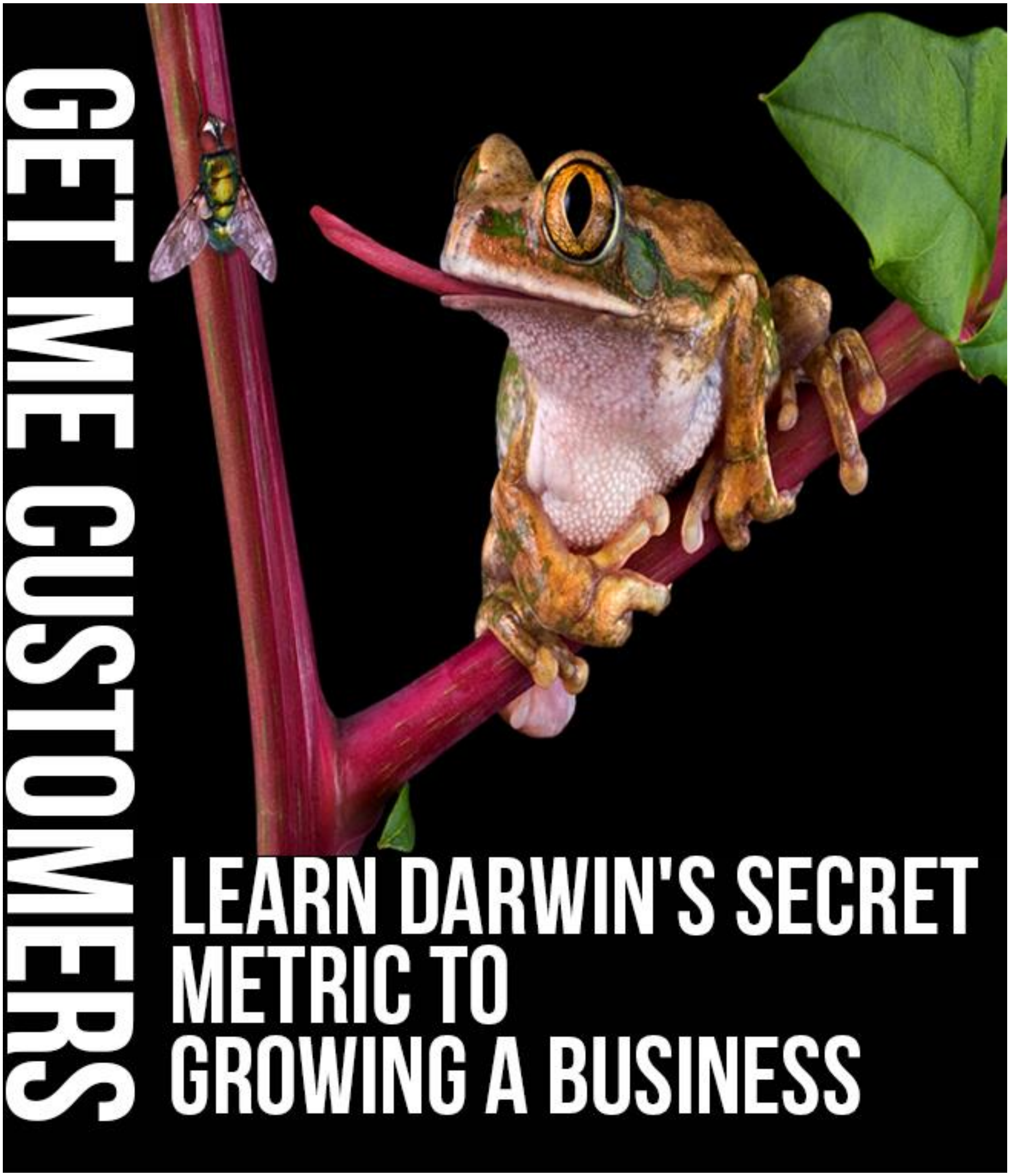
GET ME CUSTOMERS
LEARN DARWIN'S SECRET METRIC TO GROWING A BUSINESS

If you're reading this, there's a good chance you don't know where to get leads for your information publishing business.

Or, if you do know where to get them, you don't know how much you should be paying for them.

There's also a good chance that you don't know when you should expect to realize a profit (and how much profit to expect) from the leads you purchase.

After reading this training, you're going to understand something about lead generation that 99% of business owners do not understand. I'd even go so far as to say this is my secret metric for growing a business.

Here it is. The number one secret metric to growing your business through lead generation is… knowing how much you can afford to pay for a lead.

So, how much can you afford to pay for a lead?

Well, it depends.

It actually ties back to how much you can afford to pay for a customer, or what we call *'what's your acceptable cost per acquisition.'*

Let me give you a couple of examples so that you can discover what your acceptable cost per acquisition might be.

Pretend for a second that you are selling a physical product, such as a high-quality leather briefcase and you're selling the product for $300.

Now let's say that the cost of the leather and having it hand-stitched plus the cost of the hardware comes out to $150 even. How much can you afford to pay for one customer to buy your briefcase?

Before you answer, let me tell you that this is where most businesses go wrong.

Most businesses are not looking at the actual cost to distribute the briefcase.

There's a storage cost, a marketing cost and office overhead as well.

So in this example, if those additional expenses drove the actual cost of the briefcase to $200, there's really only a $100 in profit on selling one briefcase. Now you need to decide how much of that $100 you're willing to give up in exchange for making a sale and getting a new customer.

You see, when you say 'acceptable cost per acquisition,' that's a very personal decision. If you don't have upsells, crossells, and downsells, you might only be comfortable paying $20 for that customer knowing that you'll make $80 in profit.

Now hold that thought and let's go over to an information publishing company example.

What's so great about information publishing is that you're selling knowledge for a premium price and the cost of the goods sold is typically rather low.

For example, if you sell a $2,000 training program and it's delivered digitally, your cost for goods sold is very close to zero as there's nothing physically being shipped. You obviously have your overhead, but typically in the information publishing space, your overhead is quite low. So, you could sell a $2,000 product and your actual cost associated with that product might be as low as $100, leaving you with a $1,900 profit in this scenario.

We've just given you two different scenarios, but they must be approached in the same way as you ask yourself, "How much can I afford to pay for a new customer?" Or, "What's my acceptable cost per acquisition?"

In the first scenario, if you can only afford to pay $20-$30 for a customer, then you must have a really tight hold on both the cost and quality of your traffic as well as the speed and efficiency with which you convert that traffic into buyers.

With the second example, you have a lot more wiggle room.

So, let's start with the second example as the numbers are a lot more fun (and that's the market in which we specialize).

In this example, there's $1,900 in profit. So, what's your acceptable cost per acquisition?

The easiest way to answer this question is to imagine that you're standing on a street corner with a pocket full of cash and theoretically your target market is walking by. How much of your own money would you be willing to hand to a passerby in exchange for them buying your product?

For example, if you had $1,900 in profit, would you hand someone $500 to buy your product? How about $800 or even $1,000? Obviously, the more you're willing to pay for that customer, the less profit you're going to make, but conversely, it typically holds true that the more you are willing to pay, the more customers you will have to sell other items to in the future.

What's that? You're willing to pay $800 so that you'd have $1,100 profit from every transaction? This means, if you're standing on the corner, you'd be willing to whip out $800 in cash from your own pocket in exchange for one of the passersby going and buying your $2,000 product, giving you $1,100 in profit.

| | |
|---|---|
| Product Price = | $2,000.00 |
| Cost of Goods Sold = | - $100.00 |
| Cost Per Acquisition = | - $800.00 |
| ------------------------------------------- | |
| | $1,100.00 |

Now that you know that $800 is your acceptable cost per acquisition, how much can you afford to pay for a lead?

The answer?

Again, it depends.

You see, all leads are not created equal.

You could spend $50 - $100 per lead in some scenarios and get the highest quality lead on the market that converts 50% of the time into buyers.

Or you could spend $1 per lead and still have the lead be targeted, but perhaps it's not at the same buying stage as the $50 lead. It also might take several months or longer to get them to buy.

The point is, as long as you're managing the process and proving that you're getting a return on your investment in a reasonable amount of time, and the return puts you within your acceptable cost per acquisition range, then your lead generation strategy is working and you're ready to scale.

Here's the full equation to figure out what an acceptable cost per lead is per traffic source.

The cost for your product is $2,000. We've already said the acceptable cost per acquisition is $800 and let's pretend we have a targeted traffic source where are able to buy leads at a $2 cost per lead. That means with an $800 investment, we would be able to buy 400 leads at a $2 cost per lead and from those 400 leads we would need to make one $2,000 sale in order to stay within our range of acceptable cost per acquisition.

Is that achievable for your business?

The answer is, again, it depends.

It depends on your product, how well you know the customer, and how effectively you market your product.

But one thing is for certain, if you're spending $800 with a traffic source giving you 400 leads at a $2 cost per lead and you're able to convert one of those leads into a $2,000 sale of your product, then you're acceptable cost per acquisition of $800 has been achieved and your acceptable cost per lead is $2 for that particular traffic source with that particular offer.

The next step you should make as a business owner should be to do additional testing with that traffic source and begin to scale.

Our in-house marketing company, The Darwin Agency, specializes in three types of lead generation.

The first way is the more traditional way, where we create a campaign and source all sorts of traffic such as banner ads, pay per click or any other traffic source that make sense for your campaign with the goal of achieving an acceptable cost per lead.

The second way involves tapping into previously negotiated traffic sources where we already have a known cost per lead. If your offer is accepted by the publisher, we are able to generate leads for our clients at a known cost per lead. This way it takes all the mystery out of what your cost per lead will be in the campaign, so you know your cost ahead of time.

The third way we generate leads is totally unique. We've created a process that no other agency is doing. By following our proprietary process, we are able to take highly targeted lead traffic sources and reduce the cost per lead by a third. We've also noticed we are able to achieve this without reducing the value of the lead tremendously.

So if you'd like to see how The Darwin Agency can get leads for your information publishing business…
And…if you would like to learn The Darwin Agency's Secret Strategy for getting 1,000-5,000 FREE LEADS every 3 months… Call (954) 916-7977