

# INTERNET LEADS ON AUTOPILOT

## **Internet Lead Providers**

As we have already covered, the fastest and easiest way to generate automated motivated seller leads is to sign up for some online lead service providers. You will find the best of these service providers in the Preferred Vendor Network of ePartner®. Literally within minutes, you can be talking with motivated sellers and setting up meetings to sign up deals. We recommend testing out these services to see which ones produce the most results in your area. Some even offer free trial periods so that you can test their services risk-free.

## **PAID Traffic**

For those with a website, there are two other strategies you can employ to gain even more automated internet leads. The first is to purchase online advertising, otherwise known as “paid traffic”. There are many different types of online ads, which is why we advise you to seek a professional online advertising agency if you want to explore this endeavor. The classic online ad maneuver is pay per click advertising (or PPC) from the big search engines like Google, Yahoo, and Microsoft (msn.com, bing.com, etc). When someone types in a keyword phrase that you have set up in your pay per click advertising campaign, your ad will appear at the top of the search engine results page. Then there is banner ad placement on specific webpages such as Facebook or YouTube where you can drill down to just those people who live in your market area. Google’s AdSense program also allows for ad placement on carefully selected webpages. We won’t go into more

detail on this because an online ad expert will be your best guide when it comes to setting this up.

## FREE Organic Traffic

The screenshot shows a Google search for "sell house fast nashville TN". The search bar contains the text "sell house fast nashville TN" and a "Search" button. Below the search bar, there is a "Web" tab and a "Show options..." link. The search results are displayed as a list of links with brief descriptions. The first result is a sponsored link from "HouseBuyerNetwork.com". The following four results are organic search results, each with a red arrow pointing to the text "Our Listing" on the left side of the page. The organic results are:

- Our Listing** → [We Buy Houses Stop Foreclosure Sell Fast - Nashville, TN - Ziplly ...](#)  
May 28, 2009 ... Sell my house or condo in Nashville, sell your house in Tennessee because we buy houses fast for cash is just one way. ...  
[zpg.ziplly.com/zpg/us/ViewCA.php?idno=264068](#) - [Cached](#) - [Similar](#)
- Our Listing** → [We Buy Houses Stop Foreclosure Sell Fast - Nashville, TN - Ziplly ...](#)  
Aug 11, 2009 ... Sally needed to sell her house fast and she went to ... Antioch, TN; Brentwood, TN; Franklin, TN; Madison, TN; Nashville, TN 1 Franklin, TN; ...  
[zpg.ziplly.com/zpg/us/ViewCA.php?idno=287311](#) - [Cached](#)
- Our Listing** → [We Buy Houses Stop Foreclosure Sell Fast - nashville real estate ...](#)  
Sell my house or condo in Nashville, sell your house in Tennessee because we buy houses fast for cash is just one way. To save your credit is better than ...  
[nashvillescene.backpage.com](#) > ... > [nashville real estate wanted](#) - [Cached](#)
- Our Listing** → [Buy Houses, Sell Houses, Sell your house fast and House for sale](#)  
Do you want to sell your house or buy a house very fast? ... Nashville, TN. Have you said, "I need someone to: buy my home", "buy my house" or "sell my ...  
[www.webuyallhomescash.com/](#) - [Cached](#) - [Similar](#)

Below the organic results, there is a link to "Show more results from zpg.ziplly.com".

You'll be happy to know that the second strategy to employ, if you have your own website, is absolutely free...and brilliant. The question we asked ourselves years ago was, "how do we get internet leads for free, without having to pay for advertising?" It took years of trial and error to finally crack the code. And the irony of it all is that in the end, we look at the solution and marvel in its simplicity. And for those more visual people, there is a Video in the Video Tutorials Help Section of ePartner which shows you

exactly how to accomplish what we are about to share.

In order to fully understand and appreciate what it is that we are about to reveal, as a test, go to Google.com and type in the phrase, “Sell House Fast in *Insert Your City, Your State*,” in the search bar (Ex: “Sell House Fast in Nashville, TN”). The companies that show up at the very top are the paid advertisers who are spending money every time someone clicks on the link...like we discussed just a moment ago. Just below the paid search results should be a relatively new section of Google called “Local Business Listings” which has a map and a few business listings. It was designed so that if you were on a computer in Nashville for example and you typed in a business name, such as “Olive Garden”, as opposed to bringing up “OliveGarden.com” first in the organic search results, instead it would show the local Olive Garden restaurants, kind of like a phone book. Organic search results refer to non-paid search results. The great news is that you can create a local business listing absolutely free! We’ll dive into that in just a second, but first, let’s finish this train of thought.

Just below the local business listings are the true organic search results. There are usually 10 search results on the first page. In the internet world, the concept of getting your website to the first page of Google is a crowning achievement. In fact, an entire school of thought called “Search Engine Optimization” or “SEO” was born out of this desire to be on the first page of Google. Optimizing one’s website to achieve the highest organic search rankings on Google has become a multi-billion dollar industry. At the core of SEO is the bewildering concept that Google will not openly reveal their exact algorithm for how their search engine distinguishes who will be first, who will be second, etc. There is a “best practices” set of guidelines but it is not an exact science.

In our early days, we attempted to optimize our website to gain first page status on Google but we ran into a number of problems. The first major issue we were confronted with was which search terms to optimize for? What were motivated sellers typing into the Google search bar? It's not as easy as you might think. If we owned a chocolate ice cream company, it would be easy. The search phrase we would want to rank highest for would be "chocolate ice cream." But we're looking to target motivated sellers that could be typing in one of over 300 different search phrases (Get rid of my house, sell my home, condo buyer needed, etc). So we invested some big money to conduct a highly specialized keyword phrase study for this industry that, to our knowledge, had never been done before. This sophisticated mechanism not only studied the frequency with which a phrase was searched, but also the likelihood that such a search resulted in someone actually taking action, such as filling out a form on a website. We now have those results and you can reap the benefits.

Our second problem was in getting our website to the top of the results on the first page. No matter what we did, we never seemed to get there. Being real estate people, we didn't want to spend our days on the computer tinkering with SEO. We investigated hiring an SEO expert to optimize our website but their solution required tons of work in creating large volumes of content, press releases, articles and so many other items that we about gave up on the whole idea. The third and final issue we ran into was that cluttering up our website with keyword phrase laden content might possibly get us ranked high organically in the search engines, but it would clutter up our website content and confuse anyone looking to sell their house. They would attempt to read it but become so confused because the message on our site would be very unclear. Therefore, we wanted

to keep our website simply and easy to navigate while giving the prospect a good understanding of our business and how to reach us as well as sell their house quickly.

Finally, we stumbled upon the simplest idea of all. Rather than adjust our own website, why not piggy back off websites that already get the best search engine rankings, like Craigslist.com, Zillow.com and Backpage.com? Armed with the correct keyword phrases from our previous study, we began crafting posts for these three sites that had our website and phone number sprinkled throughout along with the correct keyword phrases balanced with the right keyword density.

In the end, after much trial and error, we finally had formulated the perfect post to be placed on these three sites. And like magic, when someone would search for say, “Sell House Fast Nashville, TN”, our local business listing and our posts would dominate the top of the search engines. Further, we didn’t have to change anything over time. One post would stay on the top for months, even as long as a year.

We shared all this with you so that you wouldn’t be tempted to learn all the hard lessons we had to learn before discovering how simple it really could be. The only maintenance required was when the posting would expire and you would have to re-add them back in. Amazingly, this simple trick worked years ago and it remains an incredibly successful strategy today. Now for the exact details on implementing this:

### **Adding Local Business Listings**

You will want to try to create two businesses, the first should have the name “Sell House Fast” and the other should be “Stop Foreclosure”. Those are the two most searched phrases in our industry and were determined by our big money study. Why make your business name those two phrases? The whole goal of this is to attain the

highest search engine ranking. By making this your business name, you stand to achieve the best results. This is not the time to be creative, just follow our directions here. You will want to set up these two businesses on the five main search systems; Google.com, Yahoo.com, Bing.com, MSN.com and YellowPages.com. Here are the directions for each (this is subject to change since these companies are always updating their systems):

### **Google.com Local Business Listing Set Up**

- Go to: <http://www.google.com/local/add>
- Click “Add New Business”
- Company/Organization: Sell House Fast (and then Stop Foreclosure the second time)
- Street Address: Use the mailing address for your business, preferably a PO Box or a UPS Store Box.
- Main Phone: Use the phone number that you want leads to go to. Your cell phone is fine or you may invest in an Accessline.com SmartPhone Number. We recommend Accessline.com over any other phone number provider because call forwarding is free and the monthly cost is minimal. But you don’t need an Accessline number, your cell phone will do just fine.
- Email Address: Use a business sounding email address like [info@yourdomain.com](mailto:info@yourdomain.com) or set up a simple one for free like [sellhousefastTN@gmail.com](mailto:sellhousefastTN@gmail.com)
- Website: Put your website here
- Description: Put “Sell Your House Fast. Any area, any condition, any situation. We buy houses. Contact us today!”

- When you hit submit, it may try to locate you with another listing. You want to make sure and create a new listing here at this step.
- Then it will ask you what category. You can type in “Real Estate Investor” although it won’t be in the drop down choices and then you can skip the rest of the questions and hit submit at the bottom.
- In the final step, Google will want to confirm that you are who you say you are. The fastest and easiest way to confirm this is to choose the first option “By Phone”. In some rare cases, it may actually only give you the “By Postcard” option (in which case it is good you didn’t make up your mailing address). Also, if you are using an Accessline number that forwards to your cell, you will want to call Accessline customer support and let them know to remove any false rings in the beginning so that calls go directly to your phone without delay. Otherwise, the opening recording from Google could already be in progress when you pick up and you may miss the verification code on the recording.
- On this page, you have the option to add a second listing. Name this one “Stop Foreclosure”. Everything else is the same except you should change the description to be: “Stop Foreclosure. Know your options. We can help.” This time around, since the email, the phone and the address are the same, they may not allow the “By Phone” verification option.

Google is the most popular search engine so setting up your Google Free Business Listings is the most important step. Now, you can go in and add the others. Plus, one you have gone through the Google process, these others will only be slightly different.

### **Yahoo.com Local Business Listing Set Up**

Go to <http://listings.local.yahoo.com/>

You must create a new yahoo account for each listing.

### **Bing Local Business Listing Set Up**

Go to: <https://ssl.bing.com/listings/BusinessSearch.aspx>

### **YellowPages.com Local Business Listing Set Up**

Go to: <http://www.yellowpages.com/advertising>

Click on the link in the middle of the page titled “Set Up Your Free Listing”

You must have a different phone number for each listing

### **SuperPages.com Local Business Listing Set Up**

Go to <http://advertising.superpages.com/sportal/business-listing>

Must have a different email address for each listing.

### **Keyword Laden Articles**

Creating free business listings on all of the major search engines is powerful. However, the completely dominate your competition, you need to add keyword laden articles to Craigslist.com, Backpage.com and Ziplly.com.

### **Craigslist.com Article Submission Directions:**

- If inputting an ad for the very first time, go to: <http://www.Craigslist.com> and then click on the city closest to you.
- Click the “Post An Ad” link.
- Post underneath the category “Real Estate Wanted”



- Next, Leave the Bedrooms Blank
- Use the Title: Sell House Fast and Stop Foreclosure in *Your City, Your State*
- For the Location use *Your Website*
- Use the following text for your Body (except change the website, the phone number and the city names to correspond to yours)

[www.CompanyName.com](http://www.CompanyName.com) 615-555-5555 is a local group of real estate investors who can help you sell house fast, sell house cash, sell house quick and assist you when you say, sell my house quick. Not only are we fast house sale experts, we can also help you stop foreclosure fast and can be the stop foreclosure help you have been looking for. We educate homeowners on how to stop foreclosure and how to stop foreclosure now so that you can stop foreclosure now. *CompanyName* is locally recognized as a home, house, condo, commercial property, apartment complex, and real estate buyer and foreclosure prevention specialist.

Go to <http://www.CompanyName.com> for more information, or call 615-555-5555.

We provide many solutions including a fast house sale, which will allow a person to sell my house quick when needing to move immediately since they can sell house fast or sell house quick to our team of home and house investors, or a cash offer so that the person can sell house cash. Seller's often contact us in order to sell house fast, sell house cash, sell house quick, or sell my house quick when you need a fast house sale in *Middle Tennessee: Nashville, Antioch, LaVergne, Smyrna, Mt Juliet, Hermitage, Madison, Old Hickory, Goodlettsville, Hendersonville, Bellevue, Belle Meade, Brentwood, Franklin, Spring Hill, Thompsons Station, Nolensville, or Murfreesboro.*

Go to <http://www.CompanyName.com> for more information, or call 615-555-5555.

We also specialize in how to stop foreclosure if you find yourself in a position where you must stop foreclosure. From the beginning to the week of a foreclosure auction when you must stop foreclosure fast and stop foreclosure now and you aren't sure what to do, we at *CompanyName* can provide stop foreclosure help since we are foreclosure prevention professionals. When people search for companies that stop foreclosure on houses, homes, condos, or commercial property; companies that know how to stop foreclosure when you need to stop foreclosure fast and stop foreclosure now, they turn to *CompanyName* for stop foreclosure help. They receive only the best because we can handle a short sale or short sales to relieve your stress. We also advise on loan modification or a deed

in lieu to know all your options. You'll enjoy how easy our fast house sale solutions are when you need to sell house fast and sell house quick, and we provide a private, no expense and confidential consultation – or go to our website at anytime.

Go to <http://www.CompanyName.com> for more information, or call 615-555-5555.

Our clients are always satisfied with our ability to answer their most pressing and difficult questions, like: How do I sell my house quick? John from *Nashville* saw signs for Sell House Fast, Sell House Cash, and Sell House Quick, but didn't know if those companies could provide a fast house sale. But after working with *CompanyName* he was a believer and was pleased he could sell house quick, sell house fast, and sell house cash when he needed to sell my house quick for a fast house sale. "The *CompanyName* team is comprised of expert investors at not only sell house cash, sell house fast, and sell house quick, but they helped me sell my house quick when I needed a fast house sale." And John hadn't realized we can also stop foreclosure if you aren't sure how to stop foreclosure, or simply need stop foreclosure help to stop foreclosure fast and stop foreclosure now whether he was in *Nashville, Antioch, LaVergne, Smyrna, Mt Juliet, Hermitage, Madison, Old Hickory, Goodlettsville, Hendersonville, Bellevue, Belle Meade, Brentwood, Franklin, Spring Hill, Thompsons Station, Nolensville, or Murfreesboro – anywhere in Nashville!* The next time you need to "Stop Foreclosure" or "Sell House Fast" think of [www.CompanyName.com](http://www.CompanyName.com)

Go to <http://www.CompanyName.com> for more information, or call 615-555-5555.

If you are located in *Middle Tennessee* and specifically around *Nashville*, and you need stop foreclosure help to stop foreclosure now and stop foreclosure fast but don't know how to stop foreclosure then we want to talk to you and you want to talk to us to stop foreclosure. You must act right away to stop foreclosure to receive stop foreclosure help. If you aren't sure how to stop foreclosure we can help and we may be able to stop foreclosure fast and stop foreclosure now! If you are in any other situation like divorce, bankruptcy, job loss, relocation, or two mortgage payments, that makes you exclaim, Sell My House Quick because you need a fast house sale and you prefer to sell house cash, sell house fast, and sell house quick, then we're here to help.

Go to <http://www.CompanyName.com> for more information, or call 615-555-5555.

We've contributed volumes on how to stop foreclosure, and pieces on Stop Foreclosure Now and Stop Foreclosure Fast for clients needing stop foreclosure help. But we are best known for our past commentary on Sell House Quick, Sell House Cash and Sell House Fast for a fast house sale – that's when sellers turn to

us to for quick solutions to their problems. “Sell my house quick” is what Julie told us she needed to do, and we were able to buy her house and stop foreclosure. She wasn’t sure how to stop foreclosure, but she knew she needed to stop foreclosure now and stop foreclosure fast. We were able to provide stop foreclosure help and she was elated that we were able to stop foreclosure fast. So if you need stop foreclosure help because you must stop foreclosure fast but you don’t know how to stop foreclosure, contact us to stop foreclosure now before it’s too late to stop foreclosure!

Go to <http://www.CompanyName.com> for more information, or call 615-555-5555.

In summary, when you need to stop foreclosure and stop foreclosure fast and stop foreclosure now, and you don’t know how to stop foreclosure but you know you need stop foreclosure help, *CompanyName* is where you should turn. Our team is here to help when you need to sell house fast or sell house quick or want to sell house cash – we specialize in a fast house sale. No matter where you may find yourself throughout *Middle Tennessee*, if you say, “I must Sell My House Quick,” then *CompanyName* can help right away since we buy real estate – any home or house – whether you’re in *Nashville, Antioch, LaVergne, Smyrna, Mt Juliet, Hermitage, Madison, Old Hickory, Goodlettsville, Hendersonville, Bellevue, Belle Meade, Brentwood, Franklin, Spring Hill, Thompsons Station, Nolensville, or Murfreesboro* – anywhere in *Nashville!* *The next time you need to “Stop Foreclosure” or “Sell House Fast” think of www.CompanyName.com*

*CompanyName* – Sell My House Fast – Nashville’s Most Trusted Home Buyer

*CompanyName* – Stop Foreclosure – Nashville’s Most Trusted Foreclosure Prevention Experts

Go to <http://www.CompanyName.com> for more information, or call 615-555-5555.

- Then, add in your business email address
- Then upload the .jpg of your website logo (if any). It’s OK if you don’t have a logo.
- Agree to the Craigslist Terms and Conditions and Submit the ad.
- Wait until the new email comes and then activate the new ad.

### **Backpage.com Article Submission**

This process is almost identical to Craigslist, only you are going to be placing this on BackPage.com. Backpage may also ask you to spend a few dollars on advertising. We suggest that if you are going to pay for advertising, use a different ad that actually makes sense to a reader. This text we have created is for getting to the top of the search engine rankings and really doesn't make much sense when you read it.

### **ZiPLY.com Article Submission**

ZiPLY will usually turn out to be the best place for your ad long term. It will require you to create an account though. So start by going to [www.ziPLY.com](http://www.ziPLY.com) and creating an account. Then, post a "classified advertisement".

- Choose "Services" from the drop down menu and click "Next Step"
- Input the number on the left column
- Phone Number: *Your Business Phone Number*
- Ad Duration: 365
- Service Category: No Answer
- Service Type: Wanted
- Title of Ad: Sell House Fast and Stop Foreclosure in *Your City, Your State*
- Description: Use the same copy that you placed on Craigslist and Backpage
- Hit Submit

Article submission may take a few weeks before you start to see results. Be patient.

## **SUMMARY OF KEY IDEAS – Internet Leads on Autopilot**

- **Internet Leads** are the most efficient, most productive, most cost effective and the very best way to find motivated sellers
- **Online Lead Service Providers** – You pay a monthly or per lead fee to have lead automatically emailed to you.
- **Generating Online Leads Yourself** – Once you have a website, you can drive “organic” and/or “paid” web traffic to your website.
- **Organic Traffic** – Two incredibly efficient strategies for generating massive organic traffic is to create local business listings and to post keyword laden articles to Craigslist, Backpage and Ziplly.
- **Paid Traffic** – You can also pay for banner ads on other websites like Facebook or invest in Pay Per Click (PPC) advertising to generated paid traffic to your site as well.