businesses will thank you for introducing them to the Power Lead System! They will use our system for a long time providing you with ongoing passive income, and often become an Affiliate and refer others thereby making you a lot more money.

We don't know of any company that offers as much value as we do for such a low price. So the MORE people you connect with EFFECTIVELY (and we train you every week), the more money you can make. Therefore, we strongly invite you to Take Massive Action, follow our suggestions in this Road Map to Riches, and persist and your success is virtually ASSURED!

Step 2 – How to Easily Earn A Lucrative Income!



As I'm sure you well know, if you want to build a building, you will need a Blue Print to know what to do, when to do it and how to do it. As well, without a Blue Print for business, you won't build a successful business.

Key Items within "Step 2 – How to Easily Earn A Lucrative Income!" are listed below. First (Step 2.1) we want to make sure you understand our business model so you realize that you truly can earn a lot of money by giving away something very valuable for FREE!

Then in Step 2.2 we give you a clear VISION of HOW you really can earn \$600 per month in 120 days or less. For most people, an extra \$600 per month can be truly life changing!

Then in Step 2.3 we give you a clear vision how to easily earn \$100,000 Per Year in 12 months or less. For many people, \$100,000 Per Year can replace their full time job allowing them to enjoy the lifestyle to do what they want when they want (i.e. FREEDOM)!

In Step 2.4 we clarify how to become an Affiliate so you can get paid.



We strongly suggest you follow these in order because if you skip anything, your results will suffer considerably so please don't cheat yourself. **The shortcut to success is to follow all of the steps in order!**

To go to any of the following, while holding down the CTRL key on your keyboard, Click the left button on your mouse:

[2.1 The Power Lead System Business Model](#)

[2.2 Vision How To Easily Earn \\$960 Per Month In 120 Days!](#)

[2.3 Vision How To Earn \\$100,000 Per Year In 12 Months!](#)

[2.4 How To Become An Affiliate So You Get Paid](#)

2.1 The Power Lead System Business Model

The following image gives you an overview of the Power Lead System Business Model with **the goal being an ongoing "RESIDUAL MONTHLY INCOME"**.



In Step #1 (the **EXPOSE** step), the goal is for you to EXPOSE as MANY people as possible to our Business Model (i.e. it is NOT to make a profit in Step 1). The "Offer" that works best is to give away something VERY VALUABLE for FREE.

While we have several key tools that are very valuable that you can give away (all of which are EASY to do and can easily be done for FREE), we will focus on giving away the FREE Lead System (FLS).

You can give away UNLIMITED FREE Lead Systems because the need for leads is the #1 need for most people building a home based business. As well, the FREE Lead System (FLS) can easily generate VIRAL exposure (i.e. people who get the FLS will give away FLS to others who give them to others etc.) which can help you:

- Generate a Lot More of Your Own Quality LEADS!
- Build Your Primary Business a Lot FASTER!
- Earn You Substantial RESIDUAL INCOME with the Power Lead System!
- Earn You Substantial FAST START BONUSES with the Power Lead System!

For example, when you introduce people to the Free Lead System, the way that they get it is by entering their contact information (which automatically goes in your Contact Management System included in the Power Lead System). This then gets prospects to be EXPOSED to your business and then they AUTOMATICALLY go to the next step (Step 2 - the **"Involve"** step).

Before we move on to talk about the "Involve" step, I want to clarify that for the "Expose" step, even if it costs you money to advertise (buy traffic) to Expose the Free Lead System, it can easily be well worth it when some people UPGRADE (Step 3) or purchase our Big Ticket items (Step 4). We will address all of these Steps in the Power Lead System Business Model below.

The INVOLVE Step (Step 2 of our Business Model) is where prospects become educated through our system AUTOMATICALLY sending them information about the Power Lead System and the many benefits of upgrading to become a Power Lead System Customer and/or Affiliate.

The "UPGRADE" Step (Step 3) is where prospects who signed up for the Free Lead System can upgrade to become a Power Lead System Customer for \$30 per month. You earn \$20 per month for everyone you Sponsor so I'm sure you can see how even paying for traffic to the "Expose" step can pay off if its good traffic.

For example, if you purchased a Solo Ad (we have a list of over 100 Solo Ad Vendors in our Training area) and paid 40 cents per click for 100 clicks, then you would have paid \$40 for advertising. Please note, that even though Solo Ads can work very well, we're not saying this is the best marketing method but simply giving you an example.

If you get 20% of the 100 clicks (20 people) to enter their info and get the Free Lead System, then you would have 20 prospects from our Expose Step.

In Step 2, we will INVOLVE them for you AUTOMATICALLY by continually sending them emails with links to videos to educate them on the many benefits of UPGRADING (Step 3) to become a Power Lead System Customer and/or Affiliate. Of course you should follow up with your prospects as well.

If just 1 of the 20 people from the EXPOSE Step choose to UPGRADE (Step 3) and become a PLS Customer, then you would earn \$20 per month. If they stay as a PLS Customer for just 2 months, then you would earn your \$40 back PLUS you still have the other 19 people who might upgrade later. As well, the person who upgraded might decide to purchase our ['Free Ad Secrets'](#), ['Social Profit Academy'](#) or ['Master Traffic Institute'](#) products that we call our Big Ticket items which pay considerable Fast Start Bonuses.

Step 4 is when someone purchases our Big Ticket items (either 'Free Ad Secrets', 'Social Profit Academy' or 'Master Traffic Institute' products). We call them Big Ticket items because Free Ad Secrets is a one-time purchase of \$147 that pays you a \$100 Fast Start Bonus. 'Social Profit Academy' is a one-time purchase of \$497 that pays you a \$400 Fast Start Bonus and 'Master Traffic Institute' is \$1,497 (one time) and pays you \$1000! All three (3) Big Ticket Items ALSO Pay 2nd level Overrides when your Customers get their customers to buy the products as well!

Even though all of our Big Ticket Items ('Free Ad Secrets', 'Social Profit Academy' and 'Master Traffic Institute') have substantial Fast Start Bonuses, they are well worth it even if none of your Customers purchase them because they will help you learn how to generate a LOT more Exposure (Step 1)! However, when any of your customers purchase a Big Ticket item (assumes you have purchased it), you will earn very nice Fast Start Bonus commissions which you can then use to purchase more advertising.

The following image is our 'FREE Ad Secrets' product developed by Jeff Gardner (he has earned millions both online and offline). Again, 'FREE Ad Secrets' has a one-time price of just \$147 and it is required that you purchase it if you want to earn Fast Start Bonuses of \$100 for EACH of your Customers who purchase it PLUS \$25 Overrides on any of their sales!



'FREE Ad Secrets' (previously called 'The Million Dollar Secret to Get Unlimited FREE Advertising') includes:

- The #1 "Must-Have" Strategy that Creates Viral "Downline Duplication" and Creates an Enormously Successful Team
- How to Help Your Reps Double or Triple Their Money... And Recruit Faster and Easier - Without Additional Effort.
- How to Get Your Company's 6-Figure & 7-Figure Top Earners to Close Your Leads For You, 24-Hours a Day.
- How to Get Professional Copywriters and Designers to Create Killer Marketing Tools For You - Without Spending a Dime.
- The Word-for-Word Phrase I Use in Emails to Instantly Save 50% to 80% Off Advertising. (See How I Get \$2,495 Ads for \$500 Bucks!)
- How to DOUBLE Your Advertising - Without Doubling Your Ad Budget!
- Where to Find "Outside-the-Box" Marketing Opportunities that Will Have People Lining Up, Cash-In-Hand, Ready to Join!
- My "Sold Out in 7 Days" Strategy for Creating Massive Advertising Campaigns of \$50,000... \$100,000... even \$200,000 or More!
- How to Create a "Perpetual Recruiting System" that Cranks Up Your Recruiting - and Builds Your Downline on Hyperspeed!

Social Profit Academy (SPA)

The following image is our 'Social Profit Academy' product developed by Jeff Mills (he has made millions online). 'Social Profit Academy' has a one-time price of just \$497 and it is required that you purchase it if you want to earn Fast Start Bonuses of \$400 for EACH of your Customers who purchase it PLUS \$50 Overrides on any of their sales!



Social Profit Academy will teach you how to sell virtually anything on Facebook with Paid Advertising. Others have called Social Profit Academy the Best Facebook Marketing Course Ever Created!

Social Profit Academy (SPA) includes:

- Step by Step Paint by the Numbers 10 Video Module Plan
- 10 Video Modules Show You Exactly What's Working Today With Facebook Ads
- Watch Over Jeff's Shoulder Exactly How He Sets Up His Campaigns
- Discover How to Create Leads on Facebook
- Learn How to Rake In Thousands of Dollars Selling on Facebook
- Dozen Never Before Seen Video Interviews And Case Studies

To watch a video about 'Social Profit Academy', go to the "Getting Started" page and click on the blue button to the right of Social Profit Academy button (see image below):

The progress bar consists of two columns of items. The left column has three items: 'Click the Easy Button (Start Here)' with a green 'EASY' icon, 'Companies You Promote' with a red document icon, and 'How to Get Help' with a blue question mark icon. The right column has six items, each with a green button and a blue play button: 'Add Your Domain Completed', 'Become an Affiliate (Gold) Completed', 'Add Your Picture Completed', 'Free Ad Secrets (Diamond) Purchased', 'Social Profit Academy (Platinum) Purchased', and 'Master Traffic Institute Purchased'. A red arrow points to the play button for 'Social Profit Academy (Platinum) Purchased'. Below the progress bar, text reads: 'Once you complete a step, it will turn from Red to Green. Your Sponsor: Neil Guess | guessneil@gmail.com | 360 779-0954 Your Sponsor's Recommended Income Stream: [Click here](#)'

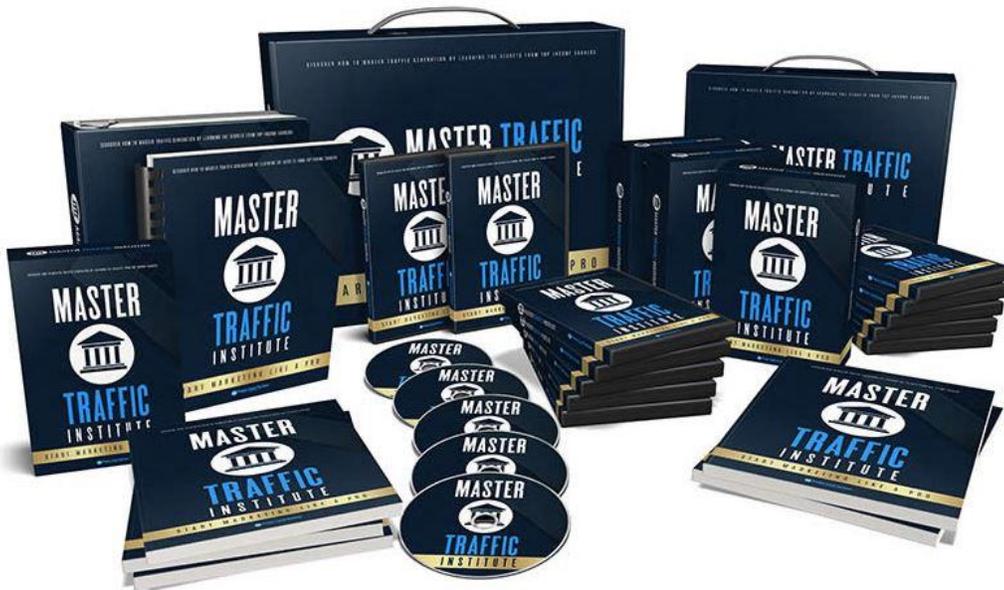
The following is an image to show you what you could earn when others purchase the Social Profit Academy (SPA).



The value of Social Profit Academy is what you'll learn to generate a LOT more Traffic (Exposure) and would be well worth it even if you never refer anyone who purchases Social Profit Academy themselves. However, for those who do purchase Social Profit Academy, you could earn a substantial income in \$400 Fast Start Bonuses and \$50 Overrides on their sales of SPA!

Master Traffic Institute

The following image is our 'Master Traffic Institute' (MTI) product created by Michael Price, but comprised of approximately 20 Courses (focused on getting traffic) from many of the Top Income Earners in the Power Lead System (PLS). 'Mater Traffic Institute' (MTI) has a one-time price of just \$1,497 and it is required that you purchase it if you want to earn Fast Start Bonuses of \$1,000 for EACH of your Customers who purchase MTI PLUS \$200 Overrides on any of their MTI sales!



Courses for Master Traffic Institute were created by:

Manny Lopez – Manny is a paid consultant on lead generation to over 800 businesses including world renowned speaker Les Brown and Forbes Riley!

Shawn Powell – Shawn has led leader boards and made between \$10,000 and \$40,000 per month in his first 90 days with 3 different businesses all with NO Paid advertising!

Jeff Gardner – Jeff is an 8 figure earner in the home bases business industry with over 30 years of experience. He's been the #1 enroller in multiple companies including building a team of over 24,000 distributors.

Michael Price – Michael is a former Multi-Level Marketing International Association Trainer of the Year (2001) and 1 of a few people as a paid trainer to support Tony Robbins' clients at his major events.

Rob Fraser – Rob went from full time Marine to full time entrepreneur with PLS and paid off \$92,261.53 of past child support in less than 1 year! You can see the after and before pictures below of his previous child support payments! Rob has 2 courses he created for Master Traffic Institute and he is a master at creating content. He has personally sponsored over 10,000 people in various opportunities!

STATEMENT BEGINNING DATE: 02/01/2016
 STATEMENT ENDING DATE: 02/29/2016
 PARTICIPANT ID NUMBER: 300000000917796
 PARTICIPANT NAME: ROBERT FRASER

STATEMENT PERIOD: 03/01/2015 - 03/31/2015
 PARTICIPANT ID NUMBER: 300000000917796
 PARTICIPANT NAME: ROBERT FRASER

SUMMARY OF AMOUNTS OWED

CURRENT AND PAST DUE PAYMENT INFORMATION			ARREARS INFORMATION		
MONTHLY PAYMENT DUE FOR PAST DUE SUPPORT	MONTHLY PAYMENT DUE FOR CURRENT AND PAST DUE SUPPORT	TOTAL MONTHLY PAYMENT DUE FOR CURRENT AND PAST DUE SUPPORT	INTEREST BALANCE	PRINCIPAL BALANCE	TOTAL INTEREST AND PRINCIPAL BALANCE
.00	--	834.00	--	--	--
00	0.00	834.00	0.00	0.00	0.00

no court order for monthly payments toward arrears, arrears and until you are notified otherwise.

ARREARS INFORMATION		
INTEREST BALANCE	PRINCIPAL BALANCE	TOTAL INTEREST AND PRINCIPAL BALANCE
21192.24	71069.29	92261.53
21192.24	71069.29	92261.53

payments toward arrears, arrears

Max Steingart – Max has dedicated his life to harnessing the power of social media and is considered by many as the world’s leader in Social Media Marketing. Max also created ‘Endless Free Leads Mobile’ which retails for \$397 but is included FREE for Power Lead System Affiliates!

Bob Schwartz – Bob and his wife Nicole generate thousands of leads each month through their direct mail publications. They have over 15 years of experience mailing hundreds of thousands of pieces of mail.

George Madiou – George owns the Network Marketing Magazine Online and has owned over 30 businesses with degrees in marketing and management.

Franco Gonzalez – Franco has been a full time internet marketer for over 17 years and he specializes in traffic generation, list building and sales conversions online.

Jeff Mills – Jeff has co-created over 25 million dollars of products and services since 2003, Jeff is the man to help transform a business into a booming business. Jeff is a master of marketing systems and speaks all over the world helping businesses through automation to work less and make more money!

2.2 Vision How To Earn \$960 Per Month in 120 Days (or Less)!

In order to Earn \$960 Per Month in 120 Days (or less), you will need "Customers" to join the Power Lead System. Some of them will also purchase our '[Free Ad Secrets](#)', 'Social Profit Academy' and/or '[Master Traffic Institute](#)' products (which earn you big one time commissions)! As well, some Customers will also become Affiliates and refer others.

In other sections of this Road Map to Riches, we'll give you specific action steps to get Customers as well as make sales of our 'Free Ad Secrets', 'Social Profit Academy' and/or 'Master Traffic Institute' products. For now though, we want you to clearly understand the bigger picture.

First, we'll show you a **Residual Income Chart** to easily earn \$960 Per Month in 120 days. This chart has nothing do to with sales of our 'Free Ad Secrets', 'Social Profit Academy' and/or 'Master Traffic Institute' products and only focuses on getting PLS Customers (people paying \$30 per month) to use the Power Lead System (PLS).

The Residual Income Chart assumes the following:

- ✓ You get just 4 Customers each month (1 per week) for just 120 days.
- ✓ You Use 'Endless Free Leads Mobile' to average 1 Customer per week.
- ✓ Everyone Does the Same for Just 120 days.
- ✓ Your **50% Matching Bonuses ARE added in the chart.**
- ✓ Your **1 time commissions** from sales of our 'Free Ad Secrets', 'Social Profit Academy' and/or 'Master Traffic Institute' products **are NOT added in the chart!**

This gives you a total of JUST 16 Customers you have personally sponsored and an income of \$960 per month at the end of the 4th month.

In case you aren't familiar with our Compensation Plan, you get \$20 of the \$30 monthly fee paid by **EVERY Customer you refer EVERY month they pay us ... FOREVER!**

In addition to the \$20 monthly commission paid to you for every Customer you refer, you will also get a **50% MATCHING BONUS (every month) for the Residual Income earned from EVERYONE YOU PERSONALLY SPONSOR (which can be HUGE).**

In this example (NOT a guarantee of income) you only personally sponsored 16 people to become Customers at \$30 per month. As well, everyone you personally sponsor could earn a nice income of which you would earn a **50% MATCH** on whatever they earn from their Customers each month!

Another big benefit is that **we PAY WEEKLY and people can participate from 188 different countries!**

For most people, an extra \$960 per month within 4 months can be truly life changing. It can mean the difference between going bankrupt or not, being able to afford a home, or provide the ability to buy a new car, a great vacation and the ability to save for their children’s education etc.

While many people would love to be financially free from their jobs, don’t underestimate the HUGE opportunity for the masses of people who would be thrilled to really earn an extra \$960 per month within 120 days or less.

	People You Get Paid On		Monthly Income
Month 1			
Your Referrals	4		80
Their Referrals	16	50% Match	160
Month 2			
Your Referrals	4		80
Their Referrals	16	50% Match	160
Month 3			
Your Referrals	4		80
Their Referrals	16	50% Match	160
Month 4			
Your Referrals	4		80
Their Referrals	16	50% Match	160
Total			960

TOTAL in 120 Days – 16 Personally Sponsored Customers (\$20 Each) PLUS a 50% MATCH on what they do each month = \$960 Per/Month



Your success is virtually guaranteed when you follow EVERY suggestion in our 'Road Map To Riches' just like you are virtually guaranteed to make a great cake when you follow every instruction in a recipe. Leave out even 1 suggestion, and it's like leaving out a key ingredient (like the eggs) when making a cake. You can still make a cake without eggs, but it won't be something others would want to eat or share with others.

2.3 Vision How to Earn \$100,000 Per Year in 12 Months (Or Less)!

What would you do with a 6 figure yearly residual income? How might it REALLY change your life? Take a few minutes to really THINK about what SPECIFICALLY in your life would change and how that would make you feel.

We ask you these questions for a reason (i.e. the more you VISUALIZE really earning \$100,000 Per Year, the MORE LIKELY it will happen)! Remember, the SHORTCUT to success is to follow ALL of our suggestions.

In Step 2.3 we show you the VISION how to earn \$100,000 Per Year in residual income. In order to earn \$100,000 Per Year in residual income, you need to not only see the "Vision" for WHAT that would do for you ... but you also need to know HOW to do it (we WILL show you HOW in the rest of the 'Road Map To Riches' so we assume you will go through it in its entirety)!

Remember how in [Step 2.2](#) we showed you the vision of how to earn \$960 per month in 4 months or less? To show you how you can earn \$100,000 Per Year in Residual Income, we assume you continue to enroll 1 new Customer per week, but starting in month 5 **your goal is to attract KEY people who will refer MANY Customers** (as seen in the "Their Referrals" column).

How would you get Key People to refer MANY Customers? Look for people who understand the VALUE of [SALES FUNNELS](#) and share PLS with everyone on their team! Also, learn a [SIMPLE PROVEN Concept](#) used by a 13 year old girl who sold 117 boxes of Girl Scout Cookies in just 2 HOURS!

	\$20/Month EACH	\$10/Month EACH	
Month	Your NEW Referrals	Their Referrals	Monthly Income
1	4	16	240
2	4	16	240
3	4	16	240
4	4	16	240
5	4	20	280
6	4	40	480
7	4	60	680
8	4	80	880
9	4	100	1,080
10	4	120	1,280
11	4	140	1,480
12	4	160	1,680
Total			\$ 8,800

As you can see from the spreadsheet above, getting to \$8,800 per month residual occurs in 12 months. Remember that the example above is NOT intended to be any guarantee of income, but rather to show what you can earn over time with people joining the Power Lead System as Customers who also refer other Customers.

The key with the chart above is that you want to earn enough RESIDUAL INCOME (that you can count on month after month) to give you the freedom to live your dreams without the stress of needing to make another sale.

The chart above includes the 50% Matching BONUS (which is the "\$10/Month/Each" column) you will earn from anyone that you personally enroll that enrolls Customers!

The chart does NOT include Fast Start Bonuses (1 time commissions from the sales of our 'Free Ad Secrets', 'Social Profit Academy' or 'Master Traffic Institute' products). We didn't include those commissions because the 'Fast Start Bonuses' are hard to predict.

As well, we've found that very successful people use their Fast Start Bonuses for advertising (i.e. to get more exposure) so they can grow their Residual Income as quickly as possible!

Remember, the goal is to earn \$100,000 Per Year RESIDUAL INCOME because it will give you the FREEDOM to enjoy what you want without the need to make more sales.

Therefore, when you treat the Power Lead System as a business (by investing in your business to grow your residual income), you can get to the point where you can enjoy the lifestyle that comes with knowing your needs are met whether you work or not.



If you have not completed any of the steps, then [click here now](#) and complete them. I cannot overemphasize the critical importance of making sure you complete ALL the steps in the 'Road Map to Riches'!

2.4 How To Become An Affiliate So You Get Paid

Being a Customer of the Power Lead System (PLS) will allow you to use our system to be a lot more successful at marketing whatever you are promoting.

In addition, if you are like many people, you'll naturally find yourself telling others about PLS.

In order to get paid for introducing the Power Lead System to others who become a PLS Customer, you need to be a PLS Affiliate (which is optional). Even if you never earn any commission as a PLS Affiliate, you receive an extremely valuable program as a PLS Affiliate called 'Endless Free Leads Mobile' (which retails for \$397 but is NO charge for PLS Affiliates).

'Endless Free Leads Mobile' (EFLM) has over 60 videos and 75 scripts that will teach you how to market on social media sites like Facebook, Twitter, LinkedIn (and many more) so you can Connect, Communicate and Close your ideal prospects for virtually any business.

Getting the 'Endless Free Leads Mobile' program at NO cost as a PLS Affiliate (instead of paying \$397) makes being a PLS Affiliate a very wise decision.

Being a PLS Affiliate also entitles you to earn commission from your PLS Customers plus the 50% Match on their Customers. To be a PLS Affiliate (optional) there is a \$23.97 monthly fee which you can cancel at any time.

Being a PLS Affiliate allows you to earn in several ways that can be quite substantial as follows:

- You earn \$20 per month (out of the \$30 monthly fee paid by PLS Customers) for every PLS Customer you refer.
- You get a 50% Matching Bonus (EVERY MONTH) on the Customers enrolled by anyone you personally sponsored.

The 50% Matching Bonus works as follows:

- If you sponsor someone (let's call him Mark) and Mark earns \$1000 per month from his Customers, then you would earn \$500 per month as well! **Whatever Mark earns from his Customers, you would earn a 50% match EVERY MONTH FOREVER!**
- The deciding factor whether you get a 50% Matching Bonus from Mark's Customers is whether YOU sponsored Mark or not.

A very exciting (and EASY) way to earn commission as a PLS Affiliate is to give away an Unlimited Number of Free Lead Systems (FLS). The Free Lead System (FLS) is FREE forever and helps people to generate their own unique leads. The need for leads is the #1 need for most people building a home based business which is why it is very easy to give away the Free Lead System to a LOT of people!

FLS members generate their own unique leads by giving away FLS accounts (which again are FREE FOREVER) and the "leads" are the contact info of people who they give the FLS accounts. FLS Members keep EVERY OTHER lead they generate and pass up every other lead they generate which is why some FLS Members will gladly upgrade and become a PLS Customer!

When FLS Members upgrade and become a PLS Customer, they keep EVERY lead they generate! As well, if someone (let's call them Joe) is a FLS Member, and Joe gives away a FLS account to Mary, and Mary decides to upgrade and become a PLS Customer, Joe would NOT get the \$20 monthly commission from Mary if Joe is just a FLS Member (i.e. if he did NOT upgrade and become a PLS Customer & Affiliate) which is why some FLS Members will gladly upgrade to become a PLS Customer & Affiliate!

Because it is so EASY to give away FLS accounts (they are FREE FOREVER and meet the #1 need of most people building a home based business), you can have MANY FLS Members who get MANY FLS Members who get MANY FLS Members (i.e. this can grow VIRALLY).

When any FLS Member under you (let's imagine someone named Timothy) chooses to upgrade and become a Power Lead System Customer (no matter how far they are below you), they get passed up to the 1st PLS Affiliate above them which could easily be you!

Remember that when a PLS Customer is passed up to you then you would earn \$20 per month from them EVERY month they are a PLS Customer. As well, that new PLS Customer who was passed up to you (Timothy in this example) can now start passing up other PLS Customers to you!

So the bottom line is that you can earn a Lucrative Income by being a Power Lead System Affiliate and giving away an Unlimited Number of Free Lead Systems!



If you aren't a Power Lead System Affiliate, once you are in your admin area, click on the "Getting Started" button (see image below).

Then you can click the "Become an Affiliate" button (see below). Once you are a PLS Affiliate, the "Become an Affiliate" button will turn from Red to Green (see below).



Again, it is just \$23.97 per month to become a Power Lead System Affiliate and you earn \$20 per month on every Customer (plus a lot more opportunity for income). So with even JUST 1 Customer, you would nearly cover your monthly fee to be a Power Lead System Affiliate!

As well, as a Power Lead System Affiliate, you get the 'Endless Free Leads Mobile' Training program (that includes over 60 videos and 75 scripts) at NO cost even though it sells for \$397! So **it really makes sense to become a Power Lead System Affiliate and is required if you want to earn commission from the Power Lead System.**

Once you are a Power Lead System Affiliate, you will have access to 'Endless Free Leads Mobile' (see below) from your admin area.

The image shows the top section of the Power Lead System website. At the top is a dark banner with the logo 'POWER LEAD SYSTEM' in blue and green, featuring a globe and a lightning bolt. Below the logo is a navigation menu with the following items: 'Getting Started', 'Email/Text', 'Websites', 'Promote Your Business', 'Contacts', 'Training' (highlighted with a red arrow), 'Account', and 'Help'. Below the navigation menu is a grid of eight product tiles. Each tile contains an image of the product and a caption below it. The products are: 'Training Area' (image of training materials), 'Social Profit Academy' (image of blue folders), 'Free Ad Secrets' (image of books titled 'FREE ADVERTISING'), 'Endless Free Leads' (image of a box labeled 'ENDLESS FREE LEADS MOBILE' with a red arrow pointing to it), 'Master Traffic Academy' (image of 'MASTER TRAFFIC ACADEMY' boxes), 'Power VIP Club' (image of the 'PowerVIP.Club' logo), 'Road Map To Riches' (image of a road with an upward arrow), and 'Master Traffic Institute' (image of 'MASTER TRAFFIC INSTITUTE' boxes).

You can learn more about 'Endless Free Leads Mobile' at the following but do NOT purchase it there for \$397 because as a PLS Affiliate you get it at NO Charge: [Click Here to Learn About Endless Free Leads](#)

Step 3 Foundation - Without a Great Foundation a Building Will Fall!



As I'm sure you well know, a building without a great foundation will eventually fall. Therefore, as much as you might want to know "How do I make money now?" **the BEST thing you can do is to first develop a great foundation for success** because...

Your success will be nothing more than a byproduct of your foundation.

So do NOT skip this section because it is CRITICAL to your long term success!

Key Items within "Foundation" are as follows (click on any to jump to it) and again, **we strongly suggest you follow these in order.**

While holding down the CTRL key on your keyboard, Click the left button on your mouse on any of the following:

[Goals & Your 'Why'](#)

[Accountability](#)

[Mindset](#)

Goals & Your Why ... Without Goals & A Strong 'Why', You Won't Hit Your Target



We all want more RESULTS ... but it's NOT just what we WANT that creates results; it's what we DO that determines our results because...

Our results are nothing more than a byproduct of our ACTIONS (i.e. what we DO)!

There are really only 2 reasons that people fail. They either don't know what to do ... OR

They aren't doing what they should do.

The good news is you can easily succeed because...

This Road Map to Riches will make sure you know what to do, so let's focus on the other very important question which is...

WHY don't we do what we know we should do?

It's all about INCENTIVE and very rarely about ability.



Example – If I offered you 1 Million dollars (incentive) to not get angry with your kids for a week, and I followed you around to make sure you didn't get angry, do you think you would not express anger for a week if you know you'll get 1 Million Dollars?

Of course you wouldn't get angry (unless you have a major anger problem)!

Why ... because you have a BIG INCENTIVE!

Here's another Example - If you were told that your child had some rare disease that would kill them in the next 30 days if they didn't have an operation that would cure them, but the operation cost \$10,000 more than you had, would you find a way to come up with \$10,000 in 30 days?

Of course you would!

Why ... because you have a BIG INCENTIVE!

When you have a strong enough reason WHY, you will find a way HOW!

'Effective Goals' are nothing more than putting a BIG INCENTIVE (your WHY) in writing!

When I was a trainer for Tony Robbins' company, I would often hear Tony say that we need to **turn our SHOULDs into MUSTS!**

So if you're not doing what you MUST do, then stop SHOULDING on yourself!



When you listen to what others say (and what you say) and you'll know IF something will get done. People who say "I want to do that ... or I should do that." won't do it. People who say: "I will do it ... or I must do it." will do it.

Therefore, the following are exercises to DO (i.e. not to talk about, think about etc. but to DO) and to **do right NOW!**

What is 1 goal for the next 120 days that WHEN you achieve it can make everything else in your life considerably better? I call this your BIG RIPPLE goal. A 'RIPPLE' goal is one that affects other things as well.

Think about being in a row boat on a pond. If you dropped a small pebble over the side of the boat, it might make a few little ripples in the water, but the ripples would never reach the shore because the pebble was too small.

If instead you toss a HUGE boulder over the side of the boat, you would see a lot of BIG ripples in the water that would make it to the edge of the pond.

So what is my point?

If you want to see many things change in your life, you need a BIG goal (the boulder) so that it will create many ripples that reach far places (i.e. effect many things in your life).

Therefore, here's a 'Success Tip' that I found helps me to create a BIG goal. It also will require you to do more than you would do if your goal was something personal (for you only). As well, it will require you to trust and ask others for help both of which are prerequisites for success.



Ask God "How may I serve you?" because when you do, he'll give you a BIG goal that will be something that will affect MANY other people. As well, **you won't be able to accomplish a BIG goal that God will give you without relying on Him and others, both of which are prerequisites to achieving success.**

Please write down your BIG RIPPLE goal (the goal that when you achieve it can make everything else in your life better). Remember to ask God 'How may I serve you'?

Although your BIG goal might take years, break it down to something that can be accomplished in the next 120 days and **write it down now.**

What is your WHY? Remember that when you have a BIG INCENTIVE, you will find a way HOW. WHY MUST you accomplish your goal in 120 days?

What are 3 things you will START doing that you haven't been doing that can have a BIG impact on your 120 day goal?

What are 3 things you will STOP doing that you have been doing that can have a BIG impact on your 120 day goal?

Accountability Process Intentions Are Good, But ... COMMITMENT Gets Things Done!



Before you do this section, have you written down the answers to the questions in the previous section (the FOUNDATION section)? **If not, then STOP right now and go back and answer every question in the [Foundation Section](#).**

If you're not willing to follow every suggestion, remember what will happen if you try to bake a cake without all of the ingredients. You can still make a cake, but it not only won't taste good, but others won't eat it or share it with people they know.

Building a successful business with PLS will require you to get others to love what we have so much that they will want to share it with people they know. We do a LOT of things to assist you and the part we can't do for you is to follow every suggestion.

So, if you've answered every question in the Foundation Section, then CONGRATULATIONS, and let's get started! If not, then STOP right now and go back and answer every question before moving on to this section.

Accountability ... making SURE you get the things done that need to be done!

Do you have a SYSTEM (or PROCESS) to guarantee that you will DO what you need to do? Most people (approximately 99%) don't have a system/process to ensure they do what they need to do, so taking action on our "Accountability Process" will put you in the top 1%!

The "Accountability Process" was created through prayer and given to Michael Price by God as a way to ensure that we keep our word and are people of integrity. I'm sure you've heard the saying, "The road to hell is paved with good intentions." God doesn't care what we "intend" to do. He commands us to obey him and then blesses us for obedience (for what we do)!

Deuteronomy 11:26-28 says "See, I am setting before you today a blessing and a curse, the blessing if you obey the commands of the LORD your God that I am giving you today; the curse if you disobey the commands of the LORD your God and turn from the way that I command you."

Ecclesiastes 5:4-7 says "When you make a vow to God, do not delay in fulfilling it. He has no pleasure in fools; fulfill your vow. It is better not to vow than to make a vow and not fulfill it. Do not let your mouth lead you into sin. And do not protest to the temple messenger, "My vow was a mistake." Why should God be angry at what you say and destroy the work of your hands? Much dreaming and many words are meaningless. Therefore stand in awe of God."

Why did I share these verses? It is **critical** that we keep our word, however I have found it impossible to do by myself. We all need other people to hold us accountable because God never intended for us to do things ourselves. Proverbs 27:17 says "As iron sharpens iron, so one man sharpens another."

The "Accountability Process" has proven to result in massive action (more obedience to God) and therefore a LOT more blessings. As well, when we obey God, we are more likely to hear from God so that the actions we take are those that He desires. John 14:21 says; "Whoever has my commands and obeys them, he is the one who loves me. He who loves me will be loved by my Father, and **I** too **will** love him and **show myself to him.**"

*The first step is to pray and ask God what he really wants you to do. Get clear on it (James 1:5 says **when we ask God for wisdom, he will give it to ALL abundantly**).* Once you are clear about what God wants you to do, then you *need to commit to take immediate massive action* (with consequences if you don't completely follow through on your commitments).

Guidelines for the Accountability Process

- 1) The ideal Accountability Group is with 1 or 2 other people so it doesn't take too long.
- 2) Make sure the people in your Accountability Group are committed and excited to participate in the process (this is critical).
- 3) The process is usually done on the phone on a daily basis (either 5, 6 or 7 days per week depending on the commitment level of your group).
- 4) The process usually takes about 10 to 15 minutes and can vary depending on the level of sharing.
- 5) The process starts with a prayer to acknowledge God and then is followed by each person sharing 3 things they commit to do that day.

6) The commitments need to be very specific and put in writing. For example, rather than saying, "I'm going to work out", it would be much better to say, "I'm going to run for at least 30 minutes." This is specific and measurable so you can quantify whether you met your commitment or not.

7) It is also important to have a consequence that each member selects for himself or herself if they don't keep all 3 commitments. If the commitment was not done exactly the way you intended when making the commitment, you get to participate in the consequence that you determined in advance. For me, it used to be a 3am walk for 30 minutes to reflect on why I did not follow through (some amazing things have happened on my 3am walks).

8) The consequence should be something you *really* don't want to do so that you are more motivated to complete your commitments.

9) The consequence should not be something positive (like donating money to a worthy cause) because you don't want to feel bad about doing a good thing. However, if money is a motivator for you, you could have a consequence of giving money to someone you don't respect especially if you tell him or her that the reason you're giving it to them is because you didn't keep your word.

10) After each person has shared how they did with their 3 commitments from yesterday, then you tell each other what 3 commitments you will do today. Write them down. I put the current date and the commitments for each Accountability Partner on top of my document. This allows me to easily view 1 document (I use Microsoft Word) so that I can easily see today's commitments on top and simply scroll down to see how I did on previous days. Reviewing the past has been very inspirational when I see the many things I have accomplished.

11) After each person has made their commitments for today, then each person shares what they are excited and/or grateful about. This gets the energy level high before the end of the call so you're motivated to start your day. Keep the focus on what you are excited and/or grateful about (i.e. do NOT talk about challenges on this part of the call).

12) The call is ended with a prayer thanking God for how great He is and asking for his strength to make the most of this day.

13) Each Monday morning after the starting prayer, each member is to share a list of the accomplishments from the previous week. It is best to write these down on a separate document.

I like to call this the "Week At A Glance" document with the latest week at the top so you can easily review them in the future.

Writing down your accomplishments during the week (ideally each day) on your "Week At A Glance" document makes it easy to be well prepared on Monday. Each person when sharing their accomplishments for the week is to focus only on the positive things (this is important as it will keep the energy level high). If there were struggles, then those struggles can be shared later and can become future commitments.

14) The call needs to start and end on time (usually takes 10 - 15 minutes).

15) Take turns calling each other and take turns leading the process.

16) Stay on track and share lessons learned.

18) Be positive and supportive in language and intention.

19) Most of all, remain teachable and ask God what he wants you to learn from this process and you will be *amazed!*

20) Success in this process comes from doing a **little better every day** (be consistent) as this will create MOMENTUM. Therefore, don't try to accomplish huge things in a very short time, but rather take daily actions that you can consistently follow through on.

If you aren't doing the 'Accountability Process', who are 5 people that might be a great accountability partner?

Commit to calling these 5 people by tomorrow at the latest and ask them to review the process and see if they will join you.

If you don't get at least 1 of the 5 people to join you in the Accountability Process, then write down another 5 people what might be a great accountability partner NOW.



If you have not completed this section, then STOP right now and do it! Being in an Accountability process will be 1 of the most *PROFOUND* things you can do to ensure your success!

Mindset ... For Things To Change, You Must Change!

I'm sure you've probably heard of the saying, "If you keep doing the same thing, you'll keep getting the same result!" So even though people want different results, why do most people keep doing the same thing?

If you want to start seeing different results in your life, you've got to have a different mindset. **For things to change, you must CHANGE ...** and specifically, your THOUGHTS and BELIEFS (i.e. your MIND) must change!

To effectively build your Power Lead System business, you will need a powerful mindset (which **only requires 2 minor changes which anyone can do**). **First**, you will want to **REMOVE your negative thoughts**, habits and words (we'll show you how to do this). **Second**, you will want to **ADD positive thoughts, habits and words** (we will show you how to do this).

While I have invested literally approximately \$200,000 into "Personal Development" products (books, tapes, live events etc.) since 1980, and found them very helpful, however, the "Personal" part of it made me feel that it was up to me!

While "Personal Development" requires that you have a positive mindset for success, what if you are brand new to something and don't know how to be successful? Or, what if you have failed in the past (possibly many times)? Would most people have a positive mindset? Of course not!

So what do you need to do? You will need to change your BELIEFS about yourself! Why? Because RESULTS are simply a byproduct of your ACTIONS and ...

Your ACTIONS are nothing more than a byproduct of your BELIEFS.

Personal Development told me that I needed to change my beliefs and believe I could succeed. However, it was very difficult to really believe I had the ability to succeed when I had not achieved success. So **how do you have a positive "mindset" (beliefs that you can be successful) when you haven't been successful YET?**

I found that **believing in what God thinks about me was a lot easier (and worked MUCH better)** because what He thinks is NOT based on MY results. Look at most of the "heroes" in the bible ... they were BIG LOSERS.

Moses killed a man!

David committed adultery!

Solomon had many wives and idols!

But ... God still loved them and He loves you too just the way you are (even though he wants us to strive to be our best).

God says that you have been made new. "If anyone is in Christ, the new creation has come: The old has gone, the new is here!" 2 Corinthians 5:17

We are also told that we are MORE than CONQUERORS (see Romans 8:37 where it says ... "No, in all these things **we are more than conquerors through him who loved us**").

Please **note HOW we are more than a conqueror** ... it says "through him (which is Jesus) who loves us". It doesn't say that we are more than a conqueror through YOUR own best efforts. Your own best efforts while they can help you improve, will never compare to what God can do through you.

I heard a pastor share a sermon once where he said **"God can do more through you in an instant, than you can do in a lifetime!"** Meditate on that until you really believe it because the truth is that when you seek to honor God, he can give you an idea in an instant that can change your life FOREVER!

Therefore, you've got to align yourself, your words and your actions with what God says about you. **Declare that you are who He says you are!** *Declare what He says you can do and know that when you "Commit Your Way to the Lord, you WILL succeed"* (Proverbs 16:3)!

Here are 10 declarations rooted in scripture to speak over your life. Discover who God says you are and his promises for you. Know that he is a loving God and will come to your rescue every time...in His perfect timing when we do our part (i.e. you will need to do your part).

The following declarations have helped me in ways I could never express in words, and I invite you to **read the following out loud each day (with passion).**



Please don't miss this very KEY point that just reading these each day would be helpful, but will NOT come close to what will happen for you when you **read them out loud with emotion!** Your subconscious is always listening and when it hears you say these things out loud with emotion, it will start to believe it! **Say these OUT LOUD with EMOTION every day!**

If you stay in me and my words stay in you, then you may ask for whatever you want and it will happen for you. John 15:7

He who began a good work in me will carry it on to completion.
Philippians 1:6

Eye has not seen nor ear heard nor mind conceived the wonderful things for those who love God. 1 Corinthians 2:8-9

Delight yourself in the Lord and He will give you the desires of your heart.
Psalm 37:4

Commit to the Lord whatever you do and your plans will succeed.
Proverbs 16:3

All things work together for good for those who love God. Romans 8:28

This is the confidence we have in approaching God, if we ask anything according to his will, he hears us. And if we know that he hears us - whatever we ask - we know that we have what we asked of him.
I John 5:14-15

If any of you lacks wisdom, he should ask God, who gives generously to all without finding fault, and it will be given to him. James 1:5

Whoever has my commands and obeys them, he is the one who loves me. He who loves me will be loved by my Father, and I will love him and show myself to him. John 14:21

Therefore I tell you, whatever you ask for in prayer, believe that you have received it, and it will be yours. Mark 11:24

God is not a man, that he should lie, nor a son of man, that he should change his mind. Does he speak and then not act? Does he promise and not fulfill? Numbers 23:19

Step 4 – The Huge Value of Sales Funnels

In this section we will discuss the following:

[4.1 Overview of Sales Funnels](#)

[4.2 Overview of the FREE Lead System Sales Funnel](#)

[4.3 How to Set Up the FREE Lead System Sales Funnel](#)

[4.4 Overview of the Lead Lightning Sales Funnel](#)

[4.5 How to Set Up Your Lead Lightning Sales Funnel](#)

[4.6 How To Share Your Lead Lightning Sales Funnel On The Phone](#)

[4.7 Follow Up & Close Prospects Who Visit Your Lead Lightning Sales Funnel](#)

[4.8 Overview of the Power Lead System Sales Funnel](#)

[4.9 How to Set Up Your Power Lead System Sales Funnel](#)

4.1 Overview of Sales Funnels

In this section, we will discuss 3 key things ...

- 1) WHAT are Sales Funnels
- 2) WHY are Sales Funnels so EFFECTIVE to help anyone SELL MORE products and/or services as well as RECRUIT MORE people to sell whatever they are selling?
- 3) HOW our Very Unique ability to Create and Share UNLIMITED Sales Funnels ads TREMENDOUS VALUE. As well, we also address HOW PLS Members can also use Unlimited Sales Funnels created and shared by others!

WHAT is a Sales Funnel?

A Sales Funnel is a series of web pages and emails that lead a prospect down a very narrow path so the prospect can be very focused on the message someone is communicating. The message can be the value of buying a specific product and/or service or the message can be focused on the value of joining a company to promote their products and/or services.

The importance of the Sales Funnel is that it is VERY FOCUSED so that prospects are not confused. Without a Sales Funnel, reps are usually given (or purchase) a website from their company (we call this a replicating website) where the website tries to educate (sell) ANY prospect on ALL of their products/services.

The problem with using a replicating site to sell any product to any prospect is that it doesn't allow for "Targeted Marketing" (i.e. the ability to have the website communicate the SPECIFIC BENEFITS of a product/service to a SPECIFIC PROSPECT).

The importance of "Targeted Marketing" is that it allows you to make a particular prospect (for example a single parent) feel that you are marketing specifically to them which then will increase the likelihood that the single parent will buy the products being offered and also increase the likelihood that the single parent will join that company.

Targeted Marketing is CRITICAL because the needs of a single parent are dramatically different than the needs of a college student, or the needs of an older couple who are trying to earn money for their retirement.

If someone isn't using Sales Funnels and therefore is using 1 website to try to sell ALL of their products/services to EVERYONE, then the average person will very likely get confused because the website is trying to appeal to everyone. There's a very important saying in sales about confusion which is:

A Confused mind says NO!

In contrast, when someone uses a Sales Funnel that is very specific (the message on the web pages and also in the emails) to the needs of a single parent, then a single parent would be a lot more likely to buy products/services and join their company.

That is why very successful marketers will use MORE than 1 Sales Funnel where EACH Sales Funnel is targeted toward a DIFFERENT prospect (a college student vs. a single parent vs. an older couple) or different product. This isn't possible with a company provided replicating website.

So, what are the components of an effective Sales Funnel?

There are typically 4 key components to an effective Sales Funnel.

- 1) First there is what is called a 'Lead Capture Page'.
- 2) Next there is an Email Campaign (a series of emails spread over time).
- 3) Then there is a 'Sales Page'.
- 4) There are "Up Sells" (additional products that can be purchased)

A 'Lead Capture Page' is the 1st Key Component to an effective Sales Funnel and it is a web page that typically has the following:

- A) A Great Headline
- B) A Large Video that plays AUTOMATICALLY
- C) A FORM for prospects to enter their contact information

The key thing with a 'Lead Capture Page' is that it won't allow prospects to get more information (i.e. prospects won't get the Email Campaign or get access to the Sales Page) without the prospect entering their contact information in the form on the Lead Capture Page.

When I first started studying Internet Marketing in 2007, I didn't understand the CRITICAL IMPORTANCE of first having prospects go to a Lead Capture Page. I thought, "If prospects don't enter their contact information on my

Lead Capture Page, and therefore don't get to see my Sales Page, won't that LOWER my sales results?"

Actually the OPPOSITE is true (assuming that you have an effective Email Campaign and a good Sales Page)! How can that be true you might wonder? Let's say for example that 20% of the people you send to your Lead Capture Page enter their contact information and therefore 80% will NOT get to see your Sales Page. How can you make MORE SALES when only 20% of the people get to see your Sales Page?

The answer is in the saying "**The FORTUNE is in the FOLLOW UP!**"

Most prospects require 7 to 12 exposures to a marketing message before they buy whatever is being sold (which is why you will see the same ad over and over on television).

IF you don't use a Lead Capture Page (and therefore don't capture the contact information of your prospects), then prospects may visit your Sales Page, BUT they very likely will NOT RETURN to it. Studies have shown that the average person won't return to a Sales Page on their OWN (i.e. if they do not get an email directing them back to the Sales Page). Therefore, prospects who do NOT go to a Lead Capture Page will only see your Sales Page ONCE!

Again, remember this saying as it can make you a LOT of money ...

The FORTUNE is in the FOLLOW UP!

When you first send a prospect to a Lead Capture Page and prospects do enter their contact information (let's use the 20% example I mentioned previously), then those 20% will AUTOMATICALLY get sent a series of email messages spread over time that can reinforce a marketing message to buy a product/service and/or join an opportunity!

As well, once a prospect enters their contact information on a Lead Capture Page, the prospect will AUTOMATICALLY be directed to the Sales Page.

So, in summary, once prospects enter their contact information on a Lead Capture Page, then 2 things will happen.

First, the prospect will AUTOMATICALLY get sent a series of email messages spread over time that can reinforce a marketing message to buy a product/service or join an opportunity. In each email, there should be a link to the Sales Page where prospects can buy whatever is being sold.

Second, the prospect will AUTOMATICALLY be directed to the Sales Page where again they can buy whatever is being sold.

So, the bottom line is that anyone will make a LOT MORE SALES when they use a Lead Capture page because they can capture the contact information of prospects so that those prospects will get MANY EXPOSURES to their product/service. **Remember, for most people it takes between 7 – 12 exposures to a marketing message before they will buy!**

Another reason Sales Funnels will increase sales is because when someone uses a Lead Capture Page through the Power Lead System, the prospect will AUTOMATICALLY go into the Contact Management System (included with the Power Lead System) when the prospect enters their contact information in the FORM on the Lead Capture Page.

The Contact Management System (CMS) allows the Power Lead System Member to take notes on the prospect, schedule reminders to follow up with the prospect, as well as rate the prospect (so they can spend their limited time with the prospects that are most likely to buy).

The **2nd Key Component for a Sales Funnel which is an EMAIL CAMPAIGN** which is a series of email messages spread over time.

One of the tremendous benefits of using an Email Campaign in a Sales Funnel is that the Email Campaign is AUTOMATICALLY sent to the prospect as soon as the prospect enters their contact information on the Lead Capture Page. This means that the person using the Sales Funnel does NOT need to initiate the Email Campaign. Without the Email Campaign being AUTOMATICALLY sent, many people would forget to send it which would lower sales dramatically!

The second tremendous benefit of using an Email Campaign is that it **spreads out the email messages over time**. This allows the person selling something to **gradually educate a prospect over time** so that the prospect doesn't feel overwhelmed with too much information at once.

People not using Sales Funnels aren't AUTOMATICALLY following up with an Email Campaign and therefore try to tell a prospect EVERYTHING in 1 email. This overwhelms the prospect who then does NOT buy!

As well, many people (and especially me) who see an email message with a LOT of text, never bother to read it! That is why a Sales Funnel (which includes an Email Campaign) allows the person creating the Email Campaign to keep each message SHORT and also include a LINK in each email to the Sales Page so the Sales Page can do more of the educating/selling!

Another benefit of using a Sales Funnel is that when a prospect enters their contact information (i.e. their First Name, Email and possibly their phone number) in a Form on a Lead Capture Page, then you can KNOW the prospects' FIRST NAME.

The Power Lead System allows anyone who creates an Email Campaign to use a 'VARIABLE' (for example we have a variable for the Prospects' First Name) in the emails. I like to **use the First Name Variable as the first thing in the Subject Line of an Email** because then the prospect will see their First Name as the first thing in the subject line.

For example, if a prospect (let's call him 'Joe') entered his first name in a form on the Lead Capture Page, I could then use the First Name Variable in the subject line of an email so that Joe could see a subject line such as:

Joe, thanks for requesting more information

If Joe is like me and gets a lot of emails every day, seeing 1 email with his First Name as the first word in the Subject Line will DRAMATICALLY increase the likelihood that Joe will OPEN the email. Getting the email opened is CRITICAL because you can't sell something if the prospect doesn't open the email!

Another way to INCREASE sales is to use the First Name Variable in the BODY of the email message. I like to start the body of the email message by saying something like "Hi {%FirstName%}," where the Power Lead System will automatically insert the prospect's First Name to replace the First Name Variable of {%FirstName%}. Then, I will also use the First Name Variable a few more times in the body of the email message (you don't want to overdo it though). The reason using someone's First Name will INCREASE sales is because people like to do business with people that they feel that they KNOW, LIKE and TRUST! When someone uses the First Name Variable, it will make the prospect feel that the person marketing to them KNOWS them!

Now we will talk about **a key component to a Sales Funnel which is the SALES PAGE**. An Effective Sales Page will have the following things:

- A Great HEADLINE

- A Large Video under the headline that plays AUTOMATICALLY
- Content under the video that helps educate the prospect to buy
- A BUTTON to buy products/services or join their business opportunity (that usually will take a prospect to a Replicated Website)

The tremendous benefit of doing TARGETED MARKETING is that the Sales Page can have its headline; video and content speak directly to a specific type of prospect (or product). This will increase sales because just like discussed earlier, the needs for a college student are dramatically different than the needs for a single parent which are also dramatically different than the needs for an older couple looking to enhance their retirement.

The final component is a Sales Funnel is the ability to have what are known as Up Sells. Up Sells are additional products or services that can be purchased and generally can increase the profit of a client considerably!

The reason that Up Sells are so critical to radically increasing the profit from a prospect is that when a prospect buys something, they are a LOT more likely to buy other things as well.

TIMING is critical because a prospect may not come back to purchase later, or something they initially bought may not meet their expectations. However, a good Up Sell page will make it very easy for a prospect to click 1 link or button to add another product or service to their purchase.

The beauty of some of our Done For You Funnels (such as the Free Lead System and Lead Lightning) is that we have Up Sell pages already included for you so there's NOTHING extra for you to do except make a lot more money!

WHY are Sales Funnels so EFFECTIVE to help anyone SELL MORE products and services as well as RECRUIT MORE people to sell whatever they are selling?

The bottom line is that **Sales Funnels allow people to do Targeted Marketing** where the Lead Capture page, the follow up Email Campaign, the Sales Page and Up Sell page can be focused on a specific type of prospect.

When the Lead Capture page is targeted toward a specific type of prospect, you are more likely to have a prospect enter their contact information in the form on the Lead Capture Page. This means you will get MORE PROSPECTS to consider buying your products/services as well as join your business opportunity.

Then when the follow up email campaign has its message focus on the benefits of a product/service for a specific type of prospect, you would be a lot more likely to get a prospect to click on a link in an email to go to the Sales Page. The email campaign helps you to educate your prospect, and getting them to click on a link in the email campaign to view your Sales Page will get more people seeing your Sales Page.

When the Sales Page also has its message focused on the benefits of a product/service for a specific type of prospect, you will be a lot more likely to get a prospect to click on a button to go and purchase your products/services or join your business opportunity.

The Up Sell page makes it very easy to make much larger sales from the same prospect when they are most likely to make larger purchases (which is immediately after making an initial purchase).

The Power Lead System's Very Unique ability to Create and Share UNLIMITED Sales Funnels ads TREMENDOUS VALUE because it allows anyone to get others using their Sales Funnel/s to have an EFFECTIVE way to get prospects to buy products, join their opportunity and make a LOT more money.

DUPLICATION is the Key to Success when building a business because you want the LEVERAGE of others successfully promoting whatever you are promoting. The ability to take someone's BEST presentation and share it as a Sales Funnel (or use presentations created by others) can enable anyone (even someone who has never been successful) to duplicate the success of a top sales person or top recruiter!

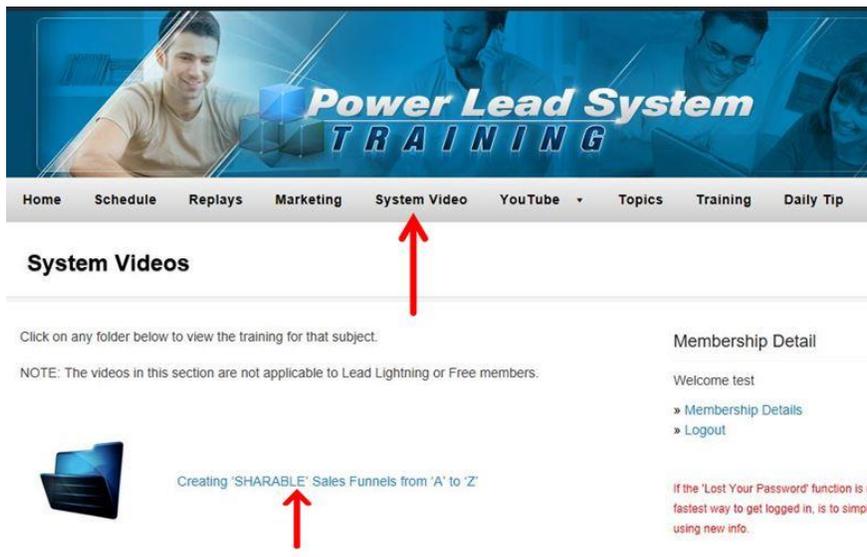
Connecting a Lead Capture Page, with an Email Campaign & a Sales Page is known as creating a 'Sales Funnel'. You can watch some great videos that tell you HOW to connect and create a Sales Funnel by putting your mouse on the 'Training' button (do NOT click it), then CLICK on the 'Training Area' image which will show you the Training Area where you can create a Username & Password (which are DIFFERENT than the Username & Password you use to log into the PLS Admin area).



Once you are logged into the 'Training Area', then you will want to CLICK on the "System Video" button (see the image below). Once you are in the "System Video" section you should see a link for a video near the top of the page called:

"Creating 'SHAREABLE' Sales Funnels From 'A' to 'Z'"

Watch the video to learn everything you need to know about Creating and Sharing Sales Funnels! **The video is VERY important to watch even if you never want to create & share sales funnels because it will teach you how to set up (i.e. to USE) a Sales Funnel created & shared by someone else!**



4.2 Overview of the FREE Lead System Sales Funnel

The FREE Lead System Sales Funnel is a Sales Funnel that we created for you so that it will help you in many tremendous ways as follows:

- Generate a Lot More of Your OWN Quality LEADS!
- Build Your Primary Business a Lot FASTER!
- Earn You Substantial RESIDUAL INCOME with the Power Lead System!
- Earn You Substantial FAST START BONUSES with the Power Lead System!

When a prospect requests the FREE Lead System from you, it will help your prospects to generate their OWN UNIQUE LEADS. This is VERY valuable for your prospects because the need for leads is the #1 need for most people building a home based business.

As well, the FREE Lead System (FLS) can easily generate VIRAL exposure for YOU (i.e. people who get the FLS will give away the FLS to others who give them to others etc.). You will get Viral FREE EXPOSURE because people using FLS will pass up every other lead they generate (meaning others will be passing up leads to you)!

As well, some people will see how EASY it is to generate leads for FREE so they will NOT want to pass up leads and will therefore upgrade to the Power Lead System (PLS) which can make you a LOT more commission!

All you need to do is share the FREE Lead System Sales Funnel with your prospects and the FREE Lead System Sales Funnel will do the rest for you!

For example, when you introduce people to the Free Lead System, the way that they get the Free Lead System is by entering their contact information in a form on the website we provide you. Then the prospect has become a 'Lead' for you and their contact info automatically goes in your Contact Management System included in the Free Lead System.

Once the prospect enters their contact information in the form on the website we provide you (you'll learn how to easily set this up in the next section), then the prospect gets EXPOSED to your business (whatever you are promoting). As well, we AUTOMATICALLY let the prospect learn how they can upgrade from being a Member of the FREE Lead System to become a Member of Lead Lightning (LL) as well as the Power Lead System (PLS) which can earn you a lot of income!

Really understanding and appreciating the value of the FREE Lead System can literally enable you to earn a substantial income from anywhere. As mentioned previously, leads are the #1 need for most marketers and you have the ability to give away (FREE FOREVER) an UNLIMITED number of Free Lead Systems.

Once your prospects see the value of the FREE Lead System, many will share it with others (which will generate leads for you from the efforts of OTHERS) as well as upgrade to the Power Lead System (PLS) which can earn you some considerable income as well!

To watch a VIDEO that explains how the FREE Lead System works, first log into your admin area, then copy and paste the following into the website address:

<https://www.mycompanyadmin.com/admin/PlayVideo.asp?S=1314>

4.3 How To Set Up the FREE Lead System Sales Funnel

To market the FREE Lead System, you will need to set up your FREE Lead System Sales Funnel that we've already created for you ... and don't worry as it is quick and very easy to set up (in 2 minutes or less)!

Setting up the FREE Lead System Sales Funnel requires you to simply point a domain or SubDomain at the FREE Lead System Sales Funnel. Pointing a domain or SubDomain at the FREE Lead System Sales Funnel will allow your prospects to see the FREE Lead System Sales Funnel when they click on the domain or SubDomain that is pointing toward it!

Therefore, you will need to either use a domain or a SubDomain. **We strongly suggest that you purchase a domain from our admin area** (it is just \$17.97 per YEAR which you can cancel at any time) because it is quick and easy (we show you how to easily do this) and **allows you to create unlimited SubDomains for FREE.**

To purchase 1 domain from us or transfer 1 domain to us (if you haven't done so already) is required (again you only need to do this once with our entire system) and protects everyone using our system by increasing the delivery of your emails. Prospects will take you more seriously when using a domain (even though SubDomains serve other purposes).

To purchase a domain from us simply do the following:

- 1) Once in your admin area, put your mouse on the WEBSITES button (do NOT click it) and then click on BUY A DOMAIN. See image below.



- 2) Once you have purchased a Domain from us, then you want to go back and put your mouse on the WEBSITES button near the top (do NOT click it) and then click on WEBSITES on the left (see image below).



- 3) Once you have clicked on the WEBSITES button, scroll down and in #1 select the domain you want to point to your Free Lead System. In #2 you will want to choose the "become a Free Lead System Forever Member". It may require you to click on the down arrow (the "V" symbol to the right of the word "Member"). See the image below:

Click here to make a Copy of one of these pages so you can edit it

- 1 Choose Which Domain To Set Up
- 2 I want to attract someone to... 
- 3 Choose a Page below that Website Visitors will view
- 4 Click the "Save My Choice" button at the top or bottom of the List

[Save My Choice](#) [Click here to see how FLS works](#)

- 4) Then you want to select the choice called "FLS Lead Capture Page # 09: Promote Lead Lightning" (if you are promoting PLS as your primary business) or select "FLS Lead Capture Page #10: Promote Lead Lightning & Primary" (if you are promoting some other opportunity as your primary business). FLS stands for "Free Lead System" ... and please note it also mentions "Lead Lightning" which we'll discuss later as it is an upgrade (\$7 for LIFE which pays you \$6 of the \$7)! You can see the choices in the image below.

<p>FLS Lead Capture Page # 09: Promote Lead Lightning</p> <p><input type="radio"/> Use this one</p>	
<p>FLS Lead Capture Page # 10: Promote Lead Lightning & Primary (http://www.PricelessPossibilities.com, edit it here)</p> <p><input type="radio"/> Use this one</p>	

Then select the "Save My Choice" button at the bottom of the page.



IF you are promoting some other business as your primary business, make sure you have clicked on the "Companies You Promote" button on the "Getting Started" page. Select any company that you promote and enter the unique website address for each one. Watch the brief Instructional Video (once you are on the Companies You Promote page).



IF you do not want to purchase a domain from us (although we HIGHLY suggest you do buy a domain from us), then you can create a SubDomain by clicking on the following:

To learn how to create UNLIMITED SubDomains (again they are FREE), just click on this link at >>>> [SubDomain](#)

Creating a SubDomain will give you a new website addresses (at NO extra charge) that you can then point to the FREE Lead System Sales Funnel. If you are going to create a SubDomain to point to the FREE Lead System Sales Funnel, we suggest you use this name for it:

FreeLeadSystem

Your new website addresses would now be:

<http://FreeLeadSystem.YourDomainName.com>

The FreeLeadSystem SubDomain is going to point to the Sales Funnel we've created for you where you can give away a Free Lead System. Anyone who wants a Free Lead System will become YOUR unique lead for you to market whatever you want.

After someone signs up for the Free Lead System (FLS), we give them an opportunity to upgrade to Lead Lightning (LL) for a LIFETIME fee of just \$7 (you get \$6 of their \$7)! LL Members do NOT Pass Up any leads!

IF the person upgrades to Lead Lightning, then we also give them a chance to upgrade to the Power Lead System (PLS) where you would get \$20 EVERY MONTH from their \$30 monthly PLS Customer fee (assumes you are a PLS Affiliate). LL and PLS are Up Sells that we mentioned earlier!

If the Free Lead System person does NOT upgrade to become a Lead Lightning Customer, they will pass up every other lead they generate to you!

Any Free Lead System member who wants to generate FREE leads will give away Free Lead Systems to others which will create OTHERS who are generating leads for you. **You could have an army of other people generating leads for you and...**

If a Free Lead System (FLS) Member under you upgrades to become a Lead Lightning (LL) customer but does NOT upgrade to become a PLS Customer, then anyone under them who does upgrade to PLS WILL get passed up all the way to the 1st PLS Affiliate above them which could easily be YOU!

To Point your FreeLeadSystem SubDomain to the Free Lead System Sales Funnel do the following:



First you need to create a SubDomain (we suggest you call it "FreeLeadSystem") which you do by first putting your mouse on the "Websites" button in our admin area (do NOT click it), then select "Manage SubDomains".



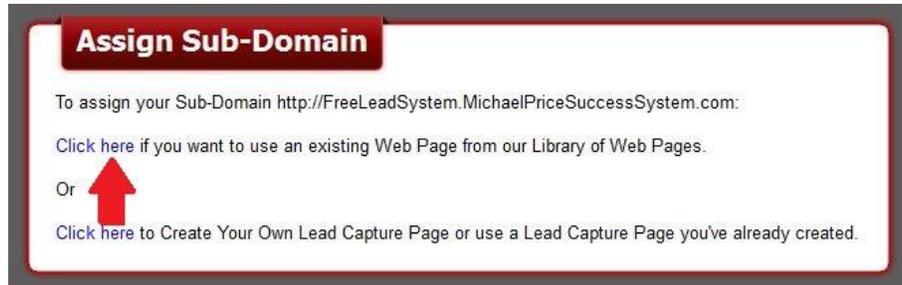
Once on the SubDomain page, watch the brief Instructional Video and create the SubDomain "FreeLeadSystem" or simply type "FreeLeadSystem" in the box where you create a new SubDomain (see image) and click on the "Create" button.



We suggest that you capitalize the first letter of each word, so use FreeLeadSystem instead of freeleadssystem because it's much easier for your prospects to read and remember when you capitalize the first letter of each word.

Then you need to "Assign" (point) your new SubDomain "FreeLeadSystem" to a webpage. After you have created the new SubDomain "FreeLeadSystem", you will see the following choices.

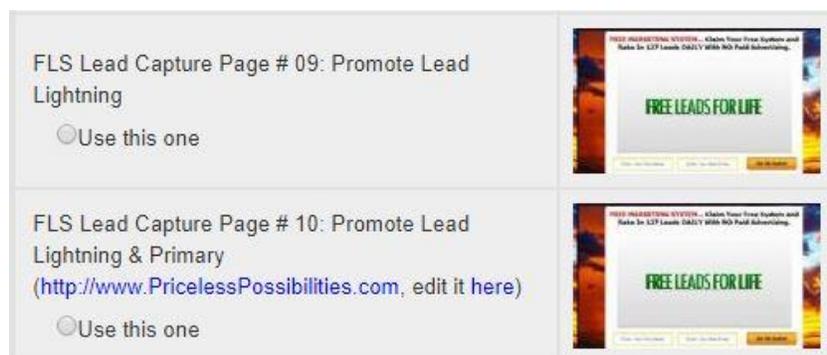
Click on the 1st link (see image below) that says "Click here if you want to use an existing Web Page from our Library of Web Pages" and it will take you to a page where you can then select the page you want your SubDomain to go to.



When you click on the "Click here if you want to use an existing Web Page from our Library of Web Pages" link, you will be prompted to select a choice from a drop down menu where you see the green 2 (see image below) and you should choose "become a Free Lead System Forever Member".



Then select the choice called "FLS Lead Capture Page # 09: Promote Lead Lightning" (if you are promoting PLS as your primary business) or select "FLS Lead Capture Page #10: Promote Lead Lightning & Primary" (if you are promoting some other opportunity as your primary business). You can see the choices in the image below.



Then select the "Save My Choice" button at the bottom of the page.



IF you are promoting some other business (other than PLS) as your primary business, make sure you have clicked on the "Companies You Promote" link (see image below) on the Getting Started page. Watch the brief Instructional Video on that page and select any company that you promote and enter the unique website address for each one.



4.4 Overview of The Lead Lightning Sales Funnel

The Lead Lightning Sales Funnel is made up of several components that take a prospect down a path to educate them about the value of joining Lead Lightning and ideally becoming a Power Lead System Affiliate.

The exciting thing is that we've created the path (the Lead Lightning Sales Funnel) for you and all you need to do is point people to the Lead Lightning Sales Funnel.

The components of our Lead Lightning Sales Funnel are as follows:

- Lead Lightning Lead Capture Page
- Email Campaign
- Lead Lightning Sales Page (Which includes Automated Up Sells)

Lead Lightning Lead Capture Page - The Lead Lightning Sales Funnel begins with a Lead Capture Page designed to engage prospects so that they will enter their contact information (to sort which prospects are interested).

Successful people point people at a tool (more about this later), and your Lead Lightning Sales Funnel is a tool to sort through your prospects so you only invest time with those who are serious about building a successful business.

When a prospect enters their contact information on the Lead Capture page, they will automatically be redirected to our Lead Lightning Sales Page. As well, the Email Campaign we've professionally written for you is automatically initiated and sent to your prospect.

Your prospect is also entered into your Contact Management System that we provide you so you can follow up with your prospect whenever you want. As well, we will immediately notify you so you can follow up with them ASAP. You are notified by email and can also be notified with our "Cell Notification System".

We strongly suggest that you use our Cell Phone Notification System because it will send you a text message as soon as a prospect enters their contact information on your Lead Capture Page. Most people will see a text message immediately compared to possibly not seeing an email (or seeing it a while after it was sent). Being able to immediately follow up with your prospect will dramatically increase your results.

If you aren't familiar with our "Cell Notification System", put your mouse on "Contacts" in your admin area (do NOT click it), then select "Cell Phone Notification" (see image below).



An Email Campaign – The Lead Lightning email campaign is made up of a series of professionally written email messages spread over time educating the prospect about the ability for them to successfully make money from home using our system!

In each email there is a link to the Lead Lightning Sales Page where prospects can learn more about Lead Lightning and we also educate prospects about upgrading to the Power Lead System as well as some of our One-Time purchase products (Free Ad Secrets and Social Profit Academy).

Every link in the email campaign has a link that we track so that you know who clicked on it and when. This is very valuable marketing information.

To see who clicked on any links in an email campaign, put your mouse on "Email/Text" (do NOT click it), then click on "Statistics". Once on the "Email Campaign Tracking Statistics" page, you can do a search by Campaign name or date. Do a search on the Campaign called "Lead Lightning".



Lead Lightning Sales Page – The Lead Lightning Sales page is a professionally designed sales page to educate prospects about Lead Lightning and why they would want to join Lead Lightning immediately. Joining Lead Lightning is only \$7 (one time) but as shown on the Sales Page can lead to someone earning \$526 from one of their prospects (actually you can earn another \$1,000 if your prospect decides to also purchase [Master Traffic Institute](#) but it isn't included in our Automated Upsell process).

After Lead Lightning is purchased, your prospects will be offered a sequence of high value products during their checkout process. Each product can be purchased with just one click making it very easy for prospects to purchase additional products. These additional products are known as upsells and having an AUTOMATED Upsell process can generally increase profits by at least 3 to 5 times what people might make without an upsell process.

In order to earn \$526 from one of your prospects, the prospect would need to purchase several upgrades starting with the 1st Upsell known as the Gold Membership. The Gold Membership is where someone joins the Power Lead System as a Customer (\$30 per month) and a Power Lead System Affiliate (\$23.97 per month). As a Power Lead System Affiliate you will earn \$20 per month from every Power Lead System Customer PLUS a 50% Match on what they earn on their Power Lead System Customers (every month forever)!

If the prospect isn't interested in the Gold Membership (Power Lead System) then they are offered a Downsell called the Silver Membership for \$29.97 per month and pays out \$15 commissions per month for anyone under that person who also purchases the Silver Membership.

The 2nd Upsell is what we call our Diamond Membership and is the One-Time purchase of a great traffic generation product called "[Free Ad Secrets](#)" (FAS). Free Ad Secrets sells for a One-Time fee of \$147 and those who own (have purchased) FAS will earn \$100 from every one of their prospects who purchase FAS PLUS another \$25 from every one of those people who sell FAS to their prospects.

The 3rd and final Upsell is the Platinum Membership which is the One-Time purchase of another great traffic generation product called "Social Profit Academy" (SPA). SPA sells for a One-Time fee of \$497 and those who own (have purchased) SPA will earn \$400 from every one of their prospects who purchase SPA PLUS another \$50 from every one of those people who sell SPA to their prospects. You can earn another \$1000 in commission if the prospect purchases Master Traffic Institute (MTI) PLUS another \$200 on their sales (assumes that you own it). We didn't add MTI to the Automated Upsell process, but they can buy it from their admin area at any time.

4.5 How To Set Up Your Lead Lightning Sales Funnel

To market Lead Lightning, you will need to set up the Lead System Sales Funnel that we've already created for you ... and don't worry as it is quick and very easy to set up (in 2 minutes or less)!

Setting up the Lead Lightning Sales Funnel requires you to simply point a domain or SubDomain at the Lead Lightning Sales Funnel. Pointing a domain or SubDomain at the Lead Lightning Sales Funnel will allow your prospects to see the Lead Lightning Sales Funnel when they click on the domain or SubDomain that is pointing toward it!

Therefore, you will need to either use a domain or a SubDomain. **We strongly suggest that you purchase a domain from our admin area** (it is just \$17.97 per YEAR which you can cancel at any time) because it is quick and easy (we show you how to easily do this) and **allows you to create unlimited SubDomains for FREE.**

To purchase 1 domain from us or transfer 1 domain to us (if you haven't done so already) is required (again you only need to do this once with our entire system) and protects everyone using our system by increasing the delivery of your emails. Prospects will take you more seriously when using a domain (even though SubDomains serve other purposes).

To purchase a domain from us simply do the following:

- 1) Once in your admin area, put your mouse on the WEBSITES button (do NOT click it) and then click on BUY A DOMAIN. See image below.



- 2) Once you have purchased a Domain from us, then you want to go back and put your mouse on the WEBSITES button near the top (do NOT click it) and then click on WEBSITES on the left (see image below).



- 3) Once you have clicked on the WEBSITES button, scroll down and in #1 select the domain you want to point to your Lead Lightning Lead Capture page. In #2 you will want to choose the "become a Prospect for whatever I want". It may require you to click on the down arrow (the "V" symbol to the right of the word "want"). See the image below:



- 4) Then you want to scroll down the page to the "Lead Lightning Lead Capture Pages" section. Select the choice called "Lead Lightning Lead Capture #03" by left clicking your mouse in the "Use this one" circle (see image).



Then select the "Save My Choice" button at the bottom of the page. After selecting the "Save My Choice" button, you will be directed to a page where you will need to select the Sales Page. We have a default selected which we strongly suggest you use called "Lead Lightning Sales Page #2" which is in the "Bypass Lead Capture Pages" section (see image below).



Then select the "Save My Choice" button at the bottom of the page. Then you will be redirected to choose which Autoresponder Campaign your prospects will receive (use the default which you can see below).

Choose Which Autoresponder Campaign Prospects Receive

See an overview of all your Domains and their settings
 Create a new Landing Page or Sales Page
 Click here to work with a different Domain or Sub-Domain

For this Domain <http://www.LeadLightning4You.com/> choose:

Add Opt-In (Lead) to Power Lead System Contact Manager (use Bot Checker)

Send this Power Lead System (PLS) Autoresponder

View Campaign

Add Opt-In (Lead) to AWeber List Name Stats/Sharing/FAQs

Add Opt-In (Lead) to Get Response Campaign Name Stats/Sharing/FAQs

IF you do not want to purchase a domain from us (although we HIGHLY suggest you do buy a domain from us), then you can create a SubDomain by clicking on the following:

To learn how to create UNLIMITED SubDomains (again they are FREE), just click on this link at >>>> [SubDomain](#)

Creating a SubDomain will give you a new website addresses (at NO extra charge) that you can then point to the Lead Lightning Sales Funnel. If you are going to create a SubDomain to point to the Lead Lightning Sales Funnel, we suggest you use this name for it:

LeadLightning

Your new website addresses would now be:

<http://LeadLightning.YourDomainName.com>

The LeadLightning SubDomain is going to point to the Lead Lightning Sales Funnel we've created for you where others can get Lead Lightning. Anyone who gets Lead Lightning will become YOUR unique lead for you to market whatever you want. Unlike the Free Lead System, Lead Lightning members do NOT Pass Up any leads!

After someone signs up for the Lead Lightning (LL) for a LIFETIME fee of just \$7 (you get \$6 of their \$7) we give them an opportunity to upgrade to the Power Lead System (PLS) where you would get \$20 EVERY MONTH from their \$30 monthly PLS Customer fee (assumes you are a PLS Affiliate).

If the Lead Lightning person does NOT upgrade to become a Power Lead System Affiliate, they will pass up every person who upgrades to PLS to you!

A Lead Lightning member who wants to generate leads will share their link to Lead Lightning and those people will do the same etc.! This gets others to get others all of which could upgrade to become Power Lead System (PLS) Customers. **The reason many people will want to upgrade to the Power Lead System is there are a LOT of tools (and income opportunities) in PLS not offered to LL customers.**

If a Lead Lightning (LL) customer does NOT upgrade to become a PLS Affiliate, then anyone under them who does upgrade to PLS WILL get passed up all the way to the 1st PLS Affiliate above them which could easily be YOU! As a PLS Affiliate, you would earn \$20 per MONTH FOREVER for every PLS Customer under you (plus the potential for a LOT more)!

Therefore, sharing your Lead Lightning Sales Funnel can get **an army of other people to learn about the opportunity to upgrade to the Power Lead System which can become YOUR customers (assumes they do not upgrade to PLS and that you are a PLS Affiliate)!**

To Point your LeadLightning SubDomain to the Lead Lightning Sales Funnel do the following:

TAKE ACTION First you need to create a SubDomain (we suggest you call it "LeadLightning") which you do by first putting your mouse on the "Websites" button in our admin area (do NOT click it), then select "Manage SubDomains".



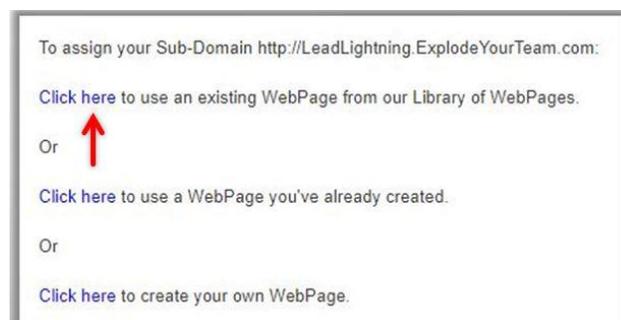
Once on the Sub-Domain page, watch the brief Instructional Video and create the SubDomain "LeadLightning" or simply type "LeadLightning" in the box where you create a new SubDomain (see image) and click on the "Create" button.



We suggest that you capitalize the first letter of each word, so use LeadLightning instead of leadlightning because it's much easier for your prospects to read and remember when you capitalize the first letter of each word.

Then you need to "Assign" (point) your new SubDomain "LeadLightning" to a webpage. After you have created the new SubDomain "LeadLightning", you will see the following choices.

Click on the 1st link (see image below) that says "Click here if you want to use an existing Web Page from our Library of Web Pages" and it will take you to a page where you can then select the page you want your SubDomain to go to.



When you click on the "Click here if you want to use an existing Web Page from our Library of Web Pages" link, you will be prompted to select a choice from a drop down menu where you see the green 2 (see image below) and you should choose "become a Prospect for whatever I want".

Click [here](#) to make a Copy of one of these pages so you can edit it

- 1 Choose Which Domain To Set Up
- 2 I want to attract someone to...
- 3 Choose a Page below that Website Visitors will view
- 4 Click the "Save My Choice" button at the top or bottom of the List



Then you want to scroll down the page to the "Lead Lightning Lead Capture Pages" section. Select the choice called "Lead Lightning Lead Capture #03" by left clicking your mouse in the "Use this one" circle (see image).

→ **Lead Lightning Lead Capture Pages**

Lead Lightning Lead Capture #01 <input type="radio"/> Use this one	
Lead Lightning Lead Capture #02 <input type="radio"/> Use this one	
Lead Lightning Lead Capture #03 <input checked="" type="radio"/> Use this one →	

Then select the "Save My Choice" button at the bottom of the page. After selecting the "Save My Choice" button, you will be directed to a page where you will need to select the Sales Page. We have a default selected which we strongly suggest you use called "Lead Lightning Sales Page #2" which is in the "Bypass Lead Capture Pages" section (see image below).

→ **Bypass Lead Capture Pages**

Lead Lightning Sales Page <input type="radio"/> Use this one	
Lead Lightning Sales Page #2 <input checked="" type="radio"/> Use this one →	

Then select the "Save My Choice" button at the bottom of the page. Then you will be redirected to choose which Autoresponder Campaign your prospects will receive (use the default which you can see below).

The screenshot shows a web form with the following elements:

- Title:** Choose Which Autoresponder Campaign Prospects Receive
- Links:** See an overview of all your Domains and their settings, Create a new Landing Page or Sales Page, Click here to work with a different Domain or Sub-Domain
- Text:** For this Domain <http://www.LeadLightning4You.com/> choose:
- Checkboxes:**
 - Add Opt-In (Lead) to Power Lead System Contact Manager (use Bot Checker)
 - Send this Power Lead System (PLS) Autoresponder
 - Dropdown:** Lead Lightning Optins (Lead Lightning only) (9 msgs) (by Power Lead System) [View Campaign](#)
 - Add Opt-In (Lead) to AWeber
 - List Name:** Set this up on the next page [Stats/Sharing/FAQs](#)
 - Add Opt-In (Lead) to Get Response
 - Campaign Name:** Set this up on the next page [Stats/Sharing/FAQs](#)
- Buttons:** A green "Submit" button with a red arrow pointing to it from the right.

Then select the "Save My Choice" button at the bottom of the page.

4.6 How To Share Your Lead Lightning Sales Funnel On The Phone



While you can advertise your link to Lead Lightning in many ways, talking to someone on the phone can be very effective. The goal of talking to a prospect over the phone is to point them to your Lead Lightning Sales Funnel that is:

- Very Short
- Easy to Duplicate
- Creates Urgency
- NO Pressure

The reason why you want to keep your introduction to your Lead Lightning Sales Funnel SHORT is because ...

Prospects will often make their decision whether or not they will join the Lead Lightning based on HOW you introduce the opportunity to them.

For example, if you take 20 minutes to tell them about the Lead Lightning, what do you think they will think is required for them to introduce the Lead Lightning to others?

They will think... "I will need 20 minutes to share the Lead Lightning with each person, but I don't have 20 minutes per person so this business isn't for me!"

That's why we strongly suggest you use a script to get people to visit your Lead Lightning Sales Funnel (we provide a script below)!

The reason why you want to keep your introduction to your Lead Lightning Sales Funnel EASY TO DUPLICATE is because ...

Prospects will often make their decision whether or not they will join the Lead Lightning based on HOW you introduce the opportunity to them.

Sound familiar?

For example, let's imagine your name is Joe and you are a great sales person and give a great sales presentation. What do you think your prospects will think is required for them to get people to join the Lead Lightning?

They will think... "I need to be a great sales person like Joe in order to get people to join the Lead Lightning, and I'm not a great sales person so this business isn't for me!"

That's why you need to follow a simple short script that points people at a tool (your Lead Lightning Sales Funnel). The acronym I like to use to remember how important it is to point them at a tool is ...

PAT

It stands for ...

P = POINT

A = AT

T = TOOL

The reason POINTING AT a TOOL works so well is that the TOOL (your Lead Lightning Sales Funnel) will do the work for you and a LOT more EFFECITVELY!

This way prospects will think "Hey, I don't need to be a super salesperson because I can point them to a website (which is the tool ... your Lead Lightning Sales Funnel) just like Joe did to me!"

Remember this acronym ...

CIDI

It stands for ...

C = CAN

I = I

D = DO

I = IT

Whether your prospects tell you or not, they are asking themselves the question; "Can I Do It?"

They won't care how much money you or anyone else is making.

They want to know ...

CAN I DO IT?

That's why you also want to CREATE URGENCY in your introduction to the Lead Lightning Sales Funnel because ...

Prospects will often make their decision whether or not they will join the Lead Lightning based on HOW you introduce the opportunity to them.

Sound familiar?

Again, what do you think your prospects will think if when you invite them to your Lead Lightning Sales Funnel, there is no urgency?

They'll very likely think, "Joe didn't act like there is any urgency to do this now, so I'll think about it and maybe I'll do it later!"

As we all know, later rarely comes (if ever) for prospects to take action. There needs to be a "Legitimate Fear of Loss". The reason I say "Legitimate" is that there is way too much hype in business opportunities. If you say something that you don't mean, then people won't trust you and therefore won't do business with you.

The reason to have a "Fear of Loss" is that most people make their decisions in the short term EMOTIONALLY and take more action when they are afraid of LOSING something rather than the opportunity for gain.

Therefore, here's a SHORT script that is EASY to DUPLICATE and CREATES URGENCY to point people to your Lead Lightning Sales Funnel.



It assumes you are using the phone because the phone allows you to create URGENCY and is a LOT more EFFECTIVE. As well, it assumes that these are people who know you (i.e. your WARM market list).



IF you haven't written down your Warm Market list, then [Click Here](#) and go there NOW and complete the process. If you aren't willing to do this then you are dramatically reducing your opportunity to succeed.

Script to Invite Prospects to Your Lead Lightning Sales Funnel

- Text in **RED** is for your information and is **NOT** to be said.
- Words in all **CAPS are to be emphasized**.

Hi [First Name of Prospect], how are you today?

LISTEN so you get some insight where they are coming from and if they ask you how you are doing, keep your response very short.



Another key point is to **MATCH** and **MIRROR** their speech meaning that you want to say similar words and talk at the same rate they do (this will have them sub consciously thinking "I like this person because they are just like me").

For example, if they say "I'm doing **FANTASTIC**", then you want to use the same word and say something like "Wow, that's interesting because I'm feeling **FANTASTIC** too!" Speaking at the same **RATE** (i.e. a person from New York may speak a lot faster than someone from Texas), will again get them to feel that you are just **LIKE** them and as the saying goes ... "People like to do business with people they know, **LIKE** and trust." If people don't like you, they won't want to get to know you and then they'll never trust you. Getting someone to like you **RIGHT AWAY** is a **KEY** to being more successful.

[First Name of Prospect], I only have a minute so I need to keep this **VERY** short.

I wonder if you are like me as I used to... (Fill in the blank with how you **USED** to be frustrated about your lack of freedom & lack of finances but keep it **SHORT** ... **PRACTICE** this first so you can say it like you know your phone number).

Then I was introduced to an **AMAZING** system that helps people to **EASILY** earn \$960 a month Residual Income within 120 days and over \$100,000 Per Year within 12 months.

There's no cost to take a look and I'm committed to helping just 4 (**There's a reason to use the number 4 so please use that number**) people achieve \$100,000 a year within 12 months.

If you are interested, I invite you to check it out right away because I literally only need to help just 4 people to (list the things you'll be able to do when you are making \$100,000 per year that you really want to do) and I have x (give the specific number on your warm market list) people to contact.

Letting them know you only are looking for 4 people yet you have a list of 387 people (be very specific and do NOT round the number off) is what gives them a LEGITIMATE Fear of Loss.

The EXCITING thing is that it's so EASY because I have an AMAZING system that's does most of the work FOR ME and it works EXTREMELY well for me and can FOR YOU as well.

[First Name of Prospect], are you SERIOUS about changing your lifestyle and having a lot more freedom NOW?

Let them answer but **do NOT answer any questions they have about what is it and how does it work** ... if they ask, let them know that you only have a minute and remind them that you have a list of X (give the specific number on your warm market list) of people to contact. Tell them you have a website that will answer most of their questions for them and once they go to your website and enter their information then you will follow up with them as you only have time for people who are serious.

Keeping the call SHORT and NOT answering questions is a KEY to your success as that will help your prospect to remember HOW you introduced the Lead Lightning Opportunity to them.

This will get them to think "I CAN DO IT!"

If so, I invite you to go to my website at (give your website address here) and watch the brief video now. Then, WHEN (not IF) you like what you see, which I'm VERY confident you will, (saying this gives them CERTAINTY which will motivate them to take action) simply enter your information and I'll be immediately notified. Then I will follow up with you to tell you about the NEXT STEP!

The phrase "the next step" is meant to peak their curiosity so again, do NOT tell them what's next. Make sure you ask them ...

Do you have something to write down my website address or better yet are you near your computer now?

The ideal goal is to get them to watch your video NOW and enter their information immediately, but if they can't do it now, then at least make sure they write down your website address and have them repeat it back to you by saying something like...

[First Name], sometimes I have misspelled my website address so would you mind repeating the spelling to me to make sure I gave it to you correctly? A good thing to do is to even laugh while you are saying this because it appears that you are laughing at yourself, which will get them to think that you are a "real" person who makes mistakes and that will get them to like you!

Laughing while you say this really works which is why certain comedy shows add a "laugh track" (people laughing in the background) so that people watching the comedy are more likely to laugh and therefore rate the comedy much higher. The same is true when you are talking to prospects. When you laugh, they'll often laugh with you and again will think "I like this person".

Thank them for their time by saying something like ...

"Thank you [First Name] for your willingness to see how EASY it is to make \$960 a month Residual Income within 120 days, PLUS over \$100,000 per year within 12 months so you can do the things you've always wanted.

I look forward to helping you succeed so make sure you visit my website soon at (give out the website address again). You'll be glad you did!

If they aren't interested, then do NOT pressure them and thank them anyway. A good way to get them to remember you and follow up with you if they aren't interested is to say something like ...

Thank you for your time [First Name], and with your permission, I invite you to ask yourself 1 question each morning as you turn the key in the ignition of your car.

This will get them to REMEMBER your question every time they turn the key in their ignition. I learned this from a great trainer named Tom 'Big Al' Schreiter.

Simply ask yourself, do I REALLY (put emphasis on this word) want to be leaving my home, driving in traffic and working for someone else who determines my pay and my schedule?

If you find that you ever change your mind, then give me a call at (Your Phone Number Here) and I'll see who I can refer you to on my team as I'm confident I'll be very busy (this will again create a legitimate fear of loss). Thanks again for your time, and have a blessed day.

This is the END of the script.



The goal of the script is to get as many people to the Lead Lightning Sales Funnel in a way that is EASY to DUPLICATE. After your prospects visit the Lead Capture page and like what they see, you want them to remember ...

HOW you introduced them to visit your Lead Lightning Sales Funnel.

You want them to think ...

"Hey, that was:

- Very Short
- Easy to Duplicate
- NO Pressure but Created Urgency

Remember, the acronym CIDI because you need your prospects to think:

I CAN DO IT

Then they'll take the 1st step which again is to visit your Lead Lightning Sales Funnel and enter their contact information.

Of course there are other methods to get Prospects to your Lead Lightning Sales Funnel which we'll address below, but again, getting on the phone with people who know you, is the most effective way that works.

Remember, you only need 4 people to join Lead Lightning per month (assumes they will upgrade to PLS and duplicate what you do) to Earn \$960 Per Month in 120 Days!

Other Methods to Get People to Your Lead Lightning Sales Funnel

Social Media – Social Media provides you with an opportunity to leverage the over 1 BILLION people using those services so you can ...

- Easily Find Ideal Prospects
- Connect With Them Anywhere In the World (at Any Time)
- Communicate With Them For FREE
- Easily Point Them At a Tool (Remember PAT)

For example, Facebook has a LOT of members and because each member can have their profile updated automatically when they do certain activities, you can easily do a search and find people with specific characteristics.

For example, you can easily find ...

- Married Women
- Age Range 35 – 45
- Who Like “Network Marketing”
- Who Live in California
- Etc.

You can easily do all kinds of targeted searches with Facebook (for FREE)!

The best way to learn how to do a search (plus a lot more) and leverage social media is to use the very valuable program called “Endless Free Leads Mobile” that retails for \$397 but is **FREE for PLS Affiliates**.

Endless Free Leads Mobile (EFLM) has over 60 videos and approximately 75 scripts that will help you Connect, Communicate and Close your ideal prospects. You’ll find the Endless Free Leads Mobile Program by putting your mouse on the “Training” button (do NOT click it), then select “Endless Free Leads Mobile” and register for it. It’s FREE for PLS Affiliates. See the image below how to access it.



One of the huge advantages of Social Media is the DUPLICATION aspect because there are many people who won't pick up the phone, but would be comfortable with chatting with people on a Social Media site.

As well, Social Media allows people to overcome geography and time restrictions. For example, a single mom who gets home from work at 6pm, feed her kids and gets them to bed by 9pm would normally find it too late to pick up the phone and call someone.

However, through Social Media, at 9pm (or any hour for that matter) it would be perfectly ok to begin chatting with someone online. This now makes prospecting something this single mom can do when previously she might never prospect anyone.



If you have already called everyone on your [Warm Market](#) (the most effective method), then **schedule time NOW** in your calendar to learn how to use Endless Free Leads Mobile. Even better would be to make learning the Endless Free Leads Mobile Program 1 of your commitments in your Accountability Group.



If you aren't part of an Accountability Group, then [click here now](#) to go back to our Accountability Process and review it and follow through on getting an Accountability Partner/s.

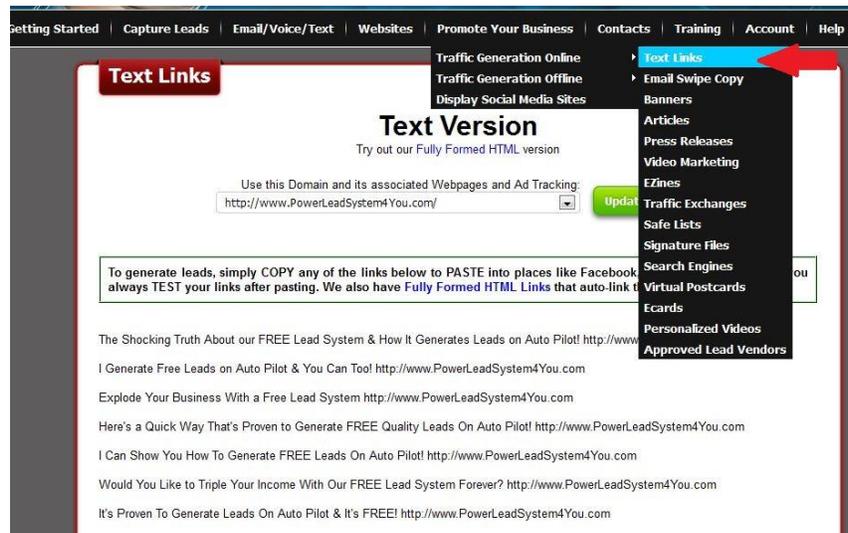
Another way to leverage Social Media is to post links and images on Facebook, LinkedIn, Twitter etc. Again, you can learn a lot from the Endless Free Leads Program, but we suggest that you go to our PLS Facebook Group (for Members only) and ASK how others are promoting their links.

Ad Posting Software – there are different companies that have what is called “Ad Posting” software. The software will allow you to schedule posting of an ad with an image to Facebook Groups. There's no charge to post to the Facebook groups but there is a charge for the software. Some services have a 1 time fee of around \$50 while other services have a small up-front fee and around \$10 - \$20 per month.

Before joining any of them we highly recommend that you do your due diligence as well as check with the person who referred you to PLS to see if they are using the software.

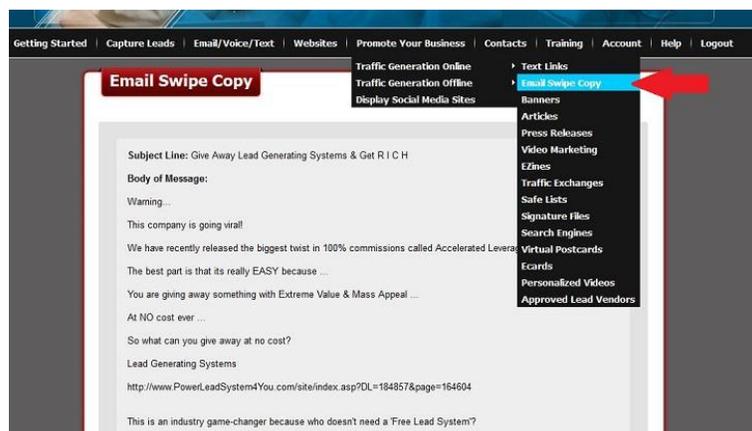
Links for posting on Social Media Sites – you can find professional pre written Text Links in your PLS admin area (see image below) where you can copy and paste the text and your link. To access the text links, put your mouse on “Promote Your Business (do NOT click it), then click on “Traffic Generation Online”, then click on “Text Links”.

Once on the page, make sure you first choose the domain you want to paste with our text. You can choose your domain from the drop down arrow near the top of the page.



Email Copy – If you have prospects that aren't entered into our Contact Management System, you can use prewritten email copy to send to introduce them to Lead Lightning.

To find the email copy, put your mouse on “Promote Your Business (do NOT click it), then click on “Traffic Generation Online”, then click on “Email Swipe Copy” (see image below). Make sure to TEST the links in any email copy.



4.7 Follow Up & Close Prospects Who Opt Into Your Lead Lightning Sales Funnel

The goal of marketing is to create a LOT of prospects with only a LIMITED number who can get your offer which will create a 'frenzy' (where prospects are a lot more likely to take immediate action).

When you point them at a tool (PAT) like your Lead Lightning Sales Funnel, they will be "sorted" (the interested ones will enter their information) so that you ONLY spend time with the people that are REALLY interested in building a business NOW.

Our sorting tools are the 1st page (Lead Capture Pages) for our Sales Funnels that we have created for you (like the Lead Lightning Sales Funnel). In order to clarify what I mean when I say 'frenzy', I'll share a true story about my nephew Paul.



When Paul was 7, my brother Glenn took him fishing for the first time (and I joined them). We went to one of those stocked ponds where you rent the equipment and where there were so many fish in the pond, that children were catching fish literally almost every minute.

When Paul ran out of bait, my brother Glenn said "Paul, it's time to go as we're all out of bait." But Paul being 7 didn't want to go because he was having so much fun. Glenn said "Paul, we can't fish because we don't have any more bait."

But that didn't stop Paul as he continued to beg and plead with his dad to stay just a little longer. Of course, Glenn continued to say "No", and out of frustration, Paul put the end of his fishing pole in the water (with NO bait on his hook) and to our SHOCK ...

Paul immediately hooked a fish!

I wondered ... HOW did that happen?

Then it hit me ...

Prior to Paul running out of bait, the fish were conditioned to continually have bait put in front of them from many children. But the problem was ...

There were a LOT of fish, but only 1 piece of bait at a time so the fish were literally fighting over who got the bait!



Think about a similar example if you've ever been to a pond and fed ducks with a piece of bread. If there are ducks around, it won't take long for a LOT of them to rush where you are throwing bread and they'll start fighting over the bread.

Once there are a lot of ducks, you could literally throw out something that isn't edible but they would still fight for it because they've been **CONDITIONED** that there is only 1 piece of food and a LOT of ducks.

So what is my point?

When there's something like bread or **FREEDOM**, then they will jump at it **IF** they feel that there's a LOT who want it and a **VERY LIMITED** supply of it.

That's why in the script for calling people you want to let them know that you have a LOT of prospects, and you are only looking to help 4 people earn \$100,000 per year in 12 months or less.

If they really want what the money can buy (**FREEDOM**), and they feel that there's a **LIMITED** opportunity to get it, they'll take a LOT more action and a lot **SOONER!**

Therefore, a great thing to do is to follow up with people after you have talked to them on the phone using the [phone script](#) in our previous section.

The following is an email we suggest you send to people **AFTER** you've called them on the phone and **BEFORE** they enter their information on the Lead Lightning Sales Funnel Lead Capture Page (because once they enter their info on that page our system will automatically send them follow up emails).

The following email should be sent to motivate them to take action and visit your Lead Lightning Sales Funnel and enter their information as soon as possible:

Email Follow Up Script (only send text in black as red are instructions for you).

Subject Line: [First Name of Prospect], thanks for your time on the phone and (don't add anything after the "and" as it will peak their curiosity to open your email).

Body of Email:

Thanks [First Name of Prospect], for your time on the phone to hear how you can easily earn \$960 per month in 120 days, and \$100,000 per year in 12 months or less.

As mentioned on our call, I'm committed to helping just 4 (There's a reason to use the number 4 so please use that number) people achieve 100k per year within 12 months and I have Y (number of prospects) to contact.

There's NO cost to take a look so don't miss out.

Check out my website now to watch a very brief video to see if it's right for you by going to:

(Put your Lead Lightning website address here)

Watch the brief video, and then enter your information. I'll be immediately notified so I can follow up with you to tell you about the NEXT STEP to having Real Freedom!

Wishing you Great Success,
Your First & Last Name Here
Your Phone # Here
Your Email Address Here

P.S. The exciting thing is that it's so EASY to succeed because I have an Amazing System that's does most of the work for me. You can use the same system at NO Cost for a while to prove how well it can work for YOU.

Check out my very brief video now at:

Your Lead Lightning website address here

This is the END of the Email Follow Up script.

Once people have entered their contact information into the Lead Lightning Sales Funnel, you will want to contact them and do a 3 way call.

The importance of doing a 3 way call is that ...

The WAY you introduce your business to your prospects is often the key determining factor whether or not they will join your business!

For example, if you follow up with a prospect (let's call them Joe), and Joe asks you lots of questions and you answer all the questions, what will Joe think is necessary if he is to join our business?

Of course Joe will think "You had to answer all of my questions, so if I do this business then I'll need to answer all of the questions from my prospects I can't do that so this business isn't for me!"

However, what if when you follow up with Joe, you get someone else on the phone to answer Joe's questions? Then what might Joe think?

He'll probably think; "Hey, you didn't need to know all the answers to my questions, because you got someone else on the phone to answer them. I can do that so I can be successful at your business!"

See the genius in this?

That's why the most successful recruiters know that even though they can personally answer all the questions a prospect has, they always try to get someone else on the phone to answer the questions for them.

So, how specifically would you do that?

First, you need to have several people lined up in advance that you can call to get them on a 3 way call. Its best to have a list of people that are willing, and able to do 3 way calls for you (and of course you should find a way to help them as well).

If you are brand new, and the person who sponsored you into Lead Lightning (which you can see their contact information at the top of your admin area) isn't willing or able to do a 3 way call with you, then go to our Facebook Group and connect with others and see how you can help them. Then post (message) your desire to find people willing to do a 3 way call to help each other. You can find our Facebook Group (only for PLS and Lead Lightning Members) by going to:

<https://www.facebook.com/groups/officialpls>

You will see the Power Lead System image in our Facebook Group. You can also type "Official Power Lead System" in the address bar to find it (see image below and note as of June 2019 we have 46,495 Members)!

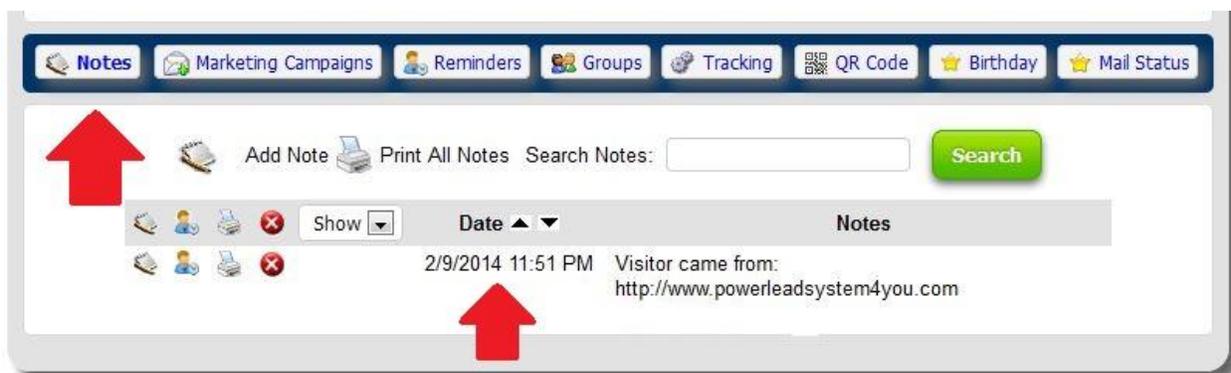


Once you have identified a few key people willing and able to be on a 3 way call when you follow up with prospects who have entered their information on your Lead Lightning Lead Capture page, you want to get their permission to allow you to bring the 3rd person in on your call.

Script for following up with prospects after they have entered their information on your Lead Lightning Lead Capture page:

Hi [First Name of prospect], this is [Your name here] and I noticed that you entered your contact information on my website at (give your Lead Lightning website address) on (give the date and time here ... this is important as it will peak their curiosity and make them wonder how you know that).

You can find the date and time they enter their contact information on your Lead Lightning Lead Capture page when you click on the name of a contact in your Contact Manager, then look at the NOTES tab (see image below):



I'm curious, what did you think about our video and our system where you can easily earn \$960 per month in 120 days and \$100,000 per year within 12 months?

Let them respond and as soon as they have questions, then say:

[First name of prospect], I can appreciate your question/s and to make sure you get the best possible answers so you can make an informed decision how you can REALLY earn an extra \$960 per month in the next 120 days and \$100,000 per year in the next 12 months, I'd like to have [name of 3 way person here] get on the call with us. They are really experienced and I'm very confident you'll really like him/her. Would that be alright with you? Can you please hold a few seconds while I try to reach him/her?

If they don't object, then call a person willing and able to get on a 3 way call and when you reach them say:

Hi [name of 3 way called], I have [name of prospect] on the line and he/she recently watched my Lead Lightning video and (list some of the things your prospect said in response to your question asking them what they thought about watching your video).

[First name of prospect] has a few questions and I thought you could best address them. [First name of prospect], what would you like to ask [First name of 3 way caller]?

Let [First name of 3 way caller] answer the questions from [First name of prospect] without you interjecting (this is critical as it will teach your prospect that they do NOT need to answer any questions themselves. This will get them to think "I Can Do This!")

After your prospect's questions have been answered, your 3 way person should ask "[First name of prospect], what is the main thing you want to do when you are able to do have the time and money to do what you want?" Listen to their answer (don't interrupt them)!

[First name of prospect], when would you like to start earning an extra \$100,000 per year so you can (the 3 way person should list what the prospect wants to do with the money as that is a question that should have asked answered). If the prospect says anything like "Now ... or right away", then your 3 way person should say "Great, let's get you started right now so you can... (the 3 way person should list what the prospect wants most when they have time and financial freedom).

Then the 3 way person should see if the prospect is near their computer so they can fill out the form for the prospect as well as mention several of our one time products (Free Ad Secrets, Social Profit Academy and [Master Traffic Institute](#)).

The 3 way person would do this by saying “[First name of prospect], are you near a computer because there’s something very important that will help you make a lot more money quicker. I want you to see it so can you get on your computer now?”



If the 3 way person can get the prospect in front of their computer, the 3 way person should share their screen by using a FREE program called Join.me If you don’t have Join.me then **sign up for it NOW!**

What we have found what works very well is for the 3 way person to walk the person through the sign up process especially because you will want your prospect to purchase as many of the 1 time products that they will purchase such as Free Ad Secrets, Social Profit Academy and Master Traffic Institute.

The key is to keep showing your prospect that when they join Lead Lightning and become a PLS Affiliate, they can be on their way to earning \$960 per month in 120 days and \$100,000 per year within 12 months. More important than the money is what the money will do for your prospect so keep tying together how becoming a PLS Affiliate can help them live their dream now.

For example, let’s say you find out that your prospect would want to spend more time with their family ... and that when they have more time with their family the thing they’d like to do most is to take them on a vacation to Australia to go scuba diving. Once you know that, you would want your 3 way person to say something like ...

“[First Name of prospect], we can definitely (give them CERTAINTY with what you say and HOW you say it) make your dream to take your family to Australia and go scuba diving a reality when you become a Power Lead System Affiliate. When would you like to take your family to Australia to go scuba diving? Listen to their answer and then say:

Great, let’s start making your dream become a reality now. This assumes they will sign up and go to the sign up form and start asking them the information to fill out the form.

If they have any resistance, remind them that there is a 7 day FREE Trial for PLS so they have NO risk at all and so MUCH to gain. If they tell you they would prefer to sign up later, you can say something like:

Of course you can sign up whenever you'd like, and since you have me on the phone I thought you would like to get off to a great start as I can show you a few important things in literally just a few minutes after you sign up. Would you like to make sure you get off to a great start?

If they say YES, then go back to filling out the form and again assume that they will want to become a PLS Affiliate as that's the only way they get compensated.

After they are signed up as a PLS Affiliate, you will come to a page where they will have the option to purchase 'Free Ad Secrets' (FAS)!

FAS is a 1 time fee of just \$147 and is extremely valuable. If the prospect purchases '[Free Ad Secrets](#)' then they will earn \$100 commissions for every person they sponsor into Lead Lightning who upgrades to PLS and purchases 'Free Ad Secrets'! So 1 purchase of FAS can earn them UNLIMITED \$100 commissions!

They will also earn \$25 commissions whenever someone that they have sponsored who bought 'Free Ad Secrets' also signs someone up for FAS!

After the option to purchase 'Free Ad Secrets', the prospect will have the option to purchase '[Social Profit Academy](#)' (SPA).

We highly suggest you strongly encourage the prospect to purchase Social Profit Academy for many reasons. The first is that they will learn many ways to generate a LOT of traffic (for NO to LOW cost). The traffic they can generate can earn them a LOT of money.

As well, when the prospect purchases 'Social Profit Academy' then they will earn \$400 commissions whenever anyone they personally sponsor into Lead Lightning upgrades to PLS and purchases 'Social Profit Academy'. They will also earn \$50 commissions whenever someone that they have sponsored who bought 'Social Profit Academy' also signs someone up for SPA!

Social Profit Academy is a 1 time fee of just \$497. We have seen programs where people refer 3 and it's free, but with the PLS compensation plan for 'Social Profit Academy', you make \$400 when anyone you have sponsored purchases SPA which is HUGE!

Again, the commission is truly secondary because anyone who uses 'Social Profit Academy' can easily earn a LOT more than the 1 time fee of just \$497 to purchase it.

Last but not least there is another product called 'Master Traffic Institute' (MTI) that has many courses from Top Income earners using the Power Lead System. MTI has a one-time price of \$1,497 and pays out \$1,000 commissions to anyone who owns it who then has someone they sponsored who purchases it. As well, when anyone you sponsored get others they have sponsored to purchase MTI, you will earn an additional \$200 commission!

Even if you never earned any commission from others purchasing MTI, the courses included in MTI are invaluable as they will teach you many ways to generate a massive amount of traffic (as well as convert that traffic to buying customers)!

So to summarize, the reason getting on the phone to first introduce someone to Lead Lightning and then also following up with them after they have entered their info on your Lead Lightning Lead Capture page is because:

- They will realize that there is a REAL person behind a very REAL BUSINESS
- They can purchase Lead Lightning for JUST \$7 for Life!
- IF they choose to upgrade from Lead Lightning, there are MANY income opportunities and priceless tools provided
- The value of 1 prospect purchasing Lead Lightning and upgrading and purchasing all of our 1 time products is \$1,526 PLUS a 50% Match on the monthly fees paid by their PLS Customers PLUS overrides on FAS, SPA, and MTI!

4.8 Overview of the Power Lead System Sales Funnel

To learn more about the Power Lead System (PLS), simply click on [this link](#) as it is very important to realize the value of PLS.

To make it easy for you to share PLS with others through our 7 Day Free Trial, we created the Power Lead System Sales Funnel. The PLS Sales Funnel includes a Lead Capture Page, an Auto Responder Campaign (series of emails spread over time that are automatically sent for you) and a Sales Page to get prospects to sign up for the PLS 7 Day Free Trial.

All you will need to do is simply point your prospects to a website address and then let the PLS Sales Funnel introduce your prospects to PLS for you.

As a reminder, PLS is an ALL in 1 Marketing System that has many features that can help virtually any business owner to:

- Generate More Leads (through Creating Unlimited Lead Capture Pages as well as using the [Free Lead System](#) and/or [Lead Lightning](#))
- Sell More Products (through Creating Unlimited Sales Funnels for products and or services)
- Recruit More Reps (through Creating & Sharing Unlimited Sales Funnels for promoting their business)

PLS includes so MUCH MORE that the \$30 monthly fee to be a Customer of PLS is well worth it as the PLS features can save many business owners far more than what they would pay to get individual tools from other tool companies.

For those who want to share PLS and earn income (which is Optional), there is a \$23.97 monthly fee to be a PLS Affiliate. However, PLS Affiliates receive an Extremely Valuable program called [Endless Free Leads Mobile](#) (retails for \$397 but is FREE for PLS Affiliates).

PLS Affiliates earn \$20 per month from every PLS Customer they refer PLUS a 50% Match EACH MONTH FOREVER from their Customers who become PLS Affiliates who refer new PLS Customers.

There are also additional income streams available to PLS Affiliates who purchase and have PLS Customers they've referred who also purchase [Free Ad Secrets](#), [Social Profit Academy](#), and [Master Traffic Institute](#) (all of which are 1 time purchases and pay very nice commissions on 2 levels)!

4.9 How to Set Up the Power Lead System Sales Funnel

Setting up the Power Lead System Sales Funnel is very similar to setting up the [Lead Lightning Sales Funnel](#) except you will be pointing to different pages (which we will detail below).

To market the Power Lead System, you will need to set up the Power Lead System Sales Funnel that we've already created for you ... and don't worry as it is quick and very easy to set up (in 2 minutes or less)!

Setting up the Power Lead System Sales Funnel requires you to simply point a domain or SubDomain at the Power Lead System Sales Funnel. Pointing a domain or SubDomain at the Power Lead System Sales Funnel will allow your prospects to see the Power Lead System Sales Funnel when they click on the domain or SubDomain that is pointing toward it!

Therefore, you will need to either use a domain or a SubDomain. **We strongly suggest that you purchase a domain from our admin area** (it is just \$17.97 per YEAR which you can cancel at any time) because it is quick and easy (we show you how to easily do this) and **allows you to create unlimited SubDomains for FREE.**

To purchase 1 domain from us or transfer 1 domain to us (if you haven't done so already) is required (again you only need to do this once with our entire system) and protects everyone using our system by increasing the delivery of your emails. Prospects will take you more seriously when using a domain (even though SubDomains serve other purposes).

To purchase a domain from us simply do the following:

- 1) Once in your admin area, put your mouse on the WEBSITES button (do NOT click it) and then click on BUY A DOMAIN. See image below.



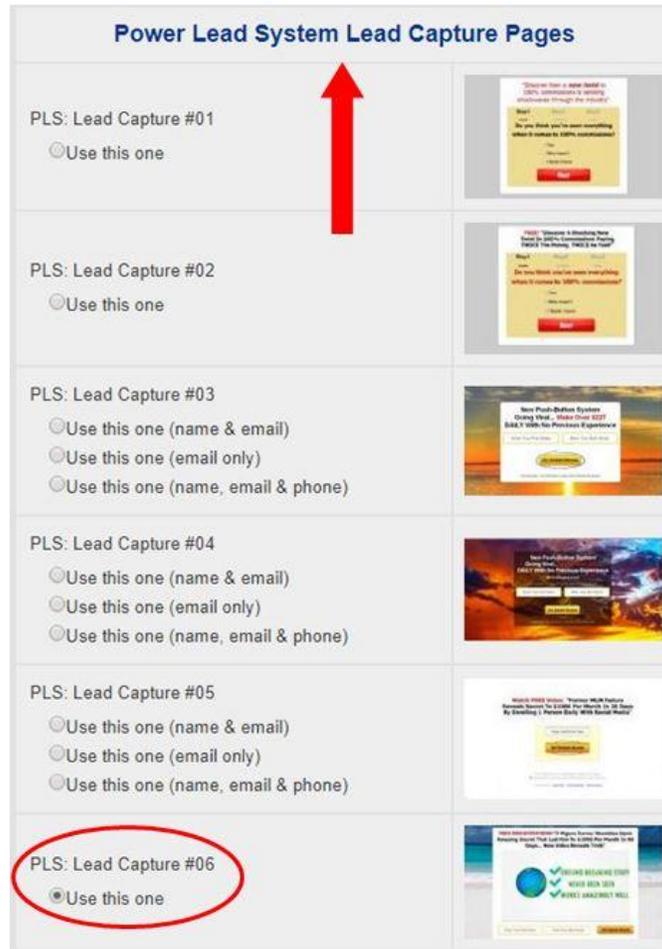
- 2) Once you have purchased a Domain from us, then you want to go back and put your mouse on the WEBSITES button near the top (do NOT click it) and then click on WEBSITES on the left (see image below).



- 3) Once you have clicked on the WEBSITES button, scroll down and in #1 select the domain you want to point to your Power Lead System Lead Capture page. In #2 you will want to choose the "become a Prospect for whatever I want". It may require you to click on the down arrow (the "V" symbol to the right of the word "want"). See the image below:



- 4) Then you want to scroll down to the "Power Lead System Lead Capture Pages" section. Select the choice called "PLS: Lead Capture #06" by left clicking your mouse in the "Use this one" circle (see image).



Then select the "Save My Choice" button at the bottom of the page. After selecting the "Save My Choice" button, you will be directed to a page where you will need to select the Sales Page. We have a default selected which we strongly suggest you use called "Report Funnel (Biz)" which is in the "Bypass Lead Capture Pages" section (see image below).



Then select the "Save My Choice" button at the bottom of the page. Then you will be redirected to choose which Autoresponder Campaign your prospects will receive (use the default which you can see below).

Choose Which Autoresponder Campaign Prospects Receive

[See an overview](#) of all your Domains and their settings
[Create a new Landing Page](#) or [Sales Page](#)
[Click here](#) to work with a different Domain or Sub-Domain

For this Domain <http://www.LeadLightning4You.com/> choose:

Add Opt-In (Lead) to Power Lead System Contact Manager (use Bot Checker)

Send this Power Lead System (PLS) Autoresponder

[View Campaign](#)

Add Opt-In (Lead) to AWeber List Name [Stats/Sharing/FAQs](#)

Add Opt-In (Lead) to Get Response Campaign Name [Stats/Sharing/FAQs](#)

IF you do not want to purchase a domain from us (although we HIGHLY suggest you do buy a domain from us), then you can create a SubDomain by clicking on the following:

To learn how to create UNLIMITED SubDomains (again they are FREE), just click on this link at >>>> [SubDomain](#)

Creating a SubDomain will give you a new website addresses (at NO extra charge) that you can then point to the Power Lead System Sales Funnel. If you are going to create a SubDomain to point to the Power Lead System Sales Funnel, we suggest you use this name for it:

PowerLeadSystem

Your new website addresses would now be:

<http://PowerLeadSystem.YourDomainName.com>

The PowerLeadSystem SubDomain is going to point to the Power Lead System Sales Funnel we've created for you where others can get the Power Lead System. Anyone who gets PLS will become YOUR PLS Customer.

When someone signs up for the Power Lead System as a Customer, you will get \$20 EVERY MONTH from their \$30 monthly PLS Customer fee (assumes you are a PLS Affiliate). Then your PLS Customer will have an option to upgrade and become a PLS Affiliate.

If your Power Lead System Customer does NOT upgrade to become a Power Lead System Affiliate, they will pass up every person that learns about PLS from them and upgrades to PLS to you!

To Point your PowerLeadSystem SubDomain to the Power Lead System Sales Funnel do the following:



First you need to create a SubDomain (we suggest you call it "PowerLeadSystem") which you do by first putting your mouse on the "Websites" button in our admin area (do NOT click it), then select "Manage SubDomains".



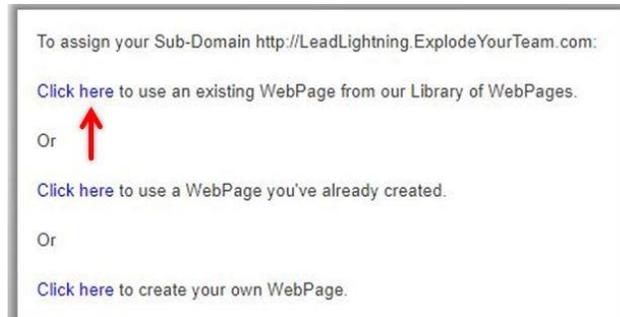
Once on the Sub-Domain page, watch the brief Instructional Video and create the SubDomain "PowerLeadSystem" or simply type "PowerLeadSystem" in the box where you create a new SubDomain (see image) and click on the "Create" button.



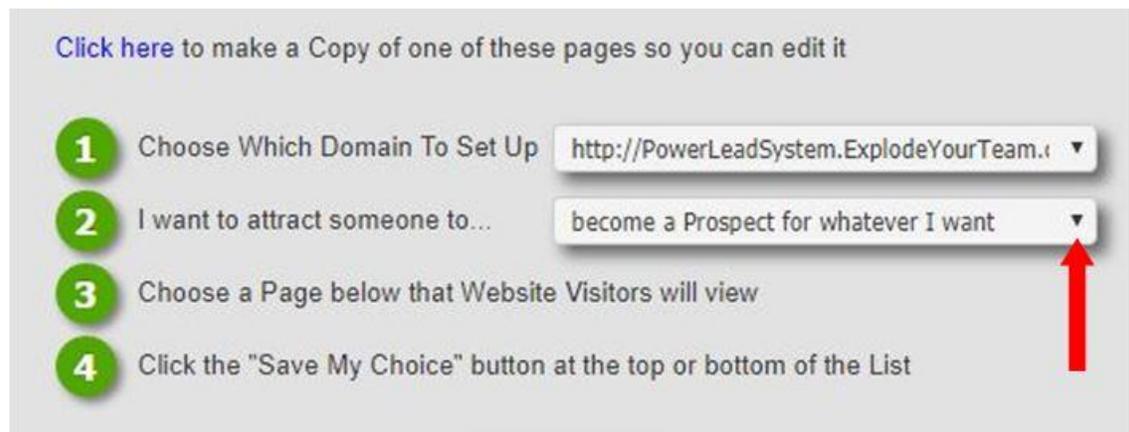
We suggest that you capitalize the first letter of each word, so use PowerLeadSystem instead of powerleadssystem because it's much easier for your prospects to read and remember when you capitalize the first letter of each word.

Then you need to "Assign" (point) your new SubDomain "PowerLeadSystem" to a webpage. After you have created the new SubDomain "PowerLeadSystem", you will see the following choices.

Click on the 1st link (see image below) that says "Click here if you want to use an existing Web Page from our Library of Web Pages" and it will take you to a page where you can then select the page you want your SubDomain to go to.



When you click on the "Click here if you want to use an existing Web Page from our Library of Web Pages" link, you will be prompted to select a choice from a drop down menu where you see the green 2 (see image below) and you should choose "become a Prospect for whatever I want".



Then you want to scroll down the page to the "Power Lead System Lead Capture Pages" section. Select the choice called "Power Lead Capture #06" by left clicking your mouse in the "Use this one" circle (see image).

Power Lead System Lead Capture Pages

PLS: Lead Capture #01 <input type="radio"/> Use this one	
PLS: Lead Capture #02 <input type="radio"/> Use this one	
PLS: Lead Capture #03 <input type="radio"/> Use this one (name & email) <input type="radio"/> Use this one (email only) <input type="radio"/> Use this one (name, email & phone)	
PLS: Lead Capture #04 <input type="radio"/> Use this one (name & email) <input type="radio"/> Use this one (email only) <input type="radio"/> Use this one (name, email & phone)	
PLS: Lead Capture #05 <input type="radio"/> Use this one (name & email) <input type="radio"/> Use this one (email only) <input type="radio"/> Use this one (name, email & phone)	
PLS: Lead Capture #06 <input checked="" type="radio"/> Use this one	

Then select the "Save My Choice" button at the bottom of the page. After selecting the "Save My Choice" button, you will be directed to a page where you will need to select the Sales Page. We have a default selected which we strongly suggest you use called "Report Funnel (Biz)" which is in the "Bypass Lead Capture Pages" section (see image below).

<input checked="" type="radio"/> Report Funnel (Biz) <input type="radio"/> Use this one	
--	--

Then select the "Save My Choice" button at the bottom of the page. Then you will be redirected to choose which Autoresponder Campaign your prospects will receive (use the default which you can see below).

Choose Which Autoresponder Campaign Prospects Receive

[See an overview](#) of all your Domains and their settings
[Create a new Landing Page](#) or [Sales Page](#)
[Click here](#) to work with a different Domain or Sub-Domain

For this Domain <http://www.LeadLightning4You.com/> choose: 

Add Opt-In (Lead) to Power Lead System Contact Manager (use Bot Checker)

Send this Power Lead System (PLS) Autoresponder

 Power Lead System Opportunity Campaign (14 msgs) (by Power Lead System) View Campaign

Add Opt-In (Lead) to AWeber List Name Stats/Sharing/FAQs

Add Opt-In (Lead) to Get Response Campaign Name Stats/Sharing/FAQs



Then select the "Save My Choice" button at the bottom of the page.

Step 5 – How to Promote Our System

In this section we will discuss the following:

5.1 [If A Girl Scout Can Do It, You Can Do It](#)

5.2 [Endless FREE Leads Mobile](#)

5.3 [Branding Yourself](#)

5.4 [Buying or Transferring a Domain](#)

5.5 [Unlimited Sub Domains](#)

5.6 [Paid Advertising](#)

5.7 [Making A List](#)

5.1 If A Girl Scout Can Do It, You Can Do It

Something that helped me excel in marketing anything is a Simple Proven Concept (yet extremely effective) to help you find a lot of your ideal clients.

I'm sure you've heard of the following 3 words often used in Real Estate...

Location ... Location ... Location!

Before going into how "Location" pertains to the Power Lead System, let me share with you a powerful real life example of this Simple Proven Concept. It is about a 13 year old girl who in just 2 hours sold 117 boxes of Girl Scout cookies!

Think about that ... she's just 13 years old! And in just 2 HOURS she sold 117 boxes of Girl Scout cookies. Remember our [Compensation Plan](#) where we show you how you can earn \$960 Per Month in 120 days or less and over \$100,000 Residual PER year in 12 months or less?

Doesn't it make sense that you can get just 4 people in 1 month to become a Customer of the Power Lead System when you use the SIMPLE PROVEN Concept used by a 13 year old girl who sold 117 boxes of Girl Scout Cookies in just 2 HOURS?

Girl Scout sells 117 cookie boxes in two hours outside pot dispensary



Just about everyone loves Girl Scout Cookies. And one 13-year-old girl came up with an ingenious strategy to significantly boost her sales: setting up

shop outside a San Francisco medical marijuana dispensary. In a major surprise to no one, it was a huge hit, with Danielle Lei selling 117 boxes in just two hours.

Review the following article to see the Simple Proven Concept that you can use yourself:

<http://mashable.com/2014/02/20/girl-scout-cookies-marijuana>

What is the Simple Proven Concept mentioned in the article?

It's all about having a product that a LOT of people are HUNGRY for (like Girl Scout cookies for people coming out of a marijuana dispensary) and simply placing it in front of them ... and they'll buy it!

This is SIMPLE and EASY ... it is NOT Rocket Science!

So what are some proven examples of people HUNGRY for what the Power Lead System has to offer?

- Network Marketing Leaders who want EVERYONE on their team to have a Free Lead System to generate more leads for their business!
- Network Marketing Leaders who want EVERYONE on their team to have 'Done For You' Sales Funnels so their team sells a LOT more products and enrolls a lot more reps into their business!
- Network Marketers who need a way to capture the contact information of people coming to their websites and automatically follow up with them.
- Affiliate marketers who want to be able to create Lead Capture pages so they build their OWN list before sending those prospects to a sales page for the product they are referring. In case this isn't clear, people who create products almost always provide a Lead Capture page for their affiliates, but that won't build the Affiliate's list, it builds the list of the owner of the product!
- Business Opportunity Seekers who are tired of opportunities that don't work and want something that is simple and proven.
- Business consultants that have a great relationship with a large number of small businesses that need to build their list (approximately

95% of small business owners aren't building a list through their website or if they are they are NOT doing it EFFECTIVELY)!

- Anyone with a list who is open to another source of income and has clients that need tools to grow their business.

5.2 Endless FREE Leads Mobile

Endless FREE Leads Mobile (EFLB) is an amazing program that includes over 60 videos and 75 scripts to help you Connect, Communicate and Close the over 1 Billion people on social media sites! IF you have burned through your list of people to talk to, or just want a LOT more people to talk to about ANY business, EFLB is a great solution for you!



EFLB was created by Max Steingart (a good friend for close to 20 years and a great trainer for the home based business industry) and **the program retails for \$397 but is FREE to Power Lead System Affiliates!**

Just like the [girl who sold 117 boxes of girl scout cookies in 2 hours](#) by being in front of a pot dispensary, imagine using EFLM and being able to be in front of a HUGE HUNGRY market of prospects eager for any business you promote (including PLS)!

The reason why Max allows PLS Affiliates to get his extremely valuable program for FREE is because PLS notifies all PLS Affiliates about a monthly webinar that Max does to educate people how to take their business to a whole new level by taking advantage of his other programs.

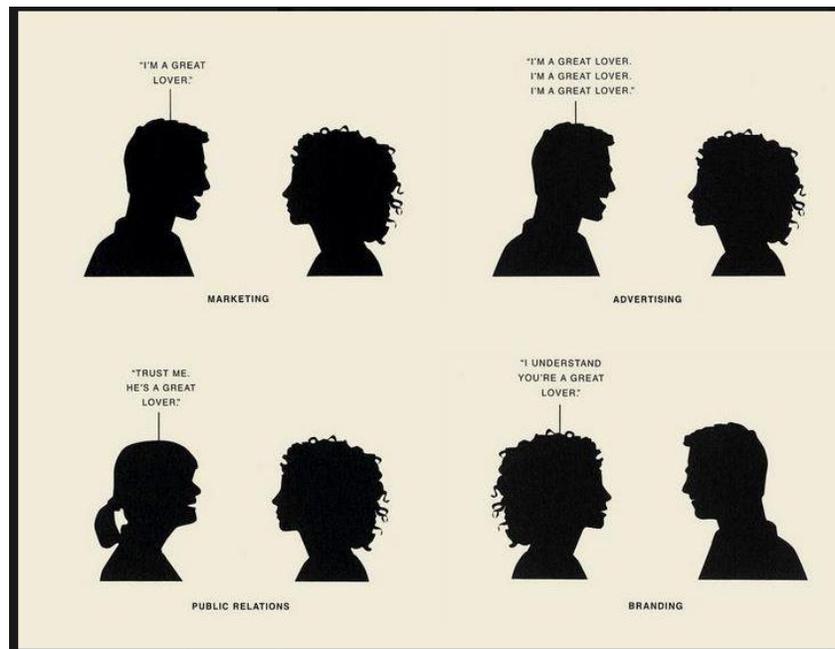
PLS does NOT get any compensation when PLS Affiliates purchase any of Max's other programs as we want you to get his best price and use his other programs if you are serious about growing your business.

To clarify, **Max's other programs are NOT commissionable for us or you** but we do encourage you to strongly consider investing in them as Max has trained MANY top income earners from many companies!

5.3 Branding Yourself



The importance of branding yourself is that it positions you as an expert and someone to be followed (or chased) rather than you chasing others. Look at the following image and ask yourself would you rather be “marketing” or “branding”?



Now think about some of the top internet marketers. How would you recognize them ... By the name of their company, or their personal name? I'll give you a hint ... Frank Kern, Russell Brunson, Mike Filsaime, Andy Jenkins, and Ryan Deiss.

I'm sure you can guess the answer to my question. Of course they are known by their personal name ... and people seek them out!

The reason why top marketers brand their name is because their name will never change no matter what they promote.

Ideally what you want to do is create a short video about yourself and why someone would want to work with you and put it on a Lead Capture Page. Then point a domain to the Lead Capture page about you (we will give you extensive details about the best way to do this in our training area so don't worry about this for now).

One way that you can brand yourself right now is to have your own unique domain name that has your name in it. Then people will get to know you and recognize your name.

As well, if you ever change business opportunities, then you can take your domain to any new opportunity and it won't matter.

Therefore, we suggest that you use the following format to buy a domain.

YourFirstAndLastNameSuccessSystem.com

Example... if your name is Bill Smith, then you want to have the domain of:

<http://www.BillSmithSuccessSystem.com>

The reason why we include "SuccessSystem" in your domain name (and after your first and last name) is that people want success and they are looking for a system that will make it easy to do.

You want your name before "SuccessSystem" so that people get to know you and recognize YOUR name.

5.4 Buying Or Transferring A Domain

Buying or Transferring a Domain – PLS requires that you either buy a domain through our admin area or transfer a domain to our system.

We do this to protect you against spam (there's a lengthy FAQ in our admin if you need to know the details). As well, as mentioned above, it allows you to brand yourself.

We suggest that you purchase the domain name from our admin because then it's very easy to manage it all from the same admin area and it can literally start working within 1 hour (and many times less).

Once you have purchased a domain in our admin area or transfer a domain to us, then you can literally create Unlimited Sub Domains (next section).



To buy a domain, once in your admin area, put your mouse on the WEBSITES button (do NOT click it) and then click on BUY A DOMAIN. See image below.



To transfer a domain you already own to our system, put your mouse on the "Websites" button (do NOT click it), then click on "Transfer a Domain".



5.5 Unlimited Sub Domains

Unlimited Sub Domains – A Sub Domain is the part of a domain that replaces the www part of a website address.

For example, instead of:

www.BillSmithSuccessSystem.com

A Sub Domain would replace the www with something like:

FreeLeadSystem

Then your website address would be:

http://FreeLeadSystem.BillSmithSuccessSystem.com

Notice that there is NO www as the www has been replaced with: FreeLeadSystem

Our system allows you to create an UNLIMITED number of Sub Domains at NO extra cost which is extremely valuable.

What can you do with unlimited Sub Domains?

Each Sub Domain can point to a different web page in OUR system (a Lead Capture Page, a Sales Page, or a Floating Capture Form).

Unlike most websites where they try to promote everything on 1 website, you can promote different products, different opportunities as well as do targeted marketing for anything each with their own initial web page focused on 1 thing.

Why is that so VALUABLE?

There's a saying "A Confused Mind Says NO"!

Websites that try to be everything to everybody usually don't do much at all.

With our Unlimited SubDomain feature, if you are targeting college students, then you can have a sub domain such as:

CollegeStudents.BillSmithSuccessSystem.com

If you are targeting single moms, you could have a sub domain such as:

SingleMom.BillSmithSuccessSystem.com

Again, each unique SubDomain (web page) can be very focused on 1 thing (like a specific product or a particular type of prospect) thereby dramatically increasing the likelihood that a prospect will give you their contact information or buy something from you.

To access our SubDomain page (see image below), put your mouse on the "WEBSITES" button in your admin area (do NOT click it) then select "Manage SubDomains" and watch the Instructional video on that page.



Sub Domains also make it EASY to use our Ad Tracking feature so that you can get specific quantifiable numbers on your marketing efforts. This allows you to stop wasting money on advertising that isn't working, and put more money into advertising that is working.

We have an Instructional Video in our admin about Ad Tracking which you can see by putting your mouse on the "Websites" button (do NOT click it), and then selecting "Ad Tracking" (see image below). Each Sub Domain can point to any Lead Capture or Sales Page on our system.



Getting Started Email/Text Websites Promote Your Business Contacts Training Account Help

Webpages

- 📄 Websites
- 📄 My Webpages
- 📄 Copy Webpages
- 🔗 Sales Funnel Duplicator
- 🏷️ Meta Tags
- 📊 Site Stats

Domains

- 🔒 Get HTTPS / SSL / Secure Certificates
- 📄 View All Domains
- 📄 Manage Sub-Domains
- 🛒 Buy a Domain
- 🔄 Transfer Domains
- 🔄 Renew Domains
- ⚠️ Expiring Domains

Misc

- 🔒 Double Opt-In
- 📄 My Sharing Codes
- 📄 Ad Tracking
- 📄 Aweber / Getresponse
- 🔗 Embedded & Floating Opt-In Forms



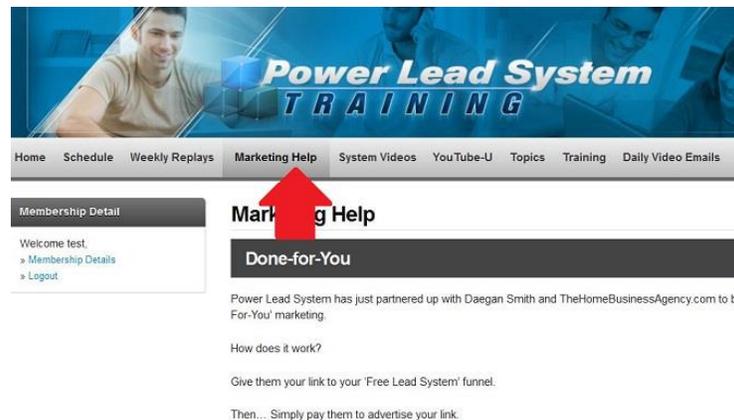
5.6 Paid Advertising

You can get a LOT of EXPOSURE without paying for advertising however if you really want to accelerate the growth of your business, you will want to strongly consider paid advertising.

What many successful affiliates have done is put what they can afford into paid advertising, and use profits from their business to continue to increase their advertising till they can afford the advertising and a great income.

If you want to pay for advertising, we have a long list of many Solo Ad providers with their contact information in our Training area which you can find by first putting your mouse on "TRAINING" then selecting "Training" from the drop down choices.

Once inside the Training area, go to the "Marketing Help" button (see the image below) and there you'll see a list of Solo Ad providers.



Another suggestion is to use our Facebook Group and see what other people are doing for paid advertising. Simply ASK and you can learn a LOT!

5.7 Making a List

Once you have the right mindset, your success will have a lot to do with the size of your list. If you don't have a list right now, that's ok as we'll show you many ways to build your list.

As well, we'll show you how to attract people that already have a big list so that you can benefit substantially from them even if you don't have a list!

To keep it simple, your list will be made up of your warm market (people who know you) and your cold market (people you know but who don't know you).

Successful business builders SORT for desire rather than CONVINCING people and therefore the key is to never judge anyone (i.e. do NOT leave them off your list).

Key Items within "Making A List" are as follows (click on any to jump to it) and we strongly suggest you follow these in order:

[5.71 - Why Does Big Al Ask 'What Do You Do For A Living?'](#)

[5.72 - Warm Market](#)

[5.73 - Cold Market](#)

5.71 - What Do You Do For A Living

The KEY to successfully building a big business is to NEVER judge anyone because even if they aren't interested, they could lead you to someone who could make you a lot of money.

If you don't put someone on your list, then you might as well burn your money because you will miss out on what you could have earned. Now just because you should include everyone on your list initially, it doesn't mean that some people won't be better prospects than others, but again, the key point here is that initially you will want to put everyone on your list!

The following article by Tom Big Al Schreiter is a funny, but great example of how you can be leaving a fortune on the table if you don't ask everyone!

How to turn ordinary people into hot, eager prospects (Or, what do you do for a living?) By Tom Big Al Schreiter

Distributor Joe waited patiently at the grocery store cash register. The lady behind Joe pleasantly attempted a little conversation while they waited their turn for checkout.

She said, "And by the way Joe, what do you do for a living?"

Wow! What a question. Here was Joe's chance to tell her about his exciting MLM program, the Wonderful Company. There is so much to tell her. The great products, the superb training weekends, how MLM will revolutionize American economics, how buying wholesale was a smart move, the low cost of the distributor kit, the no-freight policy on larger orders, the upline support from experienced leaders . . . oh boy, just where should he start?

Joe blushed. "Uh . . . uh, well . . . you see . . . uh" and waved his hands in his attempt to speak.

The lady replied, "Oh, I see. You're a mime. You're one of those guys who don't talk but kind of act things out, right?"

Disaster. Because there was too much to say, Joe couldn't say anything. Boy, did Joe feel stupid. A great prospect and he didn't even get to communicate what he did for a living.

"Maybe I should work on my approach," thought Joe. "I'll certainly do better next time. I'll just come up with a better answer."

Joe's next opportunity to interest new prospects came later that evening. His nephew's graduation party was boring. Distributor Joe stood alone in the corner. Not many prospects here. Besides, it would be rude to actively recruit at his nephew's party.

Joe's cousin, Ben, walked over and asked, "Hey, partner. What are you doing nowadays for a living?"

The pressure was on. Joe's conscious began panicking. "Quick, quick! Come up with something. Don't mess up like you did in the grocery store. Just tell Ben what you do in a simple, straightforward manner. He'll surely see the wisdom and benefits of coming to an opportunity meeting."

Joe answered, "I work for the Wonderful Company, an international lifestyle focus corporation, in an executive distributor capacity."

"Oh," answered his cousin. "I'm working for IBM. I feel job security is important in these times. By the way, great weather we've been having. Think it's going to rain?"

Ouch. Joe blew it again. It's easy to tell when your answer bores people. They'll quickly change the subject to the weather or sports. "I really have to expand more on my answer," thought Joe. "International lifestyle focus corporation doesn't seem to spark enthusiasm in prospects. I guess it's too vague."

Later, Aunt Mary stepped behind Joe in the buffet line. She pinched his cheek and asked, "Well, how are things with my little nephew? What kind of work are you doing now?"

Great. Another chance to reel in a good prospect with a snappy answer. This time Joe's reply would expand on his company.

Joe blushed and said, "I'm an independent distributor with a nationwide company that specializes in health and wealth. Mainly, I focus on new distributor procurement and educating them toward upper level advancement in our tri-level, unilateral, PV volume marketing plan."

"Oh," nodded Aunt Mary. "And, how's the wife and kids?"

Definitely a bust. Aunt Mary's eyes glazed over as she reached for more food. She probably didn't hear another word Joe said. Maybe Joe's answer was too expansive and complicated. Aunt Mary certainly didn't look interested in the conversation. In fact, the rest of the evening Aunt Mary kept her distance.

Later, Joe's old classmate Eric asked, "Joe, haven't seen you for awhile. What are you doing now?"

Joe thought, "This time my answer will focus on benefits. That will get prospects interested."

Joe turned to Eric and said, "I'm independent now, in my own business of specializing in income diversification and incremental cash flow opportunities for potential entrepreneurs."

"Yeah, uh sure," Eric replied. "And, how about those Knicks? They're playing some pretty good ball lately."

Eric thought Joe's answer sounded like he might be a stealth insurance agent. Maybe talking sports would keep Joe from selling him a life insurance policy.

Joe drove home from the party. He thought, "Boy, what a dull party. No prospects there. None of those losers share my interest in MLM or getting ahead. I bet their idea of a good time is cable TV and popcorn. I wonder, where can I find some good prospects for my MLM business?"

One year later.

Joe's niece graduated this year. At the party Joe met his cousin Ben again. Joe asked, "Hey Ben, what are you doing nowadays? Still work for IBM?"

Ben answered, "I sell diet products that help people lose weight fast. Plus, I'm always looking for some additional help to spread the word. Seems more and more people today want to make some extra money on the side."

Joe replied, "Oh, really? How does the extra money part work?"

Ben explained about his MLM diet products and the MLM extra income opportunity. Joe commented, "You know Ben, I've been in MLM for years now. I never thought you'd be interested in MLM. I'm not interested personally because I already have an MLM opportunity, but I sure wish you success. By the way, why did you quit your secure job at IBM?"

Ben answered, "What security? I quit months ago. I'm fulltime in MLM now. There's no security working for someone else. They can fire or lay off employees anytime they want. I feel a lot more secure now that I'm in charge of my life."

"What a change in attitude," Joe thought. "Last year Ben wanted to talk about the weather. This year he's an MLM maniac. I guess he could have been a good prospect after all."

Aunt Mary walked by with a plate of food. Joe said, "Aunt Mary, haven't seen you since last year. What are you doing nowadays?"

Aunt Mary replied, "I help people find good educational toys for their children and grandchildren. It's lots of fun and my MLM business is growing. I'm always looking for some partners who would like to make some extra money with me."

Joe gasped. "I never thought you'd get involved in MLM, Aunt Mary. What got you started?"

Aunt Mary said, "A friend of mine asked if I wanted to earn some extra money. Well, of course, I do. Doesn't everyone?"

And I love working with people, giving toy parties, sponsoring new distributors. It doesn't get any better than this. I only wish I knew about this a year ago."

"Low blow," thought Joe. "I had a chance to get her into MLM a year ago, but she didn't show any interest. What gives?"

Soon Joe's old classmate Eric drifted by with a portable TV in his hand. "Hey Eric, haven't seen you since last year. What's happening?" asked Joe.

"Knicks are up by 10 points. I won this hand-held color TV from my MLM company. Say Joe, did you know that there are two types of people in this world? Those who get a word-of mouth advertising bonus check once a month . . . and those who don't. Which group would you like to be in?"

Joe stuttered, "The first group, of course. The ones that get those word-of-mouth bonus checks. I never really looked at things that way. However, I'm already in MLM and glad you're taking advantage of MLM too."

"Gee, what gives?" thought Joe. "I'm depressed. My best prospects were stolen by other people into their MLM companies. How cruel and unfair this world is." Joe left the party suffering from acute perverse prosecution complex.

The prospecting breakthrough

Joe stopped at his local hangout and ordered a beer (vitaminfortified, with a secret blend of herbs and spices, and nonalcoholic, of course). Across the room Big Al just finished a two-on-one recruiting presentation. The prospect smiled, grabbed his new distributor kit, and ran out the front door excited about his new business opportunity. It must have been a pretty good presentation.

Big Al yelled across the room, "Hey Joe, how's it going? Run across any new prospects lately?"

Joe winced. "Low blow, Big Al. I just found out that three of my best prospects started their MLM careers recently — with competitors! They weren't the least bit interested when I talked with them. Life's unfair. Why do other people get all the good prospects?"

Big Al smiled. "Other people get all the good prospects because they have better skills. They don't practice stealth recruiting. **Professional recruiters let people know what kind of business they are in and why their business would benefit the prospect.** Joe, too many distributors never let their prospects know what they do for a living. Or, when they tell their prospects what they do for a living, they answer in generic, confusing, defensive, cryptic nonsense. Is that how you answer, Joe?"

"Generic, confusing, defensive, cryptic nonsense? Well yeah, that's sort of how I've been answering prospects who ask what I do for a living. Let me see. Last year at my nephew's party, all three prospects asked what I did for a living. I answered:

- 1.** *"I work for the Wonderful Company, an international lifestyle focus corporation, in an executive distributor capacity. Whoops, I guess there aren't many prospect benefits there.*
- 2.** *"I'm an independent distributor with a nationwide company that specializes in health and wealth. Mainly, I focus on new distributor procurement and educating them toward upper level advancement in our tri-level, unilateral, PV volume marketing plan. Yeah, that's pretty confusing, cryptic nonsense.*

3. *"I'm independent now, in my own business of specializing in income diversification and incremental cash flow opportunities for potential entrepreneurs. Boy that sounds like it's coming from a badly-dressed used car salesman."*

Big Al said, *"Joe, are you embarrassed about what you do? Or, do you have trouble explaining what you do?"*

"I love what I do, Big Al. I guess I just don't know how to explain it. I don't want to answer that I recruit new distributors, go to opportunity meetings, put on training sessions, retail product, listen to tapes, attend rallies, etc., etc., etc.. Sounds too complicated and hard, especially in a social situation."

"You're right, Joe. That's way too complicated. What do people want to know?"

- 1.** What you do, and...
- 2.** If what you do would be of interest to them.

*"That's it. So why not **answer their question with a strong benefits statement of what you do for a living?**"*

Joe scratched his head. *"Sounds easy, but what would I say that would get people interested in what I do?"*

*"Let's see, Joe. You had three prospects sponsored by other people recently. **They must like what their sponsors said** — after all, they joined after hearing their sponsor's explanation. I bet they even use the same answer as their sponsor's when asked the same question. So, what did they answer when you asked them, 'What do you do for a living?'"*

Joe said, *"Well, they did have pretty strong benefit statements. Let's see . . . they said:*

- 1.** *"I sell diet products that help people lose weight fast. Plus, I'm always looking for some help. Seems more and more people want to make some extra money on the side. Hmmm, there are two great attention-getting benefits there.*
- 2.** *"I help people find good educational toys for their children and grandchildren. It's lots of fun and my business is growing. I'm always looking for some partners who would like to make some extra money with me. Yeah, Aunt Mary had two great attention-getting benefits too.*

3. "Did you know that there are two types of people in this world? Those that get a word-of-mouth advertising bonus check once a month . . . and those that don't? Which group would you like to be in? Wow! That benefit even got me excited.

"My three lost prospects gave great benefit answers when they were asked what they did for a living. **They talked about how their product helped people and also checked to see if I was interested or looking for some part-time income.** I'm starting to see a pattern here."

"That's right," continued Big Al. "You don't have to be offensive or pushy to let prospects know about your product's benefit or that you have a part-time income opportunity. **Just mention what you do . . . and if the prospects are interested, they'll ask for more information.** If they're not interested, they'll quickly change the subject to sports or the weather. Your interested prospects will have answers such as:

- "Hmmm. That's interesting. How does the part-time income thing work?"
- "What kind of diet products? Will it help us non exercisers?"
- "Really, a part-time business that won't interfere with my work?"
- "Educational toys? I'm always looking for good gifts for my grandchildren."
- "Do you have to have any special background to do what you're doing?"

"All these replies are saying, 'I'm interested. Tell me more.' Isn't that a great feeling when people *come to you* saying 'I'm interested?' And, you don't have to be pushy."

"Right!" answered Joe. "Sure would make sponsoring distributors a lot more pleasant for me and for the prospects. So, **all I got to do is change my answer into sort of a benefit statement,** right?"

"You've got the picture, Joe. Your three former prospects had great benefit statements. Let's look at some answers to the question, '*What do you do for a living?*' "

- I show people how to get *bottled water* for only 3 cents a gallon.
- I show people how to lose weight without changing their eating habits.
- I show people how to have a high-vitamin, high-protein delicious breakfast drink for only 74 cents.
- I show people how to get rebates on their cleaning products.

- I help people get lower insurance premiums.
- I locate wholesale buying services so people won't have to pay retail.
- I show people how to get a rebate and referral check in their mailbox once a month.
- I'm working my own part-time business. I wanted something part-time that would help me get ahead financially.
- I always loved skin care, so now I give mini-facials to people who want to upgrade and try new skin care products.
- I'm still an environmentalist. Now, I change people's cleaning supplies to biodegradable cleaners. Plus, it saves people an extra \$15 per month on what they're spending now at the store.
- I'm letting people know how they can get *wholesale* long distance rates, just like the big corporations. It saves folks about \$20 a month on their regular telephone bill.
- I show people how to feel great, like they're 16 years old, but with better judgment.
- I put people on the fast-track to retirement. I save them money and help them retire 15 years early.
- I show people how to lose weight while they're eating cookies. Plus, they get paid to eat!
- You know, there are two types of people in the world, those who get paid to eat . . . and those who don't. Which group would you like to be in?
- Ever wonder if you might pay too much for something? I put people in contact with an 800 number where you get the guaranteed lowest quote on any item you purchase.

"See the difference Joe? All these answers give benefits. **If the prospect has a need, interest, or desire, the prospect will ask you some questions.** Those questions could lead to an appointment to talk in detail, or an invitation to an opportunity meeting. All we're doing is announcing the benefits. It is up to the prospects to sort themselves into those who are interested in knowing more, and those who aren't."

"I get it now," said Joe. "My generic answers really didn't say anything. There's no way a prospect could get excited about the confusing answers I gave. From now on, I'm answering with a strong, strong, benefits statement."

Big Al finished his drink (a caffeine-free, acid-free, biocatalyst nutritionally-enhanced coffee) and said:

“When you answer clearly with a benefit that may appeal to your prospect, you've produced a strong benefits statement. This makes the prospect *come to you* asking for more information.

That's better than you pushing your information down the throat of an uninterested prospect. Plus, it's a more pleasant, low-key way to sponsor new prospects.”

Joe got up to leave the local hangout. On his way out, he asked the bartender, “By the way, what do you do for a living?”

The bartender replied, “I provide a variety of alcoholic and non-alcoholic beverages to patrons in a social setting to help induce an acceptable climate for conversation exchanges to occur.”

Clearly the bartender needed to talk with Big Al about his benefits statement.

Make sure to answer the following questions NOW:

What do you do for a living (remember to provide a benefit that will excite your potential prospects and answer that question in one sentence)?

If you do several things that can help people in different target markets, please write down a different answer to the same question:

100s of pages of **FREE** training tips and newsletters from Big Al (The author of 'What Do You Do For A Living?') and we are NOT an Affiliate (we just think he has great training and a lot of it for FREE)!

<http://www.FortuneNow.com>

5.72 - Warm Market

What is your "Warm Market"?

Your warm market are the people who know you and would recognize you if you were to call them on the phone and say "Hi, this is (your name)."

You should **always prospect your warm market first** because it's a lot EASIER and more EFFECITVE to get someone to take a look at your business opportunity when they know, like and trust you.

Its best to work with your IDEAL prospects HOWEVER **do NOT leave out anyone because...**

- It's not who you know, but who they know that can make you RICH!
- Someone you "think" might not be interested may not only be interested but wildly successful.
- Someone you think may not be interested, but they can refer others who could be very successful.

Your Warm Market List

Below is a simple way to capture the names of people that come to mind that know you. We suggest you initially write down the names on paper and you can learn how to transfer them to our Contact Management System by watching a video in our Contact Manager.

The key here is to simply write down the names of EVERYONE you can think of that knows you (your warm market). Later we'll show you how to introduce these people to the Free Lead System or Lead Lightning.

Memory Joggers:

- A) Think about groups or organizations that you belong to and look to see if they have a membership list or directory to jog your memory.
- B) Review your incoming email to see who emails you.
- C) Review your cell phone contact list as you might have forgotten some people there.
- D) Think about anyone you spend money with (someone at the grocery store, any business you go to frequently, the parents of your children's friends etc.)

After you have written down everyone, circle anyone you know who have the following qualities, but remember NOT to leave anyone out:

- ✓ Go Getter
- ✓ Willing to Try New Things
- ✓ Well Connected
- ✓ Entrepreneurial Spirit
- ✓ Someone Who Perseveres
- ✓ Strong Desire to Change Their Circumstances
- ✓ Familiar with Social Media (not required but helpful)
- ✓ Has a Lot of Social Media Contacts (not required but helpful)
- ✓ People who have succeeded in anything (not required but helpful)
- ✓ People who had a life changing experience that might need more income (new baby, lost job, etc.)?

It has been said that the average person knows about 300 – 400 people. The goal is for you to *schedule* (because what gets scheduled usually gets done) at least 15 minutes each day for the next week till you have a list of at least 300 people (you don't need to stop there).



So right NOW, pull out your calendar and schedule at least 15 minutes each day to work on adding to the following list. This would be a great action item to commit to each day with your [Accountability partner](#) (which I'm assuming you have followed through on that action item).

Make sure you ALWAYS add to your warm market. For example, carry around an index card when not at home, and create a group in your email program so when you get emails you can add them to the group if you don't have time to add them to your list when the emails come in. As well, if you don't have time to add prospects to our Contact Management system (included with our system), then I like to use Excel. By keeping an Excel spreadsheet open at all time, it makes it very quick and easy to add prospects to a list there (which again later I would transfer to our Contact Manager).

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Did you get 300 names on your list? If so ... Congratulations! **If not, then schedule time in your calendar right now to invest at least 15 minutes a day** to get 300 names on your list ASAP.

Did you go back through your list and circle the names of the people who might be your ideal prospects? Remember, you should have written down EVERYONE on your list who knows you. Then you should have gone through the list and circled everyone who has any of the following qualities:

- ✓ Go Getter
- ✓ Willing to Try New Things
- ✓ Well Connected
- ✓ Entrepreneurial Spirit
- ✓ Someone Who Perseveres
- ✓ Strong Desire to Change Their Circumstances

- ✓ Familiar with Social Media (not required but helpful)
- ✓ Has a Lot of Social Media Contacts (not necessary but helpful)
- ✓ People who have succeeded in anything (not necessary but helpful)
- ✓ People who had a life changing experience that might need more income (new baby, lost job, etc.)?

5.73 - Your Cold Market

What is your 'Cold Market'?

Your Cold Market are people that you know of, but they don't know you well (i.e. they might not recognize you if they were to see you or if you called them).

While your Cold Market isn't as valuable as your Warm Market, it still has a lot of value because they are people you can introduce to the Free Lead System or Lead Lightning and remember ...

- It's not who you know, but who they know that can make you RICH!
- Someone you "think" might not be interested may not only be interested but wildly successful.
- Someone you think may not be interested, but they can refer others who could be very successful.

Therefore, make a list of another 300 people that you know in your Cold Market. Here are some memory joggers to help you get to 300 people on your Cold Market list:

- ✓ Review Contacts on any Social Media sites you belong to such as Facebook, LinkedIn, Twitter etc.
- ✓ Use the 'Endless Free Leads' program that is included for all PLS Affiliates. You can find the 'Endless Free Leads Mobile' program in the admin area of your Power Lead System (PLS) account. Watch the 11 minute and 25 seconds video called "Connect" which is at the top of the Endless Free Leads Mobile program. To access the Endless Free Leads Program, log into your PLS admin area and put your mouse on "Training" and click on 'Endless Free Leads Mobile'. If you don't have access to the "Endless Free Leads Mobile" program, make sure you choose the option to "Become an Affiliate" which you should see on the Getting Started page in our admin area.
- ✓ People in any organization that you belong to such as your church
- ✓ Your neighbors
- ✓ Friends of friends etc.

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Step 6 – How to Virtually Guarantee Your Success

Getting to know our system is important for you to have the confidence to boldly tell key people that they need to try the Free Lead System or Lead Lightning.

Disclaimer - Knowing everything about our system is not a requirement to be very successful. In fact, some people get paralysis of analysis and would do much better to just take action.

One of the attitude's I loved about Tony Robbins is his "Fire, Ready, Aim!" approach. Now before you think how backwards that approach "appears", you need to know that ...

Tony also utilizes a "Constant & Never Ending Improvement" (CANI) approach.

This means that it is way better to take MASSIVE ACTION as SOON as possible (Fire, Ready Aim), then step back and see what you learned and what you need to change (which is the CANI part). Then take massive action again and ...

Rinse and Repeat!

So with that in mind, here are some suggestions on how to get as familiar with our system as possible:

- 1) Go through **everything** on the '**Getting Started**' page in your admin.
- 2) **Go to Instructional Videos** that you see when you click on the HELP button in the admin area, and then select 'Instructional Videos'. Make sure to 1st watch the "Watch This Video First" video.
- 3) Watch any Instructional Video on any page in our admin area
- 4) **Watch all of the past weekly Recorded Hangouts** (see #5 below).
- 5) **Log into the Training Area** by putting your mouse on the "Training" button, then select "Training Area". Once you log into the Training Area (it's a separate area which does require you to log in), then click on the "**Schedule**" button to see the times and links to attend weekly trainings. After that, go to the "**Replays**" button to **watch the recorded weekly Hangouts** (start with the most recent Hangout by date). Next click on the "System Videos", followed by the "Topics" button and finally the "Training" button. The "Marketing Help" and "YouTube-U" buttons also have valuable info that is marketing oriented as opposed to learning about our system which we are addressing in this step.

- 6) **Join our Facebook Group** called as there are many people who are very willing to answer questions. You can also learn by reading the questions from others and responses to them. To join the group, go to Facebook and type in "Official Power Lead System" and request to join. Make sure you find ways to help others and they will be much more likely to help you.



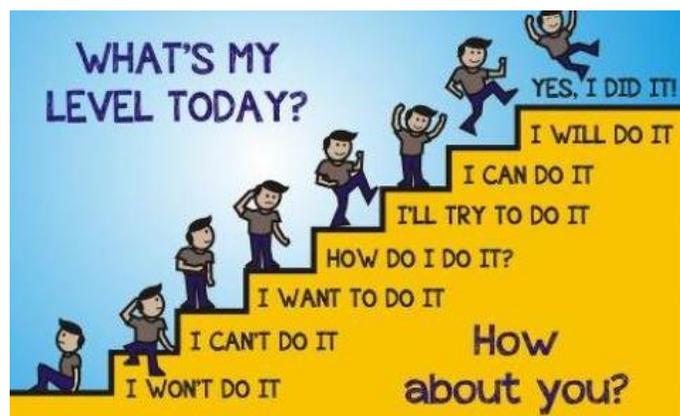
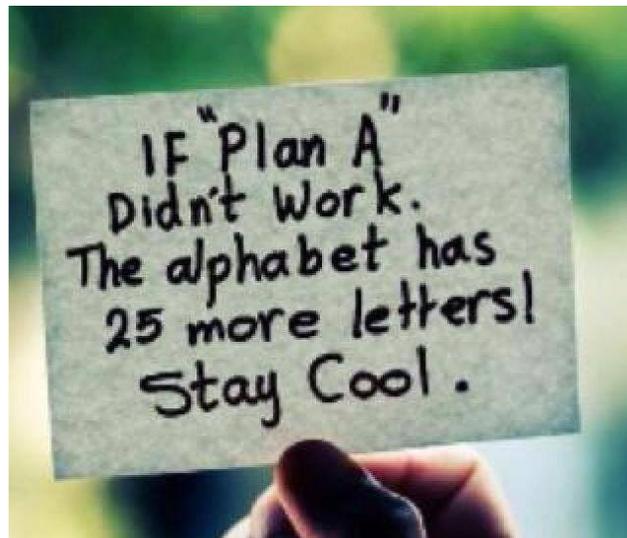
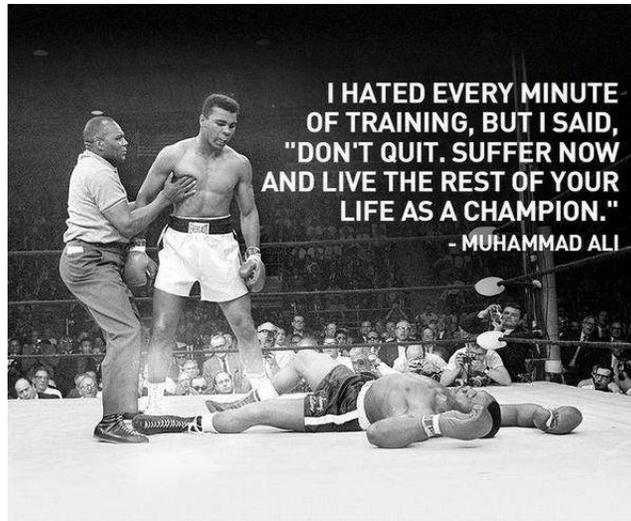
As a member of our Facebook group, you will learn many new ideas and find out what is working for others. This will shorten the time to succeed so make sure to join today!

Final Remarks

In closing, if you aren't getting the results you desire, then please go back and review this document again (and again and again) and make sure you are DOING everything we suggest.

Think about how many people invest 4 years of college and at least \$50,000 (or maybe even \$100,000) and yet many people quit a business opportunity that they join for free or maybe just a few hundred dollars. **Treat the Power Lead System as a business and invest the time and money so that you can be successful!**

If you have **any suggestions to improve this document** please let us know by sending an **email to Sales@PricelessPossibilities.com** (and please **put "PLS Roadmap Suggestions" in the subject line**):



Wishing you GREAT Success,
Michael Price
Founder Priceless Possibilities (technology company for PLS)