VOICE BROADCAST TRAINING

“The Secret Lead Getting Tool Used By The Top Home Business Marketers”

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Price: A nice comment/testimonial on Facebook
Franco Facebook: www.FrancoFanPage.com

WHY?

1. Instant Lead Generation: NOW!

2. Market To Qualified Prospects Only

3. Inexpensive Lead Generation and Prospecting

4. High Conversion Rates

5. “On Demand” Strategy: No Short Term or “Google Slaps!”
1. **Intro – Why use voice broadcasting?**

VO is a great way to market your business because when you do it correctly, you’re sending your message out to the right core audience.

The right core audience for this niche is people who are already in a business. No “convincing” about the concept. They’re looking for ways in which to improve their business. They are ENGAGED and taking action and wanting to learn.

**How?**

Too often people are marketing to clueless, untargeted people who think this is all a bunch of scams and it takes a LONG TIME for them to learn and feel positive about this industry.

**Stop marketing to tirekickers and business opportunity wannabe’s.** They will take up a BUNCH of phone time with you and then all of a sudden say they “have no money” – BIG TIME WASTERS!

**Analogy: The Real Estate Broker in a New Town.**

What would you do if you were a new broker in town to setup your business and grow as efficiently as possible?

You would set up a system to attract GOOD QUALITY agents and create an offer so compelling to them that they would want to work for you.

These agents KNOW the town already, having networks and existing business pipelines... they just plug in and go! And you get paid.

**In the business opportunity industry it is no different.**

If you want to succeed in this industry, you need to find people who are already building a business.
DEEP, DARK SECRET ABOUT THE HOME BUSINESS INDUSTRY:

90% of the people working a program in this industry, after 90 days, are NOT MAKING ANY INCOME.

That’s just the truth. Very few people hit “pay dirt” in their first couple programs. But here’s what happens:

They are out there trying... learning... buying courses and training and looking for good systems that convert better.

I love to market to those prospects and you should as well and here's why:

1. They’ve already proven that they are willing to pay for a business program if they like what they see.

2. They are probably learning some specific people skills and skill sets that would work pretty well if they found the right opportunity or system that converted better and where they had better training and support.

3. I don’t have to convince them on the importance and why they should have a home business program or multiple streams of income or another stream of income. Most people agree, unless they’ve been living under a rock the past 3 years that it is MANDATORY these days to own and control MULTIPLE STREAMS OF INCOME these days and these types of prospects already know that.

These people are PRIME PROSPECTS for us because they are willing to pay for it, they already own some skill sets and they are believers in building multiple streams of income.

I couldn’t find a more better targeted prospect to be marketing to and this is why voice broadcasting is one of the best mediums to leverage and get your message in front of these folks and build your business pipeline with.

With voice broadcasting you can find them every day in a matter of minutes. It’s been a fast and cheap way for me to generate leads for my business daily. I usually spend about $20 - $40 per broadcast to 1,000 – 2,000 people and I use that flow to build my 100% commission business which generates $500 sales and on the back end, repeat sales that generate $200, $500 and even $1495 commissions 100% direct to me.
This type of recurring income on a $20 - $40 ad spend on broadcasting is serious ROI (return on investment) in my marketing. You can do that too.

What we do that is special is we choose to market only to B2B markets which is to market to “Business to Business” leads which keeps this all FTC Compliant, which is very important and which many people don’t do correctly.

2. What kind of leads to use?

I prefer to use ONLY “Buyer Leads” because these are people who are already in the industry and are attempting to grow one or more home business programs.

3. Best Days and Times to Voice Broadcast

Monday – Thursday are typically the best.
I broadcast between 10:00 AM and 4:00 PM by preference.

I don’t like to bother people with these messages during dinner time or on the weekend. You can test, but I just prefer not to.

4. How Many Leads Acquired Per Broadcast?

I typically generate 15 – 20 REAL (name and phone reply) prospects per broadcast campaign. And you generate these within 10 – 15 minutes of your broadcast.

I then take the time to respond to them personally within 1-2 hours and conduct a short interview, then guide them to my Lead Capture Page.

My scripts and process establish a strong position of POSTURE and I get to follow up with them while they are still “hot” and interested in the information and process.
Use to invite them to impending presentation or event. DO NOT SIT THERE FOR 20 MINUTES and PITCH or SELL or EXPLAIN.

5. **Blueprint** of an Effective Voice/Blast Outgoing Message and why this message works...

* Create Main Voice Broadcast Message.
* Create Your “Press 2” Message.
* Create Your “Caller ID” Message.
* Import BUYER LEADS Into Broadcaster.
* Upload Broadcast Message to Broadcaster.
* Schedule Time of Broadcast.
* Set the “Press 2” Option in Broadcaster.
* Set the “Caller ID” number in Broadcaster.
* Start Broadcast.

* Smile. Collect Lead. Follow Up. **Build List + GET MONEY!**

**THE FLOW OF THE PROCESS:**

a.) Main broadcast guides them to “Press 2” for more details...
b.) “Press 2” allows them to leave their contact info.
c.) I follow up, conduct short interview and guide them to LCP.
d.) I follow up with “Caller ID Box” and do same within 1 hour.
e.) Lead Capture Page now continues the process.

“I CAN DO THIS!” is proven because they can see themselves doing this and its organized.
6. “Brilliant Tip” How To Increase Your Leads Up To 100% By Using TWO (2) Voicemail Boxes (www.SimpleVoiceBox.com)

Quite a few people “screen their calls” or ignore calls from unknown phone numbers. Usually most amateur voice broadcasters will just lose these leads.

Remember, you’re marketing to EXISTING HOME BUSINESS OWNERS (mainly) and as “marketers” we are ALWAYS looking at our phones and caller IDs thinking they may be prospects calling from visiting our sites or seeing our ads...

People will get curious and CALL BACK the Caller ID they see on their phone. Amateurs will have that as their REAL cell or phone number and they will take these calls in real time unprepared and totally screw up!

By using a Caller ID number that goes into an organized and targeted message that acknowledges that you KNOW why they just called and gives them basically the same message that they “missed” when the original broadcast went out... you just made certain that your ORIGINAL message (which was lost) actually GOT TO THE PROSPECT.

This could very easily increase your lead generation conversions up to 100% or more. It’s just smart marketing.

**Voicemail # 1, “PRESS 2” message and box.**

Quick message that guides people to leave their name and number so I can get back to them within the hour. Immediately is best. DO NOT CHASE PEOPLE.

**Voicemail # 2, Caller ID message and box.**

Some people who miss the voice broadcast will be curious and they will call the number that showed up on their “Caller ID.”
I don’t like to take those calls “out of nowhere” – I prefer posture and collecting real leads (filtering tire-kickers out) by using a stand alone voicemail AS MY CALLER ID...

The message acknowledges that I know they are calling the caller ID and then basically replays the same as the voice broadcast where they can leave their name and number and I can call them back and conduct my same SHORT interview then guide them to a presentation, event via my Lead Capture Page...

**Why setup 2 Voicemails?**

**It’s a smarter way to market.** You’re not using a “One Size Fits All” process that may not resonate with your prospect at that time. You’re being as specific and targeted as possible.

**You’re generating HOT PROSPECTS in REAL TIME.**

7. **“Another Brilliant Tip” – How To Recycle Leads and Automate Your Follow Up**

You can collect the lead information (phone numbers) from YOUR voicemail's caller ID and then save them in a csv file and then RECYCLE or do a voice broadcast to THEM with a follow up message.

This is how to “automate” your follow up instead of making a bunch of 1 on 1 phone calls. Smart marketing.

8. **Pipeline Profits?**

**Filling the pipeline is the secret.**

Stay consistent and ALWAYS DO YOUR BROADCASTS because over time, you build a PIPELINE of BUSINESS that will be flowing through your system and information.
Follow up and conduct a short “interview” with these prospects and then direct them to your lead capture page so that you now also have them on your email list and you can follow up with them, and generate back end sales as well.

9. Recap

This is the very smart way to generate leads on demand whenever you want that are targeted, qualified and in real time. This method will never get a “google slap” and it’s NOT hard to learn how to do.

You do not have to wait for your ads to get published, or your articles to get indexed or your post cards to hit mail boxes.

This works NOW and you don’t have to sit on the phone for HOURS chasing people on one to one phone calls.

This is a smart way to market your business with automation tools, leverage and professional posture and your prospects (the smart ones) will see that “THEY CAN DO THIS.”

10. Resources (Check with your Simple Freedom Club Sponsor and Use Their Links If Available. Team Integrity!)

a) Voice Broadcast System: www.MySalesLeadMagnet.com

b) Voicemail Box System: www.SimpleVoiceBox.com or www.800Link.com

c.) Buyer Leads: “Little Ticket To Wealth” 2,000 Buyer Leads Monthly for a one time $200 (100% Commission) + $20/mth www.BigSimpleCash.com
Voice Broadcast Scripts

Voice Broadcast Script

“Hi [Your Name] here, just wondering how you’re doing with your [COMPANY NAME] home business and if you’re open to a very easy way to increase your leads, conversions and cash flow while, at the same time saving you a TON of your personal time.

I’m talking about increasing your existing conversions by 200% or more as well as adding $500 - $1500 in weekly cash flow with 100% commissions coming direct to you... every single day, using automated systems just like this that do the hard work of finding, sorting and calling people for you.

If you’re open, press 2 now to be transferred to my voicemail.

To be removed from the list, press 9.

But to get the free information on how to dramatically increase your cash flow and conversions while decreasing your personal time commitment and automating the front end of your business and making an additional $500-$1500 in 100% commissions direct to your bank account using this system, press 2 now.”

Press 2 Voicemail Message

“[Your Name] here, you’ve reached my voicemail. Leave your name and phone number twice, and I will get back to you within the hour. Now, I don’t chase anybody and with this system, you won’t have to either so please be available to take my call. Take care and bye for now.”
Caller ID Voicemail Message

“Hi [Your Name] here, [Your City], you’ve reached my voicemail. Hope all is well with you and your family.

Now, you most likely missed my automated call and are calling back because you saw this number on your Caller ID. I saw your website or ad on the internet and want to find out if you are open to adding $500-$1500 a day to your cash flow in 100% Commissions direct to your bank account, now that’s $2500-$7000 a week consistently, working very part time and using automated systems just like this one that will do the hard work of finding, sorting and calling people for you.

This “surgically precise” lead getting and cash generating system is something you can start using within 24 hours to collect streams of 100% Commissions direct to your bank account daily.

If you are, leave me a message with your name and phone number twice. I will call you back within the hour. Now please understand this: I do not chase anybody and with this system, you will not have to either, so please be available to take my call.

To be removed from the list, no need to leave a detailed message, just leave your phone number and the words: “DO NOT CALL.”

But to get the free info on how to add another $500-$1500 a day to your cash flow in 100% Commissions direct to your bank account consistently using this system, leave your name and number at the beep. Take care. God Bless and bye for now...”

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