

A smiling man with dark hair, wearing a dark pinstriped suit jacket, a black shirt, and a light-colored striped tie. He is positioned on the left side of the frame. The background is a blurred city skyline at dusk or night, with a prominent red skyscraper. The text 'GET MORE' is overlaid in large white letters on the right side of the image.

GET
MORE

LEADS

Edmund Loh

My 4-Step Process To Generating More
Leads & Sales With Digital Marketing

Get More Leads

“My 4-Step Process To Generating More Leads & Sales With Digital Marketing” by Edmund Loh

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Get Endless, Qualified Leads & Sales Through The Internet & Social Media...

Hey it's Edmund Loh here.

I write this book with urgency because there are too many Businesses out there struggling to just get by.

And most of their problems can be solved if they can **get in enough sales**, and that starts with first **generating more qualified leads on a consistent basis**.

This is why I am simply calling this book "**Get More Leads**".

Whether you are selling your own digital offers, tangible products or services, you are about to discover a tried and tested Internet strategy that's been bringing in leads & sales.

This has worked not only for my Business, but this has also worked for my Clients and Students. There is no reason why this shouldn't work for you.

Even if you don't have a business right now, I'll show you how to get paid to generate leads for other Businesses.

This is going to be the most valuable skill you can ever learn today, and this is the stuff Internet millionaires are made of.

What You Will Learn...

- ✓ **4 steps to get Endless, QUALIFIED leads & exploding your sales...**

- ✓ Why THIS is the missing link to 95% struggling Businesses out there
- ✓ **Tried & tested blueprint that turns Prospects into Customers!**
- ✓ No. 1 evergreen traffic method without depending on launches, referrals & 'old school' methods
- ✓ **How to monetize your leads and become wildly profitable at 7X and above!**
- ✓ Once you know this, other businesses will want to work with you (and you can charge them!)

This is the culmination of all my years of experience as an Internet Marketer. But I'm not in the habit of fluffing things out, so I'll cut the chase and share with you what you strictly need to know to transform your business bottom-line.

Does This Sound Like You?

- Are you struggling to generate consistent leads and building your list?
- Are you disappointed to find people aren't buying your product or service?
- You've tried out e-books & little courses... but are you still as clueless as when you started?
- You have your website all set up, but don't know how to get traffic i.e. the right people that will become your Customers or Clients?

- Are you tired of wasting time with untargeted leads and tire kickers?
- Perhaps you are good at selling, but you don't have enough leads to close?
- Do you find it incredibly hard to be profitable because paid advertising is getting expensive?

Now if this sounds anything like you right now, what if I told you... **NONE of these are the REAL PROBLEM?**

The real problem is: **you haven't made the SHIFTS.**

Once You've Made The Shifts...

- ✓ **You will be able to build your very own list of hyper-targeted Buyers or Clients**
- ✓ You can sell MORE Products
- ✓ **You can close MORE Clients for your Coaching or Services**
- ✓ You will be wildly profitable with every ad spend
- ✓ **You can AUTOMATE your Business to work hard for you instead of you working harder in your Business!**
- ✓ You can even run lead generation for other businesses and make even MORE money...

Who Am I And Why Listen To A Word I Say?



I've been marketing online since 3rd March 2005. As of the time of this writing, I have an 80,000+ mailing list and a growing Digital Business that has produced millions of dollars in sales, selling my Products and Services purely through the Internet.

Product	Visitors	Sales	Conversions	\$ Per Visitor	\$ Per Sale	Total
All Products	1,201,320	44,391	3.70%	0.86	\$23.39	\$1,038,306.93
White Label Firesale	15,274	588	3.85%	\$1.42	\$37.00	\$21,756.00
75 IM How To Videos with PLR	1,152	385	33.42%	\$13.36	\$39.96	\$15,385.28
White Label Firesale	4,441	314	7.07%	\$2.62	\$37.00	\$11,618.00
White Label Firesale Upgrade	1,316	220	16.72%	\$7.09	\$42.38	\$9,324.21

One of my online accounts on JVZoo hitting the million dollar mark. I use JVZoo to sell my digital products such as membership sites, software and information products.

Search

Period - -

Package ID
(leave empty for total amounts)

Product ID
(leave empty for total amounts)

Affiliate (pick from the list) N/A  

Affiliate (type ID)

Admin/reseller's identity ADMIN'S RECORDS

Search!

\$883762.1	Total: 10
	Number / Amount
	\$883762.1
Number of sales	7672
Amount of refunded sales	\$61152
Number of refunded sales	330
ALL commissions	\$451785.08
PAID commissions	\$448746.35
UNPAID commissions	\$3038.73
REFUNDED commissions	\$23460.7
SCAP 100%	\$0

Here's another online account of mine. Not showing these to brag, I just know how important proof is to some people.

Most importantly, I've taught thousands of Business owners and online marketers to do what I am about to share with you.

This isn't limited to just selling information products or a certain type of business; this strategy is also proven to work for various other types of Businesses, like

E-Commerce, Aesthetics, Car Auto Detailer, Property, Corporate Training, Financial Planning, Virtual Runs, Restaurants, Child Education, Yoga, Software, Fitness Trainer, Network Marketing, Live Events, Book Selling, Consultants & Coaches...

The list goes on... that's just at the top of my head on who we've worked with!

The main point here is that unlike most other methods taught out there, this is the most versatile business model you can adopt and apply for your own.

Discovering The 4 Shifts...

Here's the reality right now...

Most Business Owners – new and even some seasoned ones – find themselves struggling and overwhelmed.

Startups are carried away with things like registering a company, renting an office space, hiring people, doing paperwork, printing name cards, stocking up inventory, creating products, etc.

Established businesses might already be making sales but they're using traditional advertising like flyers, brochures, newspaper / TV ads, referrals...

Heck, even among Internet Marketers many are still using Internet 1.0 ways to bring in more business – product launches, relying on Joint Ventures, solo ads...

Now, is there anything wrong with these methods? No. But are they scalable? Difficult is more like it.

If the method is not measurable, it doesn't allow you to create more results without clocking in more hours, then your business can only grow so much.

Maybe you can relate to what I'm telling you so far.

Get this: what got you here, won't get you there.

At one point in my business, I was doing pretty good with methods like buying email solo ads and launching my products online with the help of Joint Venture partners and affiliates.

I created a six figure income from this, and for its time life was good.

Only problem with that approach is that if I wanted to make more money, I needed to create another product and launch again. And because my main source of traffic is other marketers, I was completely at their mercy.

Alliances get forged and broken, and I had to put up with that drawback for years. This is almost no different from relying on word of mouth and begging for referrals in a conventional business.

It is only when I made these 'shifts' in my business that not only did I replace my over-reliance on other people, I witnessed a stellar growth that saw my income catapult into the 7 figure bracket!

So, if you're having a tough time trying to get more Customers and Clients, there is a good bet you haven't quite done what I call the "**4 major shifts**"...

Shift #1: Message To Market

If this was the old days, you need to get on newspaper, radio, billboards, work the word of mouth incentive, etc. to get the word out on your product or service.

Today it's a lot less complicated. Most of your Customers or Clients to be are hanging out in one place i.e. **your phone (or at least at the computer)**

So that's the good news, right? You only need to know how to reach your Customers and Clients since they're all converging in one place. But you aren't the only one that's thinking of this...

Because the bad news? It's getting noisy out there!

Every business owner and marketer are fighting for attention, and attention is becoming a scarce commodity.

But this shouldn't worry you – if you know exactly how to break the mold.

You see, most marketers are putting out generic messages and often times are locked into playing a commodity game. They try to sell on features, play the quantity game, throwing prices down...

This gives off the illusion that you're fighting in a highly competitive niche or marketplace, because everyone's doing the same thing!

And don't be surprised if your competitors are just as clueless at times. This is why I don't advocate copying what your competitors are doing. Even if they are blazing the trail, you will always end up one step behind them.

The first thing to do is to get out of the commodity game. Putting out generic, bland messages is going to sentence your business to a lifetime of mediocrity and non-stop comparison to other businesses.

Therefore, you need to stand out. If you don't have a compelling message, why should anyone listen to you?

One of the easiest ways to easily stand out and differentiate yourself with your competitors is to craft a story and an angle around: **What's In It For Me?**

Too many business owners out there, work with **What We Do**. Maybe you're good at what you do, but do people really care about that? No, people care more about themselves.

If you can angle your story and marketing message around that or your prospects or your Customers, believe me this will definitely win more hearts and minds rather than you focusing on "what we do".

(Believe me, you can do this even if you don't have testimonials yet and even if you are not famous...)

Quite simply: the market is already there. **So, what's your message?**

Shift #2: Evergreen Lead Generation Funnel

Now chances are you have already heard of the word 'funnel', it's been there for a long time even for the past decade or so. And today, a lot of business owners are starting to catch on what a funnel really is. But would it surprise you despite many people knowing it on paper, on theory, to this day, many businesses don't even have one. Or at least a functional one.

As a result, many business owners spend too much time getting a system together. They start working on tasks that don't contribute to the outcome. So they spend too much time getting ready to get ready.

Maybe some of you can relate to that experience. You spend too much time getting ready to get ready and there's another word for it; it's called procrastination.

If you don't have a funnel, you cannot create predictable, trackable, scalable results.

Here's the thing. No amount of documentation, no amount of paperwork, name cards, pretending to be busy, look like you are being busy, but if you don't have a funnel, you can't create predictable, trackable, scalable results. The tasks that I mentioned to you just now? Those things don't put money in your pocket, or cash in a bank. You need to have a funnel that people clearly go to and you convert prospects into Customers.

Unfortunately, even the few people that do funnels, they tend to over complicate and over engineer the funnel. And I speak from experience as I used to be that guy that created dozens of sales funnels.

I have front ends, upsells, downsells, backends, I have \$37 programs, I have \$97 products, \$197 services, \$500 high ticket backend, and things like that. So, while it's good to have multiple products, but, if you don't structure your funnel properly, you are going to find some lower end offers that will actually hurt your conversions in the long run.

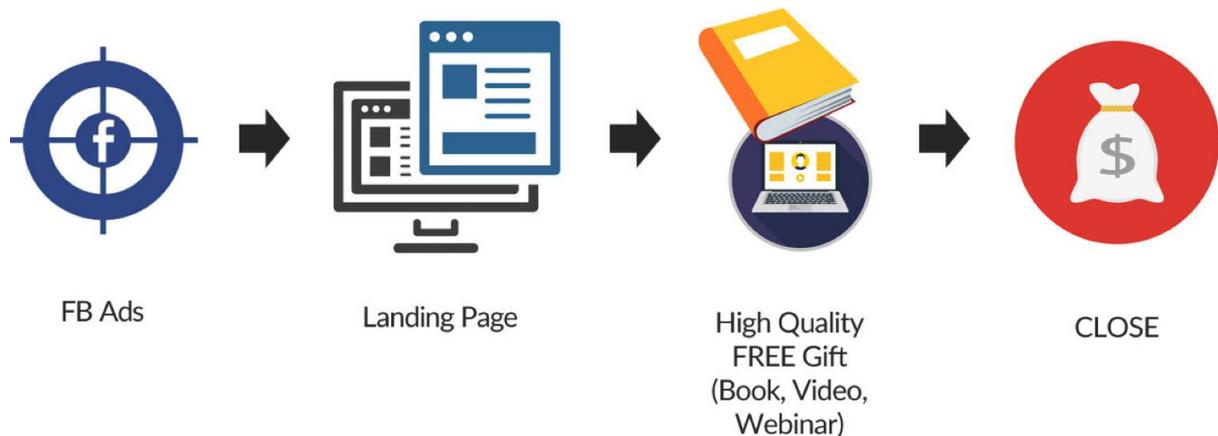
I would call this the high ticket or offer killer where why should people be compelled to upgrade to a higher end program, if they can just go with say, your \$7 E-book. And this is why I did something a lot more counter intuitive.

Even though I've made millions of dollars through sales funnels that features multiple products, in recent times, I've simplified my funnel further, that I started to remove a number of products.

In fact, I have a much more simplified business model, that still **fetches 7X returns and above** and this is also the model that my Clients are

using. The cool part is, this is repeatable and duplicable in other niches or in other industries as well.

The 4 Step Funnel



I use Facebook ads and I send the traffic to what I call a landing page, where I ask for names and email address. I want to build my email list and this is how I do it. I do this in exchange, I give a high quality free gift. The gift type does not matter. It can be a book, or a video or a webinar like what you are seeing here right now.

Now the medium doesn't matter but the message is more important. So I talked about that in the first shift. The message to market. The message is more important than the medium. So who cares if you are doing a 20 page book, or a 1 hour webinar or a video.

You have pretty much followed my funnel as well. I practice what I preach. And after that, once people consume my initial offer, which I give away for free and if you're wondering why I'm doing it for free is because, look, people are growing skeptical nowadays, people want to see who they can trust before they can actually invest further.

That's why I do books, videos and webinars and any combination of them. And think of this as your name card. Again, a lot of novices and amateur marketers out there they just whip up a random free offer for the sake of having a free offer.

Maybe 10 to 20 years ago giving out a free E-book has novelty but today people are more guarded with their names and email addresses. They will be wondering why do I want to give my name and email address to you if all I get is a generic 200 page E-book that doesn't change my life.

And speaking of changes, you want to make sure that when you give something away for free, you do it with the intention of solving an immediate problem. Now you don't have to give the whole farm away, but you can solve an immediate problem like I've said earlier, this is your name card.

So this is when you make the impression. Share value, solve an immediate problem and after that, you will invite people, the same people, to work with you further. And you go in for the close. So this works especially well for people who work in the service industry so it can be coaches, trainers, consultants, along those lines.

If you're selling your own product, whether it's a software, or even your own digital product that's okay. So instead of asking them to get on a call with you, you can send them to a sales page. It's pretty much the same method or school of thought.

I've done this 4-step funnel for my own products, Coaching programs, and for other Businesses as well. As you can see this funnel is pretty much usable in across a lot of types of businesses out there.

FB Ads For Local Business: A Case Study



Now let me share with you a case study. This is one of my active funnels. So what I do here is that I give a free PDF Book, on how to get more leads and sales from Facebook advertising. I was targeting local business owners in my city area.

So this is a landing page, and of course true to my word, I use Facebook ads to send people to the landing page that you're seeing here right now. So when they click on the green button, a pop up form would appear.

Get More Leads by Edmund Loh

Ultimate FB Ads For Local Business 6 / 23

First, Who Am I And Why Listen To A Word I Say?

I started my Online Business on 3rd March 2005.

This was a time before social media as you know it. That means no Facebook, no YouTube, no Instagram, no Twitter, etc. I never had a Friendster account, and MySpace lasted for a while.

So you can imagine I started at a time when the idea of making money online didn't capture the imagination of most Malaysians. However, my fledgling Internet Business would go on to generate Millions of US Dollars (yes, the mighty American dollar, and not Ringgits) selling my information Products and services.

Product	# Visitors	# Sales	Conversion %	\$Rev	\$Per Visitor	Total
All Products	1,005,944	28,478	2.79%	0.85	\$22.5	\$228,073.00
USA	153,489	34,420	22.4%	0.76	\$22.5	\$228,073.00
My Website 2005-2010	10,750	518	4.8%	\$64.91	\$6,039.00	\$6,039.00
SuperGiantPro	1,121	281	25%	\$12.00	\$107.00	\$4,790.00

Just two of my online accounts. Not trying to brag here, but I know how important proof is to you, so here you go...

{ 5 }

So they can put in their name and email address, and they will end up in my email list and I will send out the PDF Book, which looks something like this, and as you can see here, this book is 23 pages long, it's not really that long.

In fact, nowadays, you want to keep it short and straight to the point and the most important thing is that you don't want to find yourself writing a 100-200 page book, because number 1, most people don't finish what they start and they just don't have the time for it.

Attention span is getting shorter nowadays so I would rather present what I need to say in the next 20 pages or even a dozen pages that's okay. Now page count is not important here at all. You just want to get the point across, and like I said, this free offer is like your name card.

In short, have a lead generation funnel that's lean, mean, repeatable and duplicable!

Shift 3 - Master Facebook Ads

I cannot emphasize enough how important it is to master Facebook Ads today. Any marketer that does not know how to do Facebook Ads today is in my opinion, illiterate.

Why? Hear me out.

Maybe your business is relying on referral marketing right now, where you depend on your friends and Customers spread the word about your product or services. Assuming you do a great job, and have happy Customers that spread the word, maybe you get 5 Clients this month. Which is, by the way, not too shabby.

However, is it guaranteed that you will get another 5 Clients next month? Also, what if you want to scale? How do you do that?

Or maybe... you're doing what I call **Marketing 1.0** - old school marketing methods like billboard ads, newspaper ads, radio ads, etc.

However, with the emergence of the Internet (and our reliance upon it!), marketing methods have changed. Today, over half of the world's population are connected to the internet, mostly through their smart phones. And if you're not there right now, your business is at risk of being wiped out, because the truth is: old school marketing methods don't work like they used to.

Also, how many of you here are Internet Marketers who do Product Launches on platforms like Clickbank, JVZoo and Warrior Plus? You'll be interested to know that the Product Launch scene has also changed a lot in recent years. Take it from someone who has earned 7 figures doing Product Launches in the past.

As an Internet Marketer back then, I depended entirely on other people to drive traffic to my website. However, people are fickle and unpredictable - there's always that slight chance that one day, your top JV partner would decide to not work with you anymore. And what would you do then?

In short, if your business is at the mercy of others, you cannot scale your business. Why? Because there's no way you can guarantee the results you get, and not only that, you won't be able to track and scale your growth predictably.

All this is why I'm a huge proponent of Facebook Ads.

More Reasons Why You Should Use Facebook Ads

- There are over 2 billion active users daily on Facebook.
- Facebook uses powerful Artificial Intelligence (A.I.) technology to help you find qualified leads, based on their interests, demographics and online activity.
- It's inexpensive. With 5 dollars, you can pretty much put up an ad on Facebook already. Plus, you get to advertise your product or service and build a list all in one place, coz that's where your Customers are hanging out.
- You get to put ads on both Facebook AND Instagram! Instagram is growing in popularity with more than a billion users today, and together with Facebook that's a combined number of 3 billion people you can potentially reach out to.
- So, whether you've lost money, or find it difficult to master - trust me, it's worth the hassle to learn this skill.

To prove a point on why Facebook marketing is the most versatile and commercially valuable skill you can learn, here's a picture of me with the "Notable Networker" Award from my Business Network International (BNI) chapter.



To the uninitiated, BNI is a platform for business owners the opportunity to refer business to each other. To win this award, you need to be the one that sends most referrals (a.k.a. leads) to other business owners in a month.

The fact is - I'm an introvert. I'm not someone who knows a huge network of people. Facebook ads made this possible - I used FB to drive traffic and leads to other business owners.

You may say I got lucky. Well, I won it again not long after that, twice in a row! Here's the photo, as proof.

I'm not telling you this to brag or impress you, but to impress upon

you how valuable this skill can be when you master it.



As you may or may not know, I also run my own live workshops and trainings on Digital Marketing. In this group photo featuring the participants of this event, there are about slightly more than 50 people in here.

And guess what? I managed to get all of them without the help of any seminar promoters and third party organizers; it's all 100% from Facebook and Instagram ads. Prior to this event, they have not heard of me before, and with Facebook Marketing, I was able to run a live workshop that sold out.

In short, **he who controls the traffic wins the game**. That's why Facebook marketing is the most valuable skill you can learn right now - whether you have a business of your own or not.

Shift 4 - Invest In Mentoring

This is the best choice that anyone can make right now.

As you might already know, I started as a self-learned entrepreneur. However, when I started to invest in mentors to take my business to the next level, I made more money in 3 years than the 8 years before that combined.

That is the power of investing in a mentor.

I believe that smart people learn from their mistakes, but wise people learn from the mistakes of others. Yes, I've learned from my mistakes (and I don't think you can avoid doing that), but if you really want to accelerate and grow your business by leaps and bounds, it only makes sense that you learn from the mistakes of others.

Not all mentors are made equal however, so there are two main things you should look out for in a mentor:

1. He should know his stuff.
2. He knows how to teach his stuff.



Here are Shaun and Cally - two of my top mentorship students. When I first took them on in 2016, they knew almost nothing about Internet Marketing, other than just a vague idea that they wanted to make money online.

Through my mentorship program, I was able to bring them from absolutely nothing to generating a 6-figure income a year Internet Business, in the Personal Development and Fitness niche. And according to them, they would not have gotten to where they are without my help.

You don't have a lifetime to make all the mistakes - don't be penny wise, pound foolish. A lot of people out there want to save money first, rather than make money, and I think that doesn't make sense.

Imagine this. Just because you want to save a few thousand dollars, you miss out on a 6 or 7-figure income business that you could otherwise be

building right now? Believe it or not, that's what's happening to a lot of people out there right now.

Right Now, You Have 2 Choices...

You Can Take Whatever You've Just Learnt And Not Do Anything About It.

Unfortunately, a lot of people out there are like that. They hoard information, only to barely move an inch. Some might 'give it a try' and after trying once, twice, maybe a few times, they quit.

Or You Can Take Massive Action.

Here's how I can help...

My team and I have set aside some time to speak to you personally about how you can apply these ideas to your business starting today. Whatever your biggest challenges are, we've seen it, and we can help you solve it.

We will work with you to craft a step-by-step game plan to hit your income goals for this year. Whether it's \$10,000 per month or \$100,000 per month... we'll help you crack the code to generating leads & sales on demand.

The cost for the consultation? **FREE.**

If you...

- Already have a Business

- Are willing to invest
- Are committed to hitting your income goals

**Then I invite you to book a call session with me and my trainers
NOW using this link:**

<https://edmundloh.net/call/>

Speak to you soon,

Edmund Loh

P.S. Due to our limited availability, all calls are first come, first serve. Go to this link to apply for a strategy call with us. You will then get to select the next available date & time to make an online appointment with us.

Talk to us now:

<https://edmundloh.net/call/>