



# HOW TO GENERATE AN UNLIMITED SUPPLY OF LEADS **(FREE)**.

# **Leads. Seems like there's never enough.**

It's a chronic problem for businesses and it's only getting *worse*.

**What if there was a way to get an unlimited supply of leads?**

Complementary sources gives you just that. Leads on tap; an unlimited supply of leads whenever you want. All for free.

**Here's how you do it.**

**STEP #1:**

**FIND COMPLEMENTARY SOURCES.**

1 Define your target audience demographics & psychographics.

2 List 5 industries that complement your own.

3 List 10 to 15 complementary *businesses* you can contact.

It's important to define your audience. This gives you a checklist you can use to find complementary sources.

Electricians, plumbers and engineers are all complementary sources if you're a general contractor.

**STEP #2:**

**INTERVIEW, RESEARCH & PLAN.**

**1** Pick ideal sources (1 per industry), then request an interview.

**2** Find their 3 biggest (sales) problems.

**3** Create a plan to solve those problems for them.

When it comes to leads, complementary sources struggle too. They can't seem to close the leads they have for one reason or another.

They're great at their jobs, but lousy at closing leads. Show them how you can close their old leads for them, then deliver.

**STEP #3:**

**CREATE A PLAN TO HELP THEIR  
CUSTOMERS.**

1 Interview a customer in their target audience.

2 Find their customer's 3 biggest problems.

3 Create a low cost way to solve those problems.

You're not looking for any ol' problem. You're looking for shared problems you and your source are familiar with.

*Realtors and mortgage brokers know it can be challenging for homebuyers to get the financing they need.*



4 Create a lead-in offer or bait piece.

5 Create upsell & cross sell offers.

6 Create a follow-up system.

People tend to avoid taking risks on things that are presented positively. Those very same people will suddenly take risks when things are presented to them using a negative frame.

We all have a negative bias.

**STEP #4:**

**HELP THEIR CUSTOMERS.**

# **Do this well and big things start to happen.**

**Your sources start sending you more leads.** A trust relationship means direct access to their customers.

Great sources turn into joint venture partners. You're given access to fresh leads and new customers. Soon your sources are building a customer list *for you*.

But it starts with your source.

Serve them well and the leads are unlimited.

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