

SIGNAL



HOW TO GET 30 LEADS IN 30 DAYS

WITH RICHARD
WOODS

www.signalbizhub.org

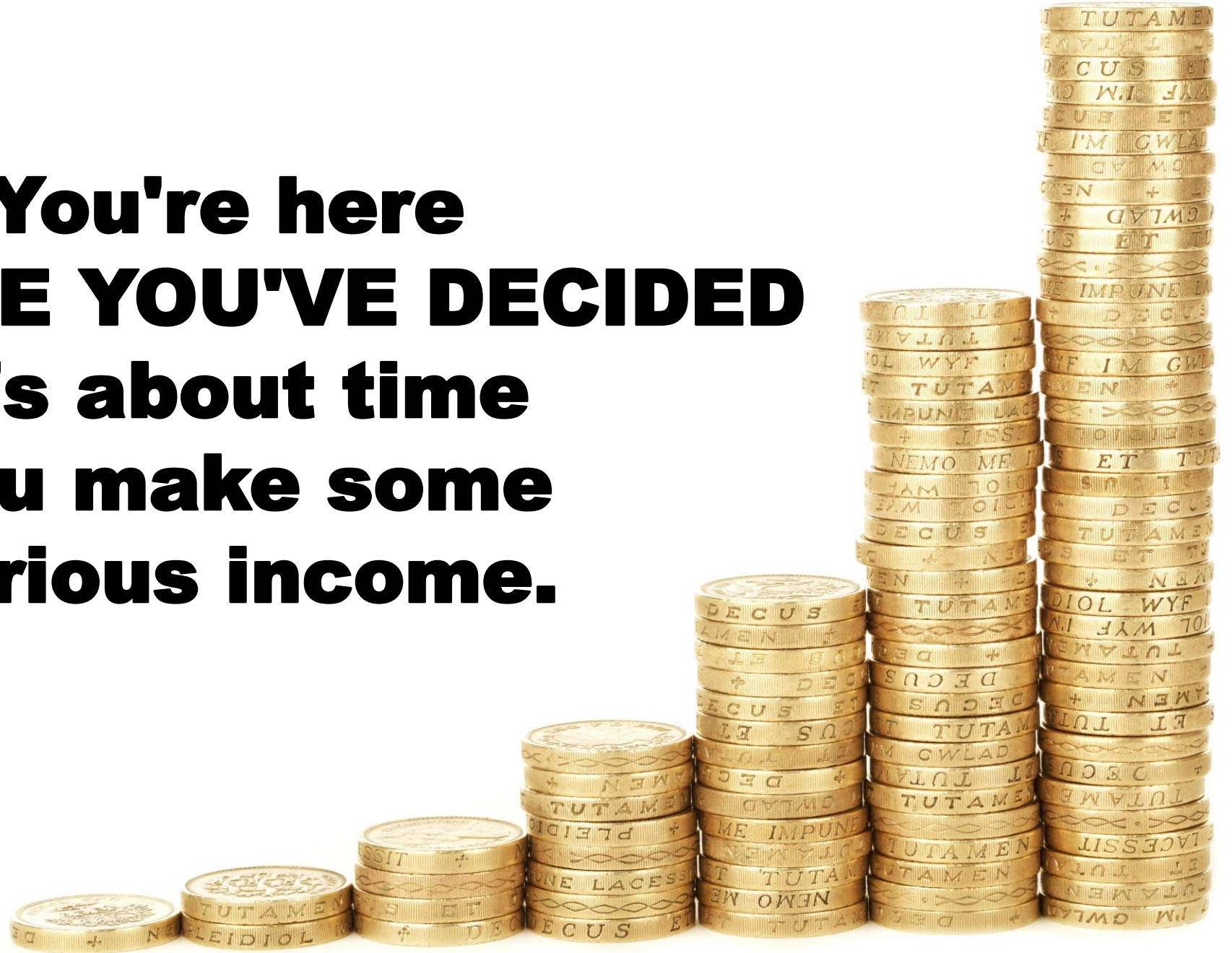
30 LEADS IN 30 DAYS
WITH
RICHARD WOODS



What we will be covering today:

- #1. The most important system for your business
- #2. Why its important to nail it now before its too late
- #3. Step by step of the exact system and how you can start implementing it tomorrow
- #4. Example of how this is working in other businesses
- #5. Q&A

**You're here
BECAUSE YOU'VE DECIDED
it's about time
you make some
serious income.**





Its time for the

**"freedom,
impact, profit"**

**thing everyone
keeps talking
about, but
nobody tells you
how to get...**

**Here's
what
you
NEED
to
know**



$$v = 2\pi f \quad \beta = \frac{\Delta I_c}{\Delta I_B} \quad v = c/\lambda$$
$$\frac{\sin \alpha}{\sin \beta} = \frac{v_1}{v_2} = \frac{w_2}{w_1} \quad v = \frac{1}{\sqrt{\epsilon \cdot \mu}} = \frac{c}{\sqrt{\epsilon_r \mu_r}}$$
$$= \rho \frac{l}{S}$$
$$= \frac{\tan}{T}$$
$$W = \vec{F} \cdot d \cos \alpha$$
$$F_n = \sin \rho g$$
$$F_g = \frac{m_1 m_2}{r^2} \quad W = \frac{E_c}{q}$$

$$E = mc^2$$



**Everyone
over
complicates
this
digital
marketing
stuff!**

The background of the image is a close-up, high-contrast photograph of flames. The fire is a mix of bright orange, yellow, and deep red, with dark, almost black, shadows between the tongues of fire. The flames are dynamic and swirling, creating a sense of intense heat and movement. The overall effect is dramatic and visually striking.

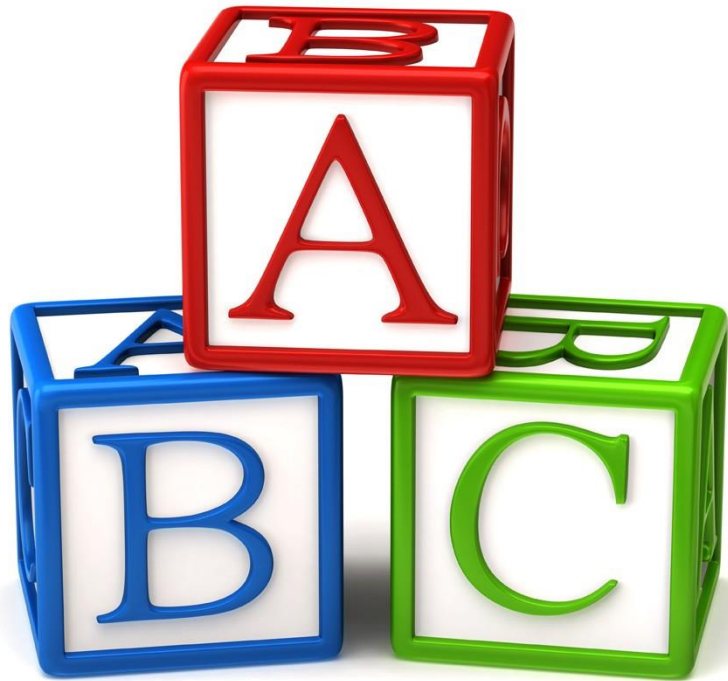
The only campaign that matters is the campaign that generates you red hot leads the fastest, cheapest and simplest.

From this moment on there is no other tactics, this is the only one that matters.

The one that delivers the life-blood to your business every day on auto pilot.



AND ITS SIMPLE





Its not a ridiculous 'Mother Funnel'

or a messy white board 'Master Plan'

**or an outsourced, outbound,
offshore, LinkedIn inboxing,
autopilot, whatevermegiggy!**

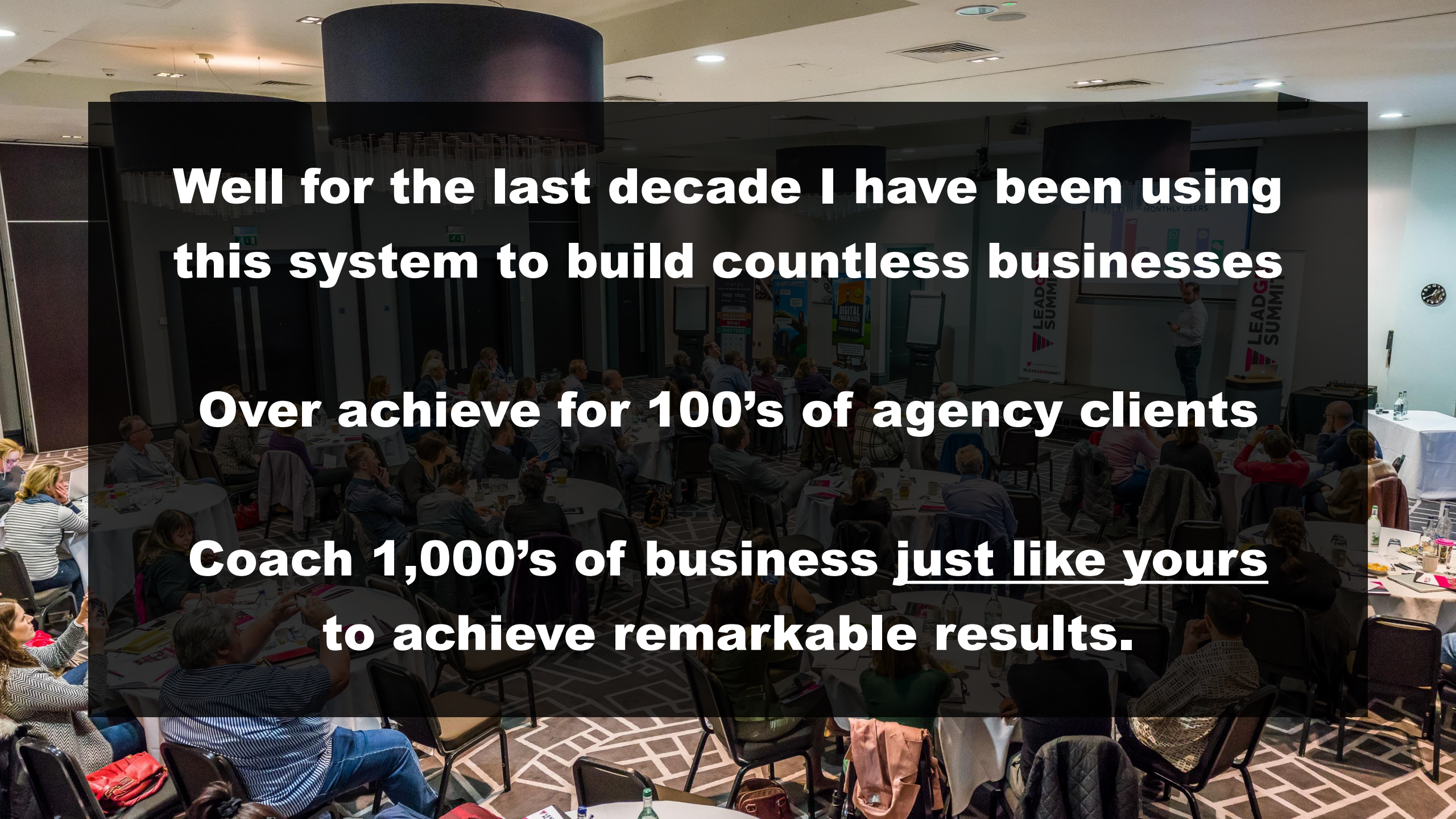
**It's
one simple
lead
generation
campaign,
that delivers
results.**



HOW DO I KNOW?

“I'M A SWISS
ARMY KNIFE OF
BUSINESS SKILLS





**Well for the last decade I have been using
this system to build countless businesses**

Over achieve for 100's of agency clients

**Coach 1,000's of business just like yours
to achieve remarkable results.**



SOLD MULTIMILLION POUND HOTEL INVESTMENTS AND RESIDENTIAL APARTMENTS BLOCKS IN THE UK AND DUBAI – WITH THIS EXACT SYSTEM



Zeeshan Shah 
@OfficialZeeShah

Following



Fortune favours the brave, be bold, be daring, embrace failure and create the life of your dreams.



“The best month I have EVER had”

“My wife and I are looking at our bank account in shock!”





**...and its
allowed me
personally
to...**

Opt-ins - Last 30 Days

353





DIGITAL **LEAD GENERATION** AGENCY

Showering Entrepreneurial SMEs with a predictable flow of leads every day

...BUSINESS IN THIS BOOK YOU WILL
BE ON THE FAST TRACK TO...

- ▶ UNLOCK THE HIDDEN VALUE OF YOUR EXISTING CUSTOMERS
- ▶ EASILY ATTRACT AND FIND NEW BUSINESS OPPORTUNITIES
- ▶ EXPAND YOUR HORIZONS TO MAXIMISE YOUR PROFIT AND INCOME
- ▶ BUILD A WEB-FAMOUS BUSINESS OR BRAND YOUR CUSTOMERS LOVE
- ▶ GROW A HIGH PERFORMANCE BUSINESS THAT SERVES YOU
- ▶ DOMINATE YOUR MARKET AND LEAVE YOUR COMPETITION IN THE DUST

WHETHER YOU ARE JUST STARTING YOUR JOURNEY OR HAVE AN ESTABLISHED BUSINESS,
THIS BOOK WILL PROVIDE YOU WITH A TRIED-AND-TESTED ROUTE MAP TO HELP YOU
QUICKLY SCALE THE BUSINESS GROWTH MOUNTAIN AND BECOME A DIGITAL TRAILBLAZER.

TRAILBLAZER

DIGITAL TRAILBLAZER

Business Technology and Marketing
Simply Grow Your Business
HARD COPY



amazon.com
BEST SELLING
BOOK



LEADGEN SUMMIT
 #LeadGenSummit
 @LEADGENSUMMIT

LEADGEN SUMMIT

STATZY
 FREE TRIAL

AS SEEN ON
 THE APPOINTICE
 DIGITAL TRAILBLAZER
 RICHARD WOODS







WORDPRESS





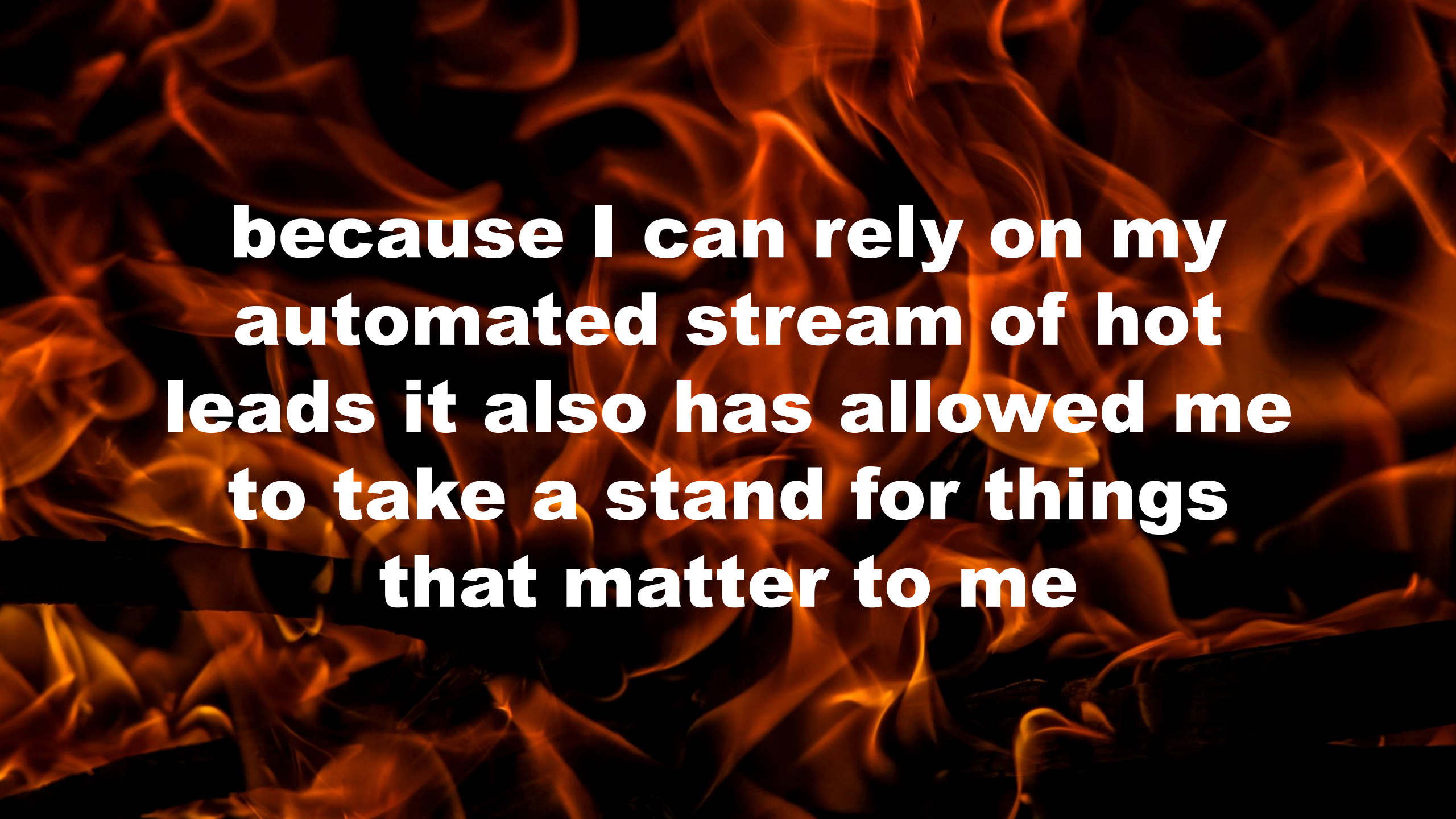


WELCOME TO... LANDSCAPE GARDENERS WOKING

Where landscapes flourish and
gardens blossom..

[FREE GARDEN SURVEY](#)





**because I can rely on my
automated stream of hot
leads it also has allowed me
to take a stand for things
that matter to me**





HELP for HEROES
Support for our Wounded

The logo for 'HELP for HEROES' is displayed on a dark blue background. It features a gold medal with a red, white, and blue ribbon. The text 'HELP for HEROES' is written in a serif font, with 'HELP for' in a smaller size above 'HEROES'. Below the text, the slogan 'Support for our Wounded' is written in a cursive font.



AWARD-WINNING
ENTREPRENEUR AWARDED
HONORARY DEGREE






Plus a few other fun things!







**So what is
the
system?**



TRAFFIC
CONVERT
LOOP
UPSELL
REPEAT



**...and it only takes 30 days
to set up and get results**



**But first you
need to
understand
three MAJOR
things**

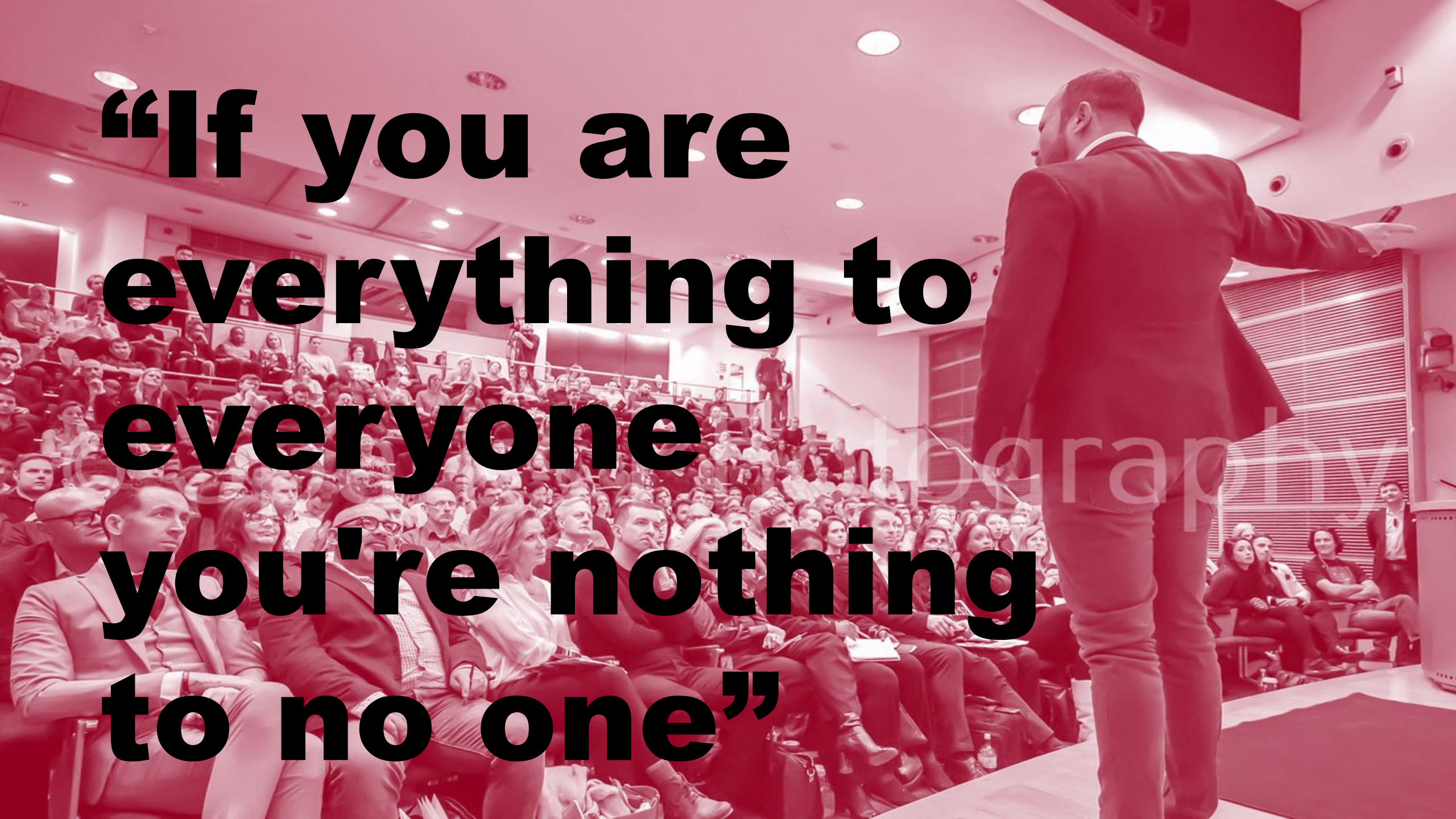


THING #1.
**Who are you
selling to?**



SOMEONE

ANYONE



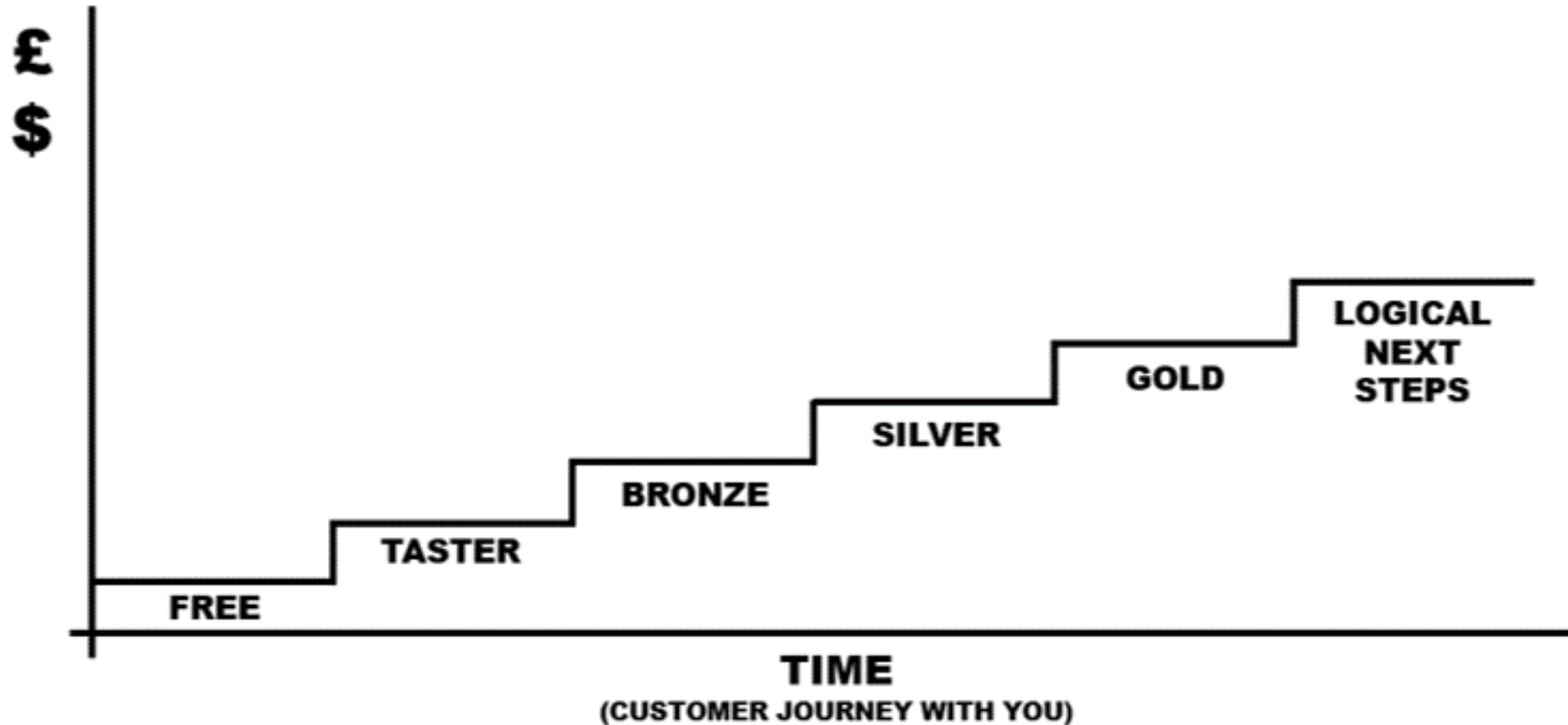
**“If you are
everything to
everyone
you’re nothing
to no one”**



THING #2.

**What are you
selling to them?**

Value Ladder



THING #3.



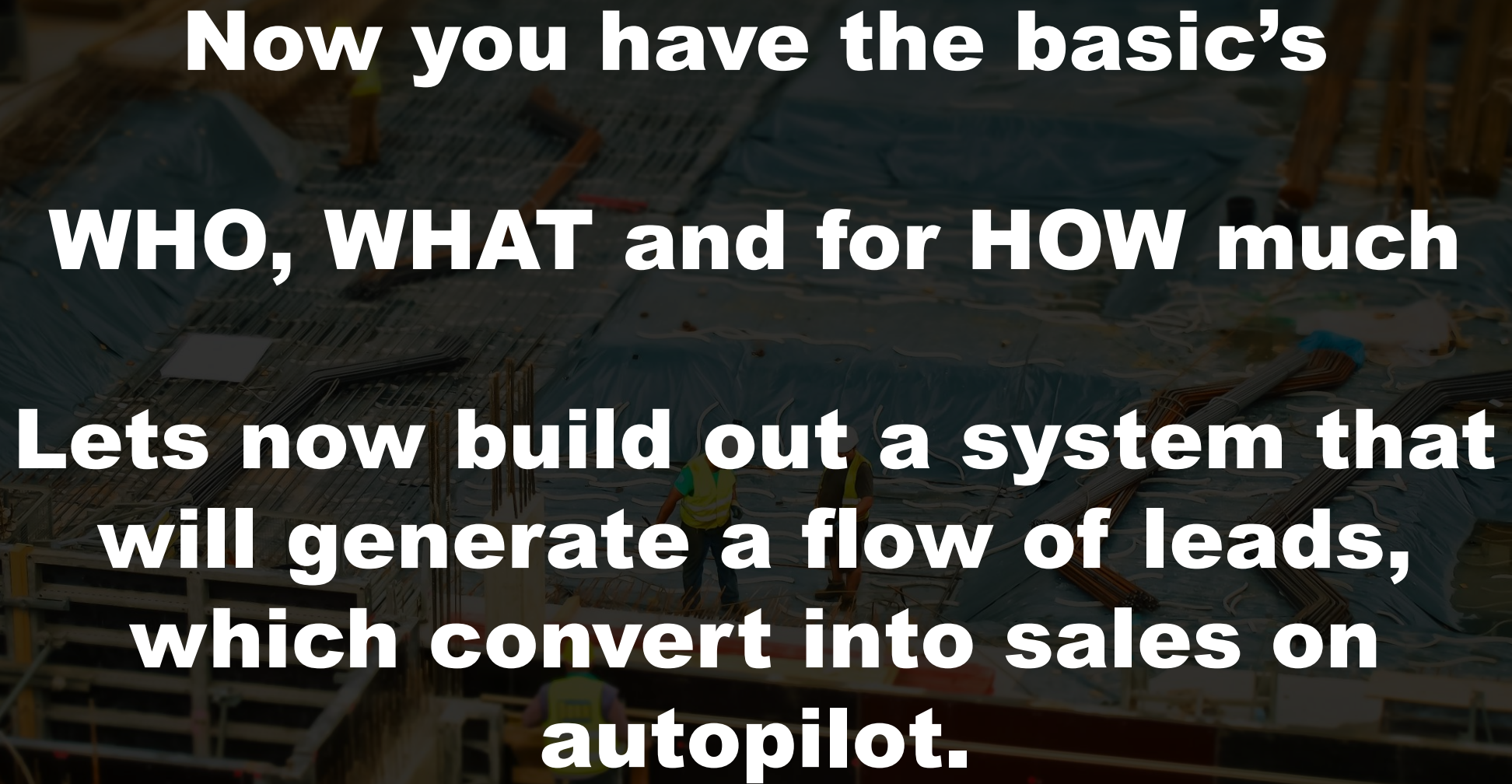
**How much can
you spend to
acquire them as
a client?**



Customer Lifetime Value

If you know the amount you make from a typical client's lifetime with you, then you will be able to easily calculate what you are willing to spend to 'BUY' that client.

Contact No.	ContactName	Invoice Date	Months	Invoice Paid	Total (£)	Length of Stay	Monthly Average
1	abc Ltd	01/05/2019	1	£299.00			
	abc Ltd	01/04/2019	2	£299.00			
	abc Ltd	01/03/2019	3	£299.00			
	abc Ltd	01/02/2019	4	£299.00			
	abc Ltd	01/01/2019	5	£299.00			
	abc Ltd	01/12/2018	6	£299.00			
	abc Ltd	01/11/2018	7	£99.00			
	abc Ltd	01/10/2018	8	£99.00			
	abc Ltd	01/09/2018	9	£99.00			
	abc Ltd	01/08/2018	10	£99.00	£2,190.00	10	£219.00
2	123 & Sons	01/02/2019	1	£299.00			
	123 & Sons	01/01/2019	2	£299.00			
	123 & Sons	01/12/2018	3	£299.00			
	123 & Sons	01/11/2018	4	£299.00			
	123 & Sons	01/10/2018	5	£299.00			
	123 & Sons	01/09/2018	6	£99.00			
	123 & Sons	01/08/2018	7	£99.00			
	123 & Sons	01/07/2018	8	£99.00			
	123 & Sons	01/06/2018	9	£99.00			
	123 & Sons	01/05/2018	10	£99.00			
	123 & Sons	01/04/2018	11	£99.00	£2,089.00	11	£189.91
			TOTALS		£4,279.00	21.00	£408.91
			AVERAGES		£2,139.50	10.50	£204.45
			MARGIN		£1,069.75		
			50% of MARGIN		£534.88		
					*My budget to buy a customer		



Now you have the basic's
WHO, WHAT and for HOW much
Lets now build out a system that
will generate a flow of leads,
which convert into sales on
autopilot.

TRAFFIC

Lets start with **CONVERT**

STEP #2 LOOP

CONVERT UPSSELL

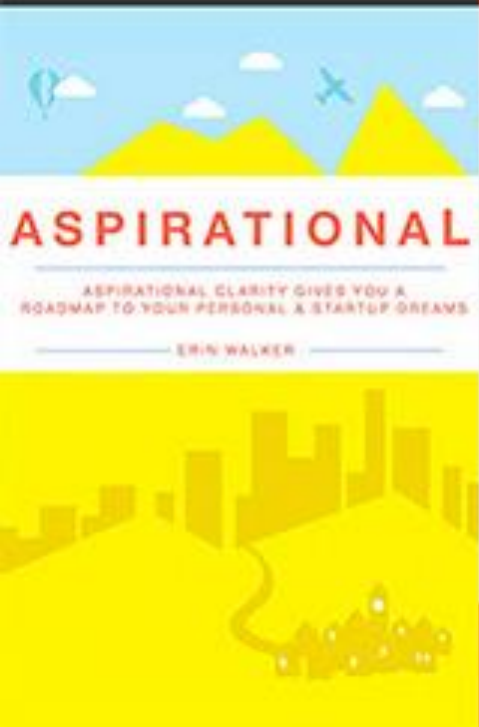
REPEAT



**ITS ALL ABOUT CREATING
AN AMAZING OFFER PAGE**

**WITH A TOTALLY COMPELLING
INFO SWAP**





**WHAT
IS AN
INFO
SWAP?**

FREE LIVE TRAINING

Three Steps to Building Your First Automation

Join us live and learn how to hit the ground
running with ActiveCampaign

Upcoming Session

June 29, @ 11:00AM CST

DAYS	HOURS	MINUTES	SECONDS
00	17	42	54

Register Today



Enter your info below to access the

CHECKLIST FOR PRODUCTIVE MEETINGS

Email*

First Name*

Send Me The Checklist

12 : 22 : 50 : 03
DAYS HOURS MINUTES SECONDS



Supercharge Your **HEALTH GOALS**
By Getting Fit And Healthy

Introducing the **21 Day Challenge**

Register your interest below and get a download of our 'It Starts Here-Discover the best version of yourself' booklet



IT STARTS HERE

Your name

Your email

Contact Number

 **Yes, I'm Interested-Tell Me More**



Rob Fryer www.paw-design.co.uk

creating work
that attracts

Hi there, you're invited to our
next Brandstorm Workshop



impressions
customers

A design agency

We know how hard it is to attract your ideal clients, build a successful brand and create that winning story.

Not just a design agency

Think of us as your in house design team. We help business owners like you to showcase what you're already doing, your unique story and gives your brand professional design and marketing.

If you're struggling to attract or even identify your ideal clients, or just looking to build or refresh your brand then this event is for you.

We will take you through our 10 step process to build a winning brand.

[LETS BRANDSTORM](#)

we understand your needs

With over 10 years of experience helping businesses build a brand that tell a consistent story that builds trust with your customers.

we're a design agency

We are a professional, entrepreneurial and progressive business that helps you build and refine to create a brand that clearly tells your story. We offer a fixed monthly cost to consistently deliver your brand and your ideal clients.

**When creating your infoswap
DO NOT WORRY ABOUT THE TOOLS**

BUT BE IN CONTROL - BE FAST



click funnels



MailChimp



Offer Page Copy – Follow this...

A tried, tested and winning system

1. Headline

2. Subheading

3. Opening Section

4. Video

5. Benefits Bullets

6. Social Proof #1

7. Body Content

8. Social Proof #2

9. Concluding Call to action



As an example...



In the slightly tailored lyrics of JayZ:

"If you're having marketing problems, I feel bad for you son, I got ninety-nine problems but LEADS ain't one!!!"

WHY WAIT? - ITS FREE?

Grab a bundle of Lead Gen inspiration today:

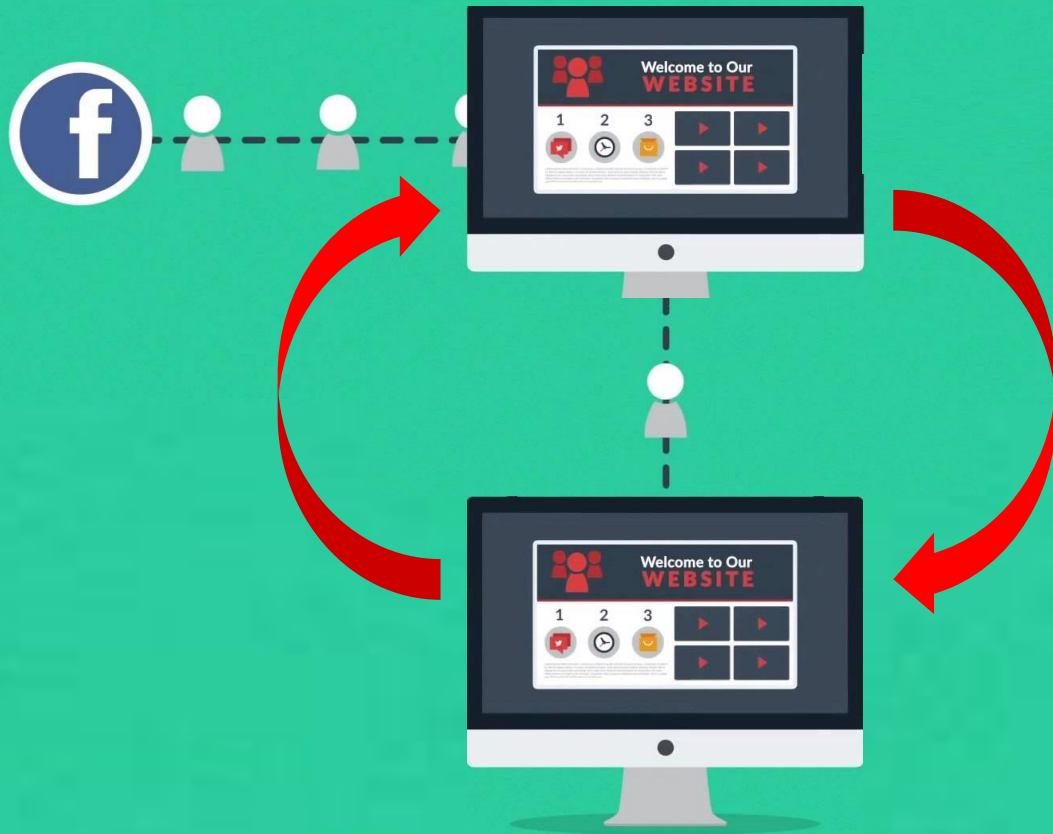
Your Name

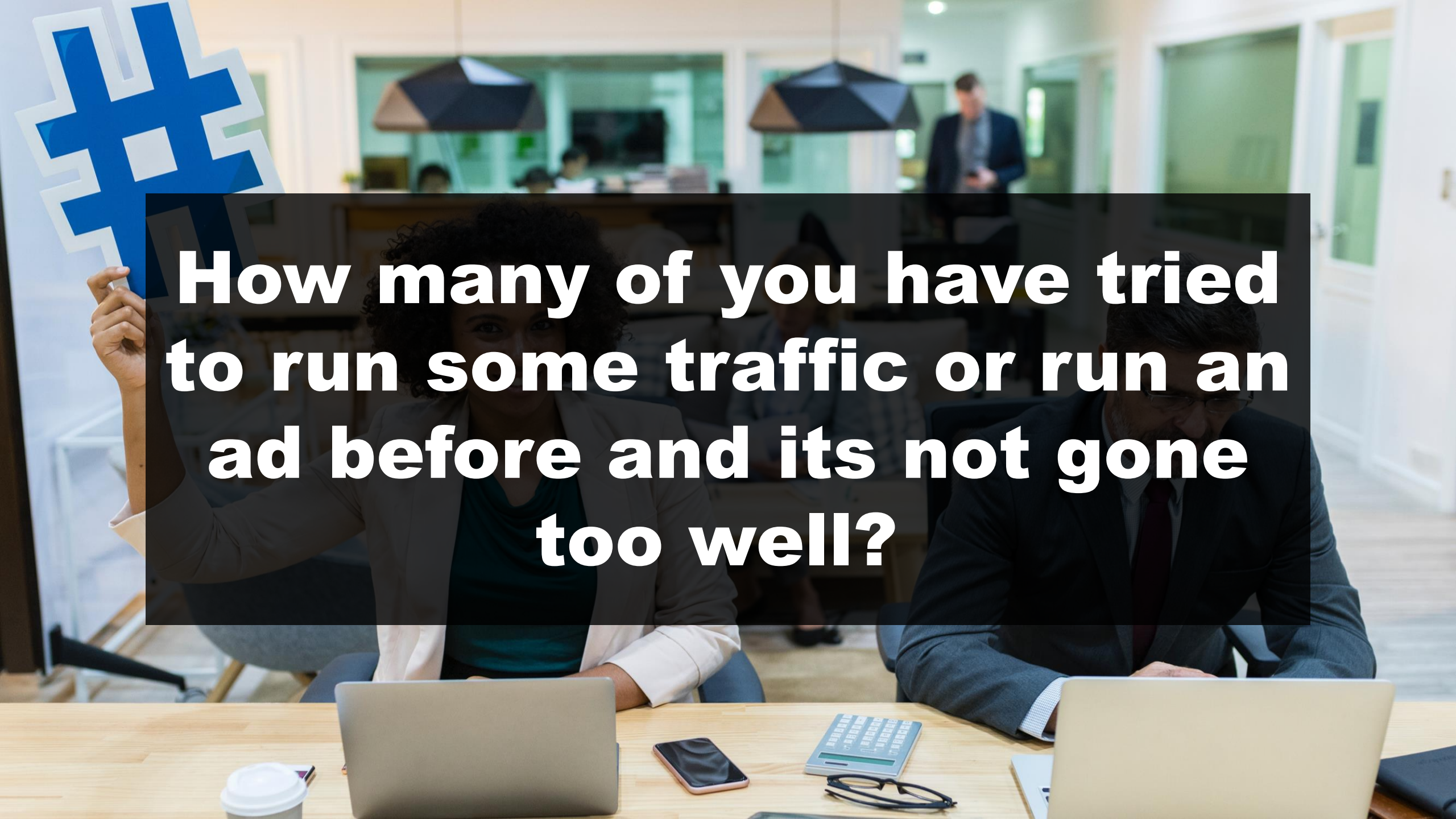




**Back to
STEP #1
Traffic**

**GET ONE
TRAFFIC
SOURCE
RIGHT
THEN
EXPAND
OUT**



A woman with curly hair, wearing a grey blazer over a teal top, is holding a large blue hashtag sign. She is sitting at a wooden table with a laptop, a smartphone, a calculator, and glasses. In the background, a man in a suit is working at a desk in a modern office with large windows and pendant lights.

**How many of you have tried
to run some traffic or run an
ad before and its not gone
too well?**



THE TRUTH IS

The reason most people struggle to generate traffic is not because its hard to get...

...its because they didn't have a way to effectively turn those visitors into leads and sales.

An aerial view of a water park featuring a large, irregularly shaped pool with a light blue hue. Several yellow slides are visible, curving through the landscape. In the background, there are buildings and more park structures. The foreground shows a person's legs and feet, suggesting they are on a slide.

We have spent millions on behalf of our clients and for ourselves.

Most of it through Facebook Ads – why?

Because it works.

It makes the entire campaign look more like a huge waterslide sized flow of leads



**...but what
about all
these other
channels such
as
LinkedIn?
Google Ads?
Twitter Ads?**



**Remember
what I
said at the
start?**

$v = 2\pi f$ $\beta = \frac{\Delta I_c}{\Delta I_B}$ $v = c/\lambda$

$\frac{\sin \alpha}{\sin \beta} = \frac{v_1}{v_2} = \frac{w_2}{w_1}$ $v = \frac{1}{\sqrt{\epsilon \cdot \mu}}$ $v = \frac{c}{\sqrt{\epsilon_r \mu_r}}$

$= \rho \frac{l}{S}$

$= \frac{\tan}{T}$

$y = \vec{F} d \cos \alpha$

$F_n = \sin \rho g$ $F_g = \frac{m_1 m_2}{r^2}$ $x^* T =$ $E = \frac{Ec}{g}$

E=mc²



**Everyone
over
complicates
this
digital
marketing
stuff!**

KEEP
IT
SIMPLE

**...but you have to trust the system.
Let go and enjoy the ride.**




**For 98% of you
it should be
facebook**

Let me help you to not make the same mistake 98% of Facebook marketers make

17hats about 11 months ago

Ever wish running your business was just a little bit less time consuming? Discover how 17hats can make that happen! 😊

17hats includes client management, online proposals, contracts, invoicing, bookkeeping and the best automation tools for your business. #takebackyourtime #businessjustgoteasier



Tame The Chaos of Running Your Business With One Simple ...

17hats allows your clients to accept proposals, sign contracts, make payments and answer q...

WWW.17HATS.COM [Learn More](#)

Tokatee Golf Club shared Tokatee Golf Club's offer. December 18

Hurry this deal is almost over!



\$110 Gift Card for ONLY \$100
5 people claimed this offer [Get Offer](#)

Like · Comment · Share

3 people like this.

Write a comment...

Derek Bires Lol talk about savings.. Just about as much savings as it costs in gas to get out there

Suggested Post

Daymar College Sponsored (demo)

Daymar College provides career training in a wide variety of programs. Our programs are tailored to complement your individual learning style, and we make sure to provide you with a variety of resources to help you learn the skills you need to start a successful career.

[Learn More Now!](#)






Medical Massage Therapy Programs
[Learn More Today!](#) [Learn More](#)

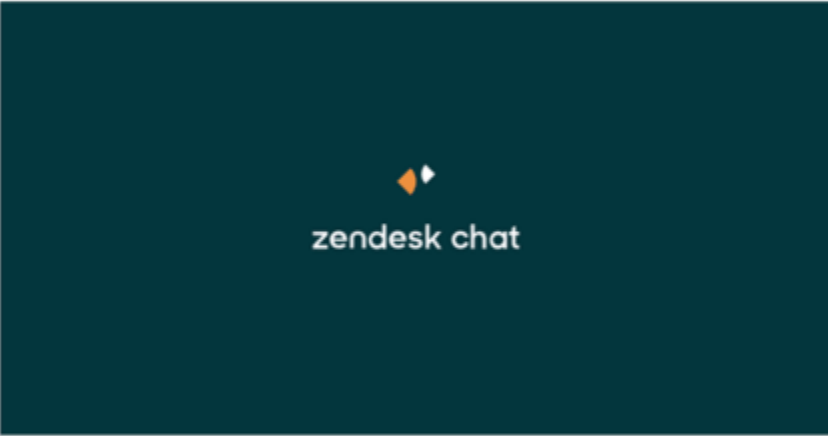
Pharmacy Technology programs at Daymar.
Start your journey!

Like · Comment · Share

Or just boring!




 **Zendesk** 
about 2 months ago 




Customers who use Chat are more engaged, more satisfied, and more likely to buy stuff.




zendesk chat

Try Zendesk Chat
Be more personal and productive with Chat
ZENDESK.COM/CHAT

 1  Comment  Share

 **Thinkful**
Education · 40,381 Likes · November 17, 2014 ·   Profile



Learn to code Node.js with the help of a mentor. Class starts this week!



Learn Node.js Faster
With a Mentor
[Sign Up](#)
Thinkful

Become a Full Stack Developer
The best way to learn Node.js is with a mentor. Start today and build a job-ready portfolio.
WWW.THINKFUL.COM

73 Likes · 6 Comments · 11 Shares

 Comment  Share

Instead, just focus upon the next step on the Value Ladder for that target audience and call them to action

 **Lake Country Realty**
Sponsored · 🌐 Like Page

Looking for fun things to do in Lake Gaston? We've curated a list of the top 15 spots (plus a few even the local don't know about!)




15 Fun Things to Do in Lake Gaston


Naturally, the main attraction of the Lake is the pristine water. However, the beauty of Lake Gaston is that there are attractions in, around, and out of the water. Enjoy the beauty of the Lake with...

LCRLAKEGASTON.COM

Like Comment Share

 **InsightSquared**
Sponsored · 🌐 Like Page

Shhh... In this new eBook, HubSpot's Mark Roberge reveals his top sales management secrets. You'll have to download to read more.




Why doesn't HubSpot's Mark Roberge promote his best sales reps?

FREE eBook >

eBook: Sales Secrets with Mark Roberge

We sat down with Mark Roberge for a comprehensive interview to learn the sales secrets that fueled HubSpot's rapid growth.

LEARN.INSIGHTSQUARED.COM

 **Melissa Ambrosini**
Sponsored · 🌐 Like Page

My mission in life is to inspire, support and uplift women so that they can realise their full potential. That's why for the next few days I am giving away my best-selling ebook 12 Steps To Wellness for FREE. Get your copy here >> <https://www.melissaambrosini.com/12-steps>



FREE eBook: 12 Steps To Wellness

[Download](#)

www.melissaambrosini.com

RECAP...

**Don't promote your core services
to a cold prospect – you will scare
them off!**

**Anonymous audience members
get pitched Step #1 – InfoSwap**

**Warm members get pitched Step
#2 – Taster Product**

And so on...

(LOOP – UPSELL – REPEAT)





THREE FACEBOOK ADS CAMPAIGNS

#1 CUSTOMER DEMOGRAPHICS

#2 TARGET YOUR CRM DATABASE

#3 CUSTOMER LOOKALIKE

#1 CUSTOMER DEMOGRAPHICS

Audience: Farnborough +30km - biz/marketing + influen... ▼

Location: United Kingdom: Farnborough, Hampshire (+30 km) England

Age: 25-65+

People who match: Interests: Lead generation, Digital marketing, Entrepreneurship, Social media marketing or Online advertising, Field of study: Online-Marketing, Job title: Business Owner

And must also match: Interests: Brendon Burchard, Grant Cardone, HubSpot, Seth Godin, Zig Ziglar, Brian Tracy, Simon Sinek, The 4-Hour Workweek, Gary Vaynerchuk or Infusionsoft

#2 TARGET YOUR CRM DATABASE

The screenshot shows the Facebook Ads Manager interface. At the top, there's a navigation bar with the Facebook logo, 'Asset library', a search bar, and account information for 'The Lead Gen Group - Age...'. Below this, the 'Account: Lead Gen Academy (344...)' is selected. The main content area is a 'Create a Custom Audience' dialog box. It has a title bar with a close button. The dialog is divided into two main sections: 'Use your sources' and 'Use Facebook sources'. Under 'Use your sources', 'Customer file' is highlighted in blue. Other options include Website traffic, App activity, Offline activity, Instagram business profile, Events, and Facebook Page. Under 'Use Facebook sources', options include Video, Lead form, and Instant Experience. To the right of the dialog, a table is partially visible with columns for 'Created' and 'Sharing'. At the bottom right of the dialog is a 'Cancel' button.

Account: Lead Gen Academy (344...)

Search Business

The Lead Gen Group - Age...

99

Create a Custom Audience

Use your sources

- Website traffic
- App activity
- Offline activity
- Customer file**

Use Facebook sources

- Video
- Lead form
- Instant Experience
- Instagram business profile
- Events
- Facebook Page

Customer file

Create an audience using your existing customer information. Data will be hashed before being uploaded and we won't store it afterwards.

Needs

Cancel

Created	Sharing
07/2019 16	--
07/2019 15	--
07/2019 07	--
06/2019 27	--
06/2019 53	--
05/2019 25	--
05/2019 24	--
05/2019 53	--
05/2019 52	--
05/2019 49	--

#3 CUSTOMER LOOKALIKE

Account: Lead Gen Academy (344...)




Search Business


The Lead Gen Group - Age...

99

Create a Custom Audience

Customer file

-  Use a file that includes customer lifetime value (LTV)
-  Use a file that doesn't include LTV
-  Import from MailChimp

 Use a file that includes LTV

Upload a file or copy and paste data, and we'll match your customer information to people on Facebook apps and services. When you include LTV, you can use it to create Lookalike Audiences of your most valuable customers.

Needs

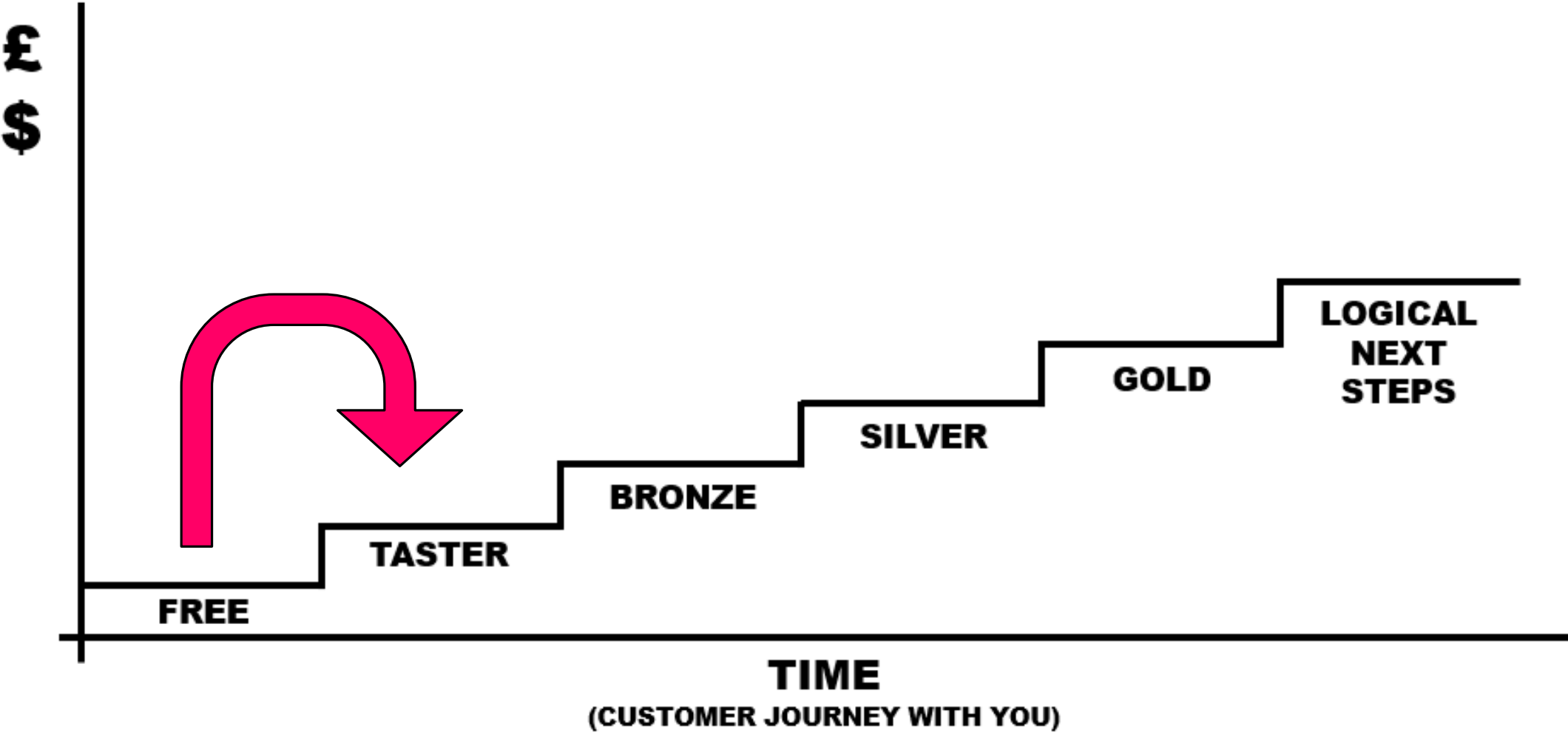
Back

Created	Sharing
07/2019 16	--
07/2019 15	--
07/2019 07	--
06/2019 27	--
06/2019 53	--
05/2019 25	--
05/2019 24	--
05/2019 53	--
05/2019 52	--
05/2019 49	--



TRAFFIC
CONVERT
LOOP
UPSELL
REPEAT

FREE TO TASTER UPSSELL



LOOP - UPSELL - REPEAT

**INFO-SWAP
OFFER PAGE**



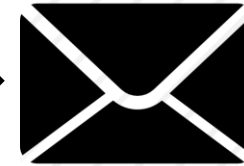
**THANK YOU
PAGE BUMP
TO TASTER**



**TASTER
OFFER PAGE**



**THANK YOU
PAGE BUMP
TO BRONZE**



THANK YOU PAGE BUMP

Thank You

Below is your link to the 99 Ways to More Leads eBook - I hope you enjoy it, also keep scrolling down to access more great value.

[ACCESS eBook](#)

[GIVE ME EVEN MORE](#)

WAIT!! - If you want more SALES then you need to join our 30 Leads in 30 Days Challenge

Struggling with new ideas and techniques to generate leads? - **Want to keep your business growth on track?** - We have a fantastic 30 Leads in 30 Days Challenge that helps you to implement a small element of a lead generation funnel everyday so by the end of the challenge you will have marketing asset that generates enquires for you even when you sleep.



A man with a beard and short brown hair, wearing a white button-down shirt, is smiling broadly while looking at a computer monitor. He is sitting at a desk in a bright office with large windows in the background. A desk lamp with a wooden handle and a white shade is positioned in front of the monitor. The scene is well-lit, suggesting a sunny day.

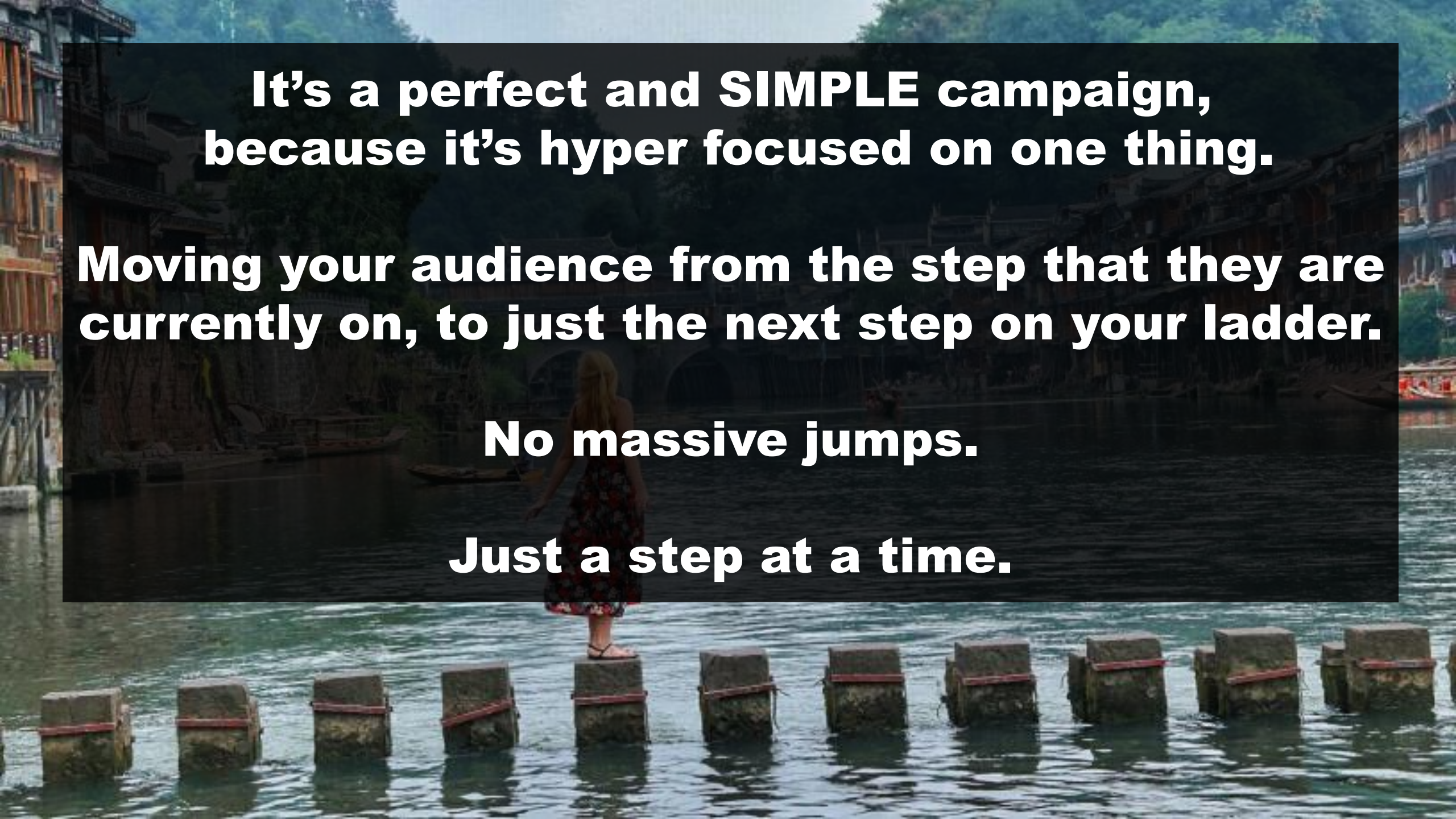
One great Ad combined with one SIMPLE campaign can equal a lead generating ASSET that can become evergreen and grow your business 10 times plus.

**It's a perfect and SIMPLE campaign,
because it's hyper focused on one thing.**

**Moving your audience from the step that they are
currently on, to just the next step on your ladder.**

No massive jumps.

Just a step at a time.



A man with short brown hair and a beard, wearing a dark suit jacket over a white shirt and a dark tie, is sitting at a desk. He is smiling and looking towards the right. In front of him is a laptop. The background is a blurred office environment with large windows.

Creating stability in your business - going from your first few clients to a consistent flow of new business is SIMPLE

**TRAFFIC – CONVERT – LOOP – UPSSELL –
REPEAT**

**I know you're
thinking:**

**“Sounds
simple(ish) – but
how the heck am
I going to make
all that happen?”**



**Let me ask you a
question...**

**Has your time on
this training been
well spent?**

Give me a YES!!




A wooden signpost stands on the left side of a gravel path that forks into two directions. The signpost is made of dark brown wood and has a horizontal sign attached to it. The sign is also made of dark brown wood and has the text "You Have 2 Options" written on it in white. The background is a dense forest of tall, green evergreen trees under a cloudy sky. The ground is covered with green grass and small yellow flowers.

You Have 2 Options

Option #1.
**Take what you have learnt today
and have a go at trying to get it
working for you**

Option #2.
**Ask me to work with you
PERSONALLY to mentor you
through the entire process.**

A hand in a dark suit jacket is pulling a red curtain to the left, revealing a black background. The text is written in white, bold, sans-serif font on the black background.

**...but what is
it that we will
actually do?**

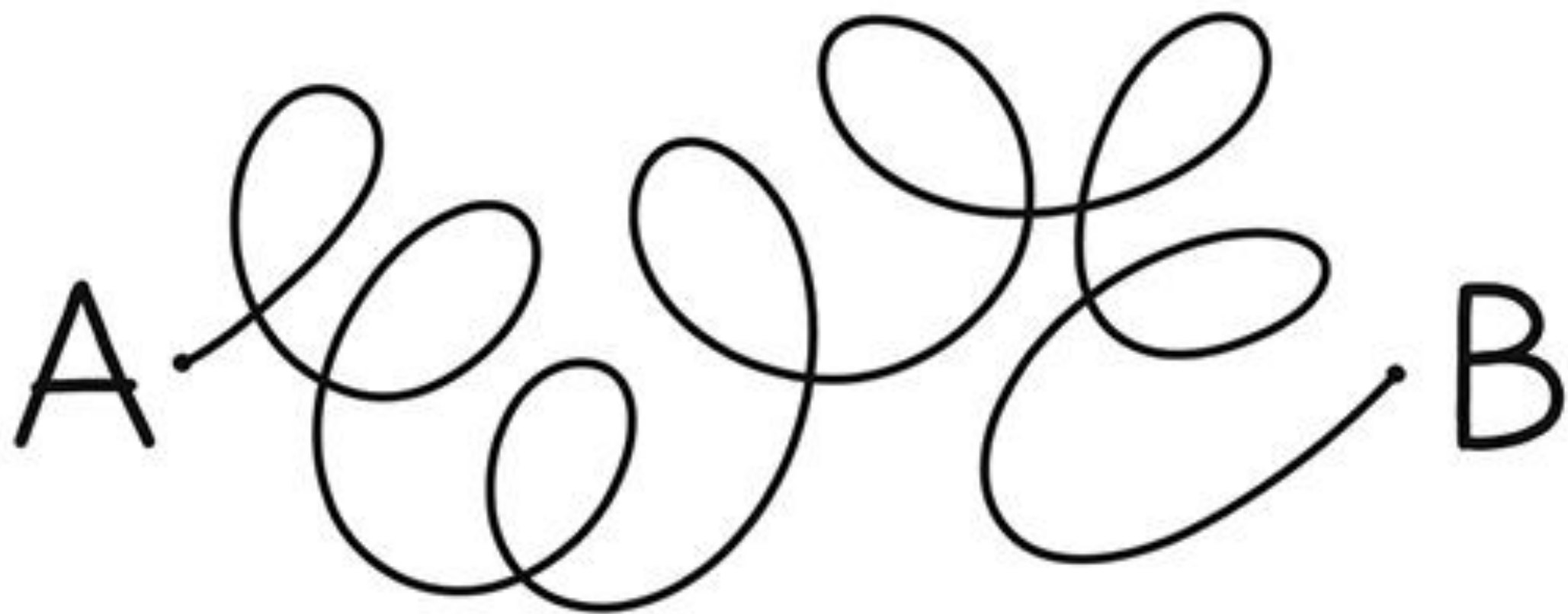
**Well, let me
introduce...**



**30 LEADS 30 DAYS
CHALLENGE**



**We want to take you
from 0 to 30 leads as
quickly as possible.**



**I have put together
an Accelerator with
DIRECT Mentorship
from me
to ensure you have
everything you
need to make a
huge success of
your business.**

Please Note:
**Limited
Places!**

Its going to help you get full clarity on:

**Who your Targeting
Your Niche**

**How your Targeting them
Your Value Ladder**

**What your can spend to acquire them
Your CLV**



Its going to help you set up:



TRAFFIC
CONVERT
LOOP
UPSELL
REPEAT

Its going to support you to launch:

**THREE
FACEBOOK
ADS
CAMPAIGNS**

#1 CUSTOMER DEMOGRAPHICS

#2 TARGET YOUR CRM DATABASE

#3 CUSTOMER LOOKALIKE



Let me tell you a story of business owners just like you who have nailed this system.



**Went from 0 leads online to 12,000 p/m
£75,000 to £3,000,000 in 2 years**



3 Core Components To Make Sure You Succeed

- #1. 30 Leads in 30 Days Day-by-Day Online Training Course**
- #2. Weekly Monday Momentum Group Calls with ME**
- #3. 24-7 Direct Access to the 30/30's VIP Facebook Community to get fast help and feedback**



30 Leads in 30 Days Day-by-Day Training

30 Days of step by step training



30 Leads in 30 Days Challenge

The challenge is to generate 30 more enquiries for your business within 30 days. To help, I put together a online course of actionable tips, tricks and tasks for 30 days. You then implement the action points (which takes no more than 30 minutes a day, usually less). Then sit back and watch the leads flow in.

[Resume Course](#)

Day #0: Welcome to the Challenge



Welcome from Richard Woods

Welcome, this is going to be a lot of fun with a side order of hard work, but as you know nothing...

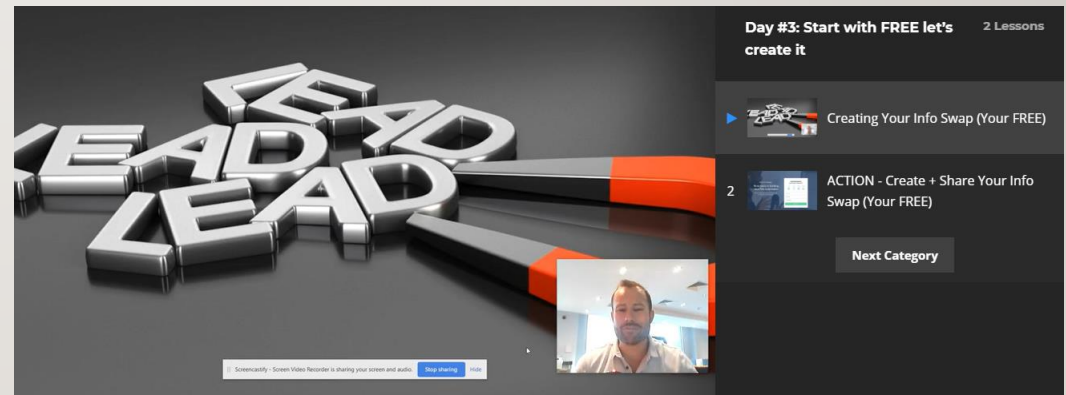


About Your Instructor

A message from me... Times have changed, no longer do we get wowed by the latest social network...



11 of 88 Lessons Completed



Day #3: Start with FREE let's create it 2 Lessons

▶ Creating Your Info Swap (Your FREE)

2 ACTION - Create + Share Your Info Swap (Your FREE)

[Next Category](#)

ScreenCastify - Screen Video Recorder is sharing your screen and audio. [Stop sharing](#) [Help](#)

Creating Your Info Swap (Your FREE)

Day #3: Start with FREE let's create it

What is an Info Swap?

Instructor



Richard Woods
Lead Gen Founder

Richard Woods, is an award-winning entrepreneur, BBC's The Apprentice

30 Leads in 30 Days Day-by-Day Training

Daily ACTION'S and supporting CHALLENGER REVIEWS

Overview

The below is how The Lead Gen Academy Customer Value Ladder looks.





Name	Description	Cost
FREE	99 Ways to get more leads	FREE
TASTER	30 Leads in 30 Days	£49
BRONZE	Academy Membership	£49 Online or £99 with Event Attendance
SILVER	Mastermind	\$1,000 per month
GOLD	One2One Coaching	£650 or £900 per month
LOGICAL NEXT STEPS	Get Sh!t Done Retreat	£699

YOUR TURN

Now it's Your Turn

Edit the below boxes adding in the products/services that you will offer to your customers as they

Day #2: Increasing the Lifetime Value using the Value Ladder 4 Lessons

- 1  Customer Value Ladder ✓
- 2  ACTION - Plan out your Customer Value Ladder ✓
- 3  CHALLENGER REVIEW - Advice on Niching + Value Ladder Review for Coaching Company - Silvern Training
- 4  CHALLENGER REVIEW - Value

silvern training


HOME POSTS TRAINING CONSULTANCY SILVERN ASSOCIATES TESTIMONIALS CONTACT US

For individuals
For organisations

Take control of your working life





CHALLENGER REVIEW - Advice on Niching + Value Ladder Review for Coaching Company - Silvern Training

Instructor

 **Richard Woods**
Lead Gen Founder

Richard Woods is an award-winning

Lifetime value using the Value Ladder

- 1  Customer Value Ladder ✓
- 2  ACTION - Plan out your Customer Value Ladder ✓
- 3  CHALLENGER REVIEW - Advice on Niching + Value Ladder Review for Coaching Company - Silvern Training
- 4  CHALLENGER REVIEW - Value Ladder for a Recruitment Company - Peopley

BONUS DAYS

BONUS DAY #1: Nobody Likes a Slow Website



How To Test And Speed Up A Slow Website

On the 20th March 2016 I woke up feeling a bit jaded, it was because I had been out celebrating E...

BONUS DAY #2: Google My Business



The Importance Of Keeping Your Online Presence Updated

There is nothing worse than looking at a company before you buy from them and realising that they...



All Businesses Need A Google My Business Page

Google My Business pages are a vital element of any local businesses online marketing campaign.Ha...

BONUS DAY #3: Google Customer Reviews



Focus On Building Your Customer Reviews

Today we are going to be talking customer reviews. Most specifically we are just going to be focus...

BONUS DAY #4: Audit YouTube Description Links



YouTube

Today is about quick wins from the work you have already done. Link building is widely ...

BONUS DAY #5: Local Citations Using Directories



Getting Google My Business Rocking and rolling

Today it's back to getting, the Google My Business Rocking and rolling. Citations are &J...





**FIVE EXTRA DAYS OF
TRAINING TO REALLY
HELP YOU GO
*SUPERSONIC***

24-7 Direct Access to the 30's VIP Community

To get fast help, connection and feedback

This screenshot shows a Facebook group post from Richard Woods, the admin of the '30Leads in 30Days Challenge' group. The post, dated August 3rd at 08:30, contains a video of Richard speaking and a collage of various 'Welcome' graphics. The group's navigation menu on the left includes options like 'About', 'Discussion', 'Chats', 'Announcements', 'Members', 'Events', 'Videos', 'Photos', 'Files', 'Group insights', 'Moderate group', and 'Group quality'.

This screenshot shows a video post by Lydia McCarthy-Keen in the '30Leads in 30Days Challenge' group. The video, posted on August 2nd at 13:33, shows Lydia speaking and giving a thumbs up. The post has received 13 comments and is seen by 61 members. A comment from Susan Payton is visible at the bottom, praising the video. The group's navigation menu on the left is identical to the first screenshot.

-  Closed group
- About
- Discussion**
- Chats
- Announcements
- Members
- Events
- Videos
- Photos
- Files
- Group insights
- Moderate group
- Group quality
- Search this group 
- Shortcuts









 **Janine Waterfall** 
★ Rising star · 16 August at 10:59

Hi guys, i wonder if I could get some feedback on our offer page. I have changed the SEO preview but hasnt configured yet but any feedback would be fab! thank you in advance

 <https://www.waterfallweddingdecor.co.uk/save-the-date>

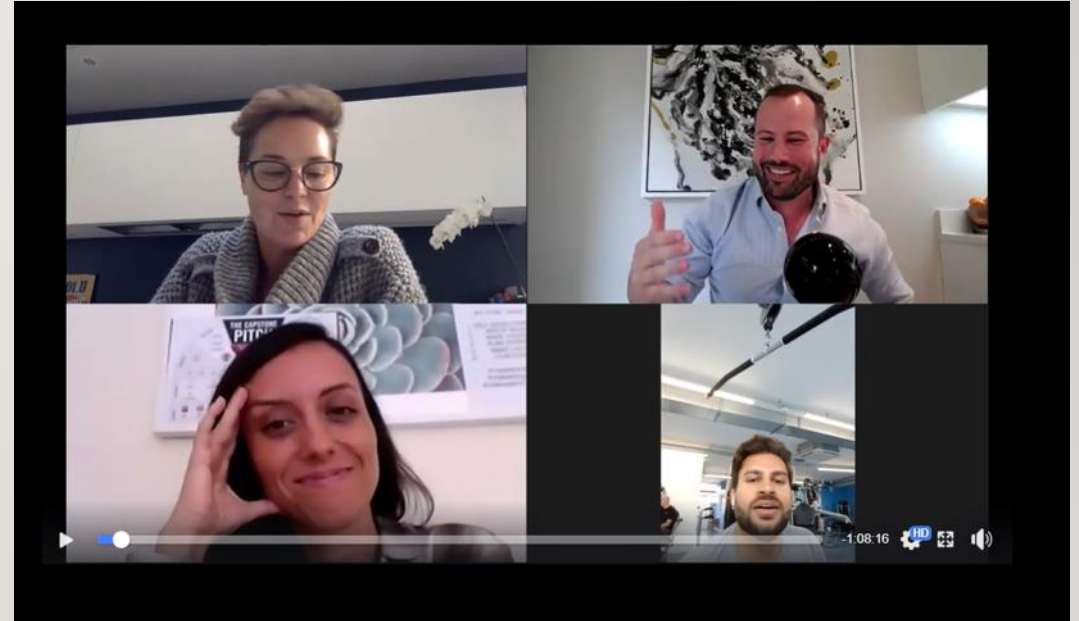
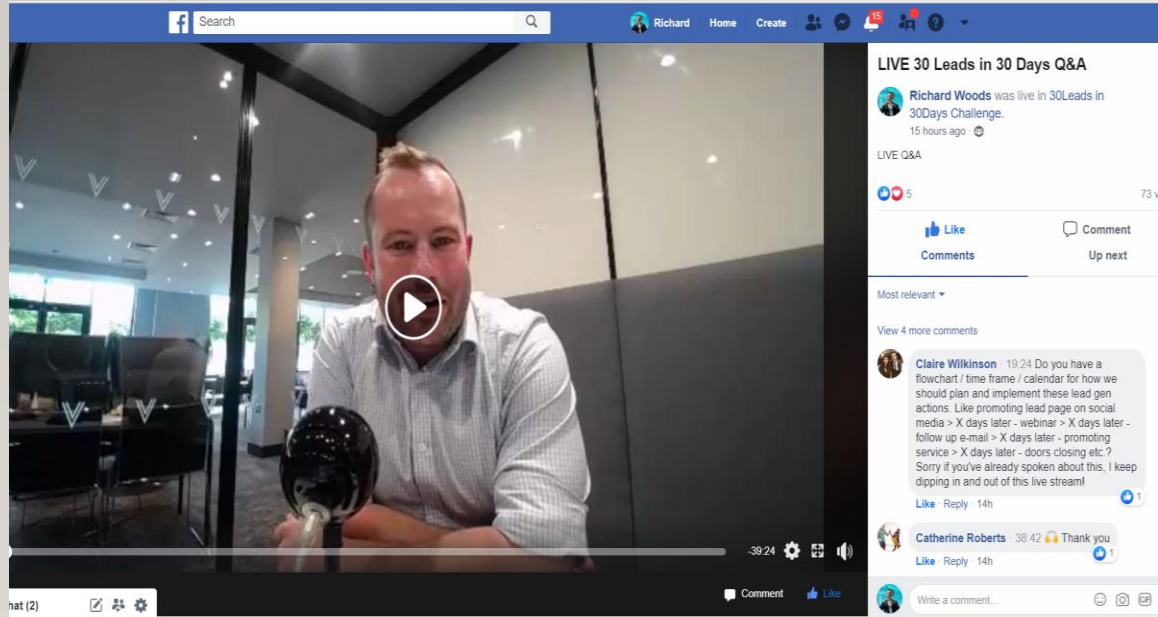
 You, Serena Sabala and Steph Peltier 9 comments Seen by 68

 Like  Comment

- View 2 more comments
-  **Andrea Pacini** Janine I love it! Great work. Just one thing, I'm viewing this on mobile and the video has no sound.  1
- Like · Reply · 2d
-   Janine Waterfall replied · 1 reply
-  **Serena Sabala** Lovely, my only comment is that I'd love to see you on there somewhere in the video, talking on camera about this service. People connect to (and trust) people, especially over such a personal subject;)  2
- Like · Reply · 1d
-   Janine Waterfall replied · 1 reply

Weekly Monday Momentum Group Calls with ME

Any question how big or small is on the table



Every Ending is a New Beginning

Transform from anxiety, confusion, uncertainty to peace, clarity and confidence

Download my free Divorce Survival Guide



Steph Peltier ▶ 30Leads in 30Days Challenge

1 hr · 🧑‍🤝‍🧑



Steph Peltier ★ Richard Woods 18 leads in 10 days with £9 advertising budget! I think we can say that your course is freaking awesome !!! And maybe you should consider changing the title cause I'm gonna make much more than 30 leads in 30 days 🤪 I'm over the moon, thank you so much



Steph Peltier Richard Woods ! I joined his 30 leads in 30 days program and got 100 leads in 21 days on Facebook - working on conversions now

END RESULT - 214 leads in 30 days by following the steps

HOORAY ... Day 8 : my add has been running for 2 hours and I got 4 conversions ! ... I now have 4 people in my database, yay !! I know this is the start of something big ... I need to power through the rest of the training now ... Thank you thank you thank you

How does it work?

You watch the videos, complete the action items, use the provided tools and templates.

Ask questions in the Fb group or on the live Q&A calls.

Follow the process, get results.



Leon Musmann - LM Commercial Finance For anyone on the fence, I'm about 10 days in and really, super, highly recommend you get involved.

When does it start?

The 30 Leads in 30 Days Challenge is an online course and community.

It starts the moment you enrol. You can complete it in your own time and work through it as fast or slow as you wish.

You get lifetime access.

**SO YOU CAN TAKE 90 DAYS TO
COMPLETE THE 30 DAYS IF YOU WISH**

**So today you can secure your place on the
30 Leads in 30 Days Challenge not for:**

~~WAS £249~~

NOW ONLY

£45

(LIMITED TIME OFFER)

TAKE ACTION.

**Grab one of the limited time discounted
spaces below:**

leadgenacademy.co.uk/30Leads30Days

URL = Case Sensitive

Find it via the top link on my website