



## 10 Essential Pay Per Lead Agency Model Tips

If you think an agency needs to operate on retainer, we're about to change your mind. Dan Wardrope's company, Flexxable.com, runs without monthly retainer, without ad spend percentage, and without contract tie-in. This makes it easier for him to sell.

The following tips will give you a good idea of how he does it, and how you might do the same.

### **1. How many leads do you want, and how much will you pay?**

In a business that's run for some time, the owners usually know roughly the cost of acquisition. If you can take the task of lead gen off their hands at a price they'll agree on, you've got a customer.

### **2. Where the RISKS are and how to avoid them**

The risk of the above-described deal is obviously on you. The client expects X number of leads for X price. Your job now is to get the leads for less, to turn a profit. When you've frequently handled cases in a particular industry, things are likely straightforward. It's when you enter a new vertical that you may need a special approach.

The hybrid model will mitigate the risk of handling a client from an unfamiliar industry, where you don't know the lead cost or the potential quality of those leads. Explain to the client that their field is new to you and you'd like to grandfather them on a good deal. Offer to set up their funnels, with a charge for ad spend, and to be paid on commission basis when you convert leads during this initial phase. After that phase, you can figure out the costs on each side and agree on a cost per lead moving forward.

### **3. How to thrive even when your clients are from the same industry...**

When starting out, you can work on a one-to-one basis with a client, and generate leads just for them. There will obviously, however, be competitors in their industry. What you can do then, once you've got the numbers, is build a brand for that field and create a website or funnel. Generate traffic, point it at the site or funnel, and distribute the leads to multiple clients.

### **4. The software tools that get the job done**

A couple of handy tools are Leads Hook, which segments, and CAKE, which sits





behind funnels and does distribution.

## **5. How combining Paid traffic and SEO gets you unbeatable results**

Paid traffic is a relatively quick way of pushing the quality leads you need to your brands and websites. The edge, however, with being SEO-savvy is that you can build an asset with real salable value and generate free leads. For some students of Dan's, a combination of SEO skill and paid traffic get good results.

## **6. When to offer an exclusive deal for your client?**

When you're good at what you do, some customers might push for exclusivity. There are tries at outbidding. Dan recalls one party that paid a sizeable sum in advance to be an inclusive seller of their leads.

## **7. What are the HOTTEST traffic sources?**

Facebook is an amazingly cheap source of traffic. It does have its issues, however, with accounts going down and the like.

YouTube ads are a great way of driving traffic to funnels. The quality of leads in fact from YouTube are better than Facebook, because you can have a 30 or 60-second video explaining the product or service before the viewer hits the website. It's powerful, very scalable and less risky, with less fluctuation in cost per leads as well.

Twitter and the Google Display Network are likely options as well.

All that said, if you have an offer that converts, it doesn't really matter where the traffic comes from. All you need is to be able to get your offer in front of people.

## **8. The bidding edge that almost guarantees you make a profit**

A lot of the traffic networks - YouTube, GDN, generally the Google AdWords network - are starting to bring in CPA (cost per action) bidding. This means you can tell the advertising network how much you want the leads for, and they'll go out and in most cases, get the leads for that price. This makes it easy to add your margin on top and sell for more than you're generating the leads for.

## **9. Why your client NEEDS your agency versus doing it for themselves**

You might ask, what's stopping a client from going out and getting leads themselves?





A lot of work goes on behind the scenes. Figuring out an offer and communicating it effectively via a creative is key, and takes skill and market knowledge. Funnels with segmentation and decision trees are hard to replicate. And another thing an agency is able to do if they have a lead gen brand is to segment and sell relevant leads to appropriate buyers based on criteria, for different prices, monetizing every available bit of traffic.

### **10. How to ensure you retain your customers well beyond the initial sale**

A good lead gen service lets a business focus on optimizing other parts of their business where they're better suited. If you're delivering quality leads that convert, they have little reason to look elsewhere. And as with any kind of client, nurturing the relationship is a must. Become friends, have a stake in their success, get together socially if opportunity presents.

Thinking of switching to the Pay Per Lead model? [Dan will show you how it's done](#)

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