



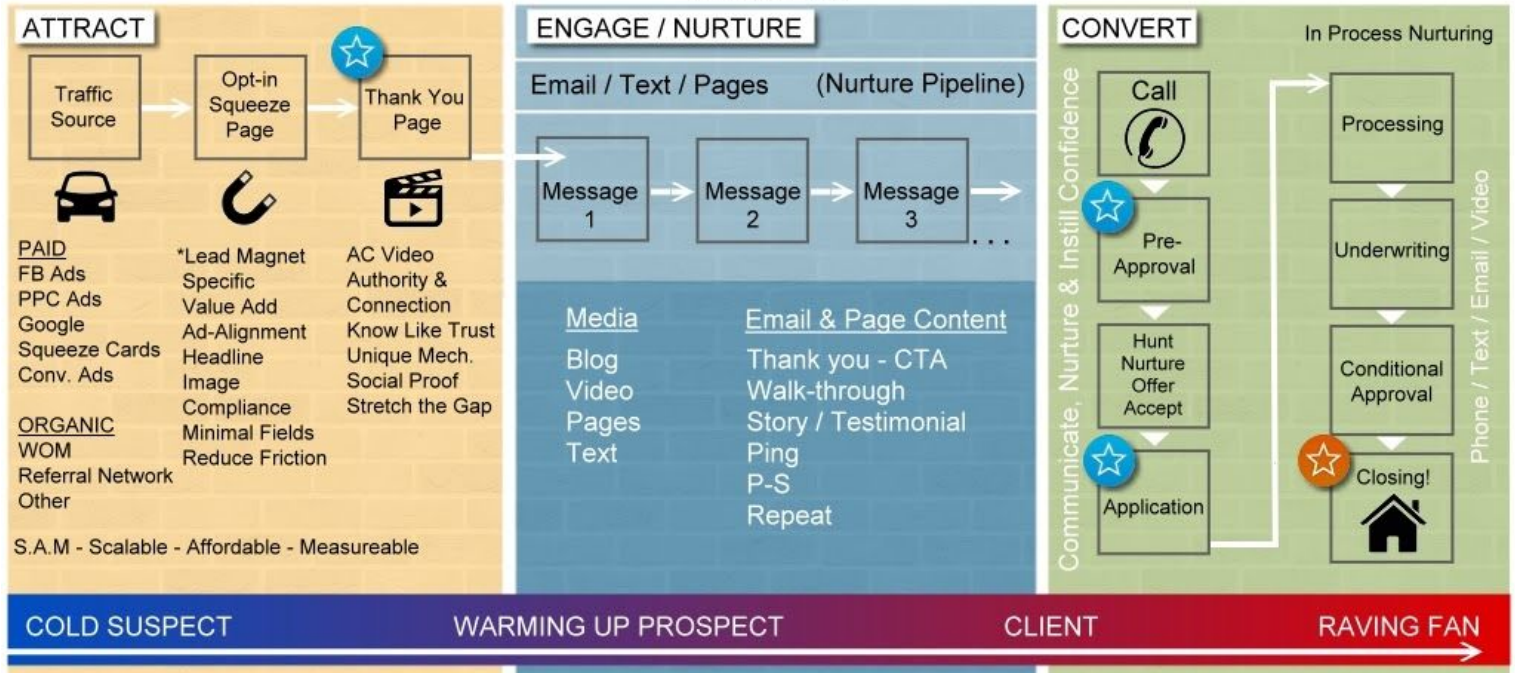
MDO LEAD MACHINE



We're giving you the keys, the power is in your hands!

MDO LEAD MACHINE™

MDO Automated Lead Generation Funnel (MASTER MAP) * Rule of Ones



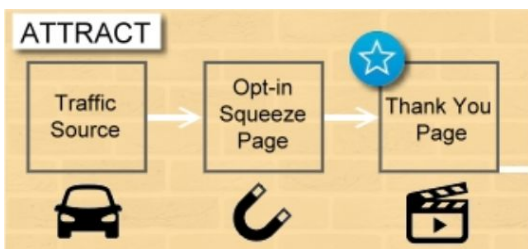
3 Parts to every funnel:

1 Attract - 2 Engage - 3 Convert

Before beginning any funnel, you must work out your ideal targeting

<https://vimeo.com/292759317>

Phase 1 - Attract



has 2 kinds of traffic - paid and organic

Paid - pros and cons

Organic - pros and cons

Lead Magnet - rule of ones - target - specific headline - 1 action

2 kinds of Attraction ads-

a) PPC Ads- they are looking for you (Google Search)

b) Disruptive or Direct Ads - You are looking for them (Ads that disrupt their scrolling behavior)

Facebook - 2 kinds of Ads -

a) FB Lead Ads (stays in side Facebook) and

b) Click through or conversion ads (takes visitor outside to another landing page or site)

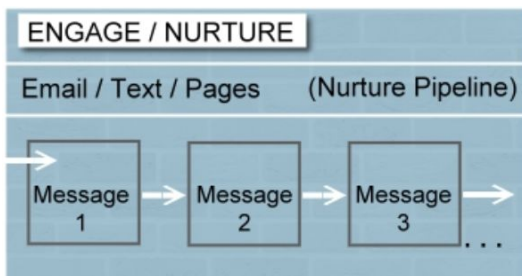
How to set up a Landing page for your funnel

<https://vimeo.com/292988802>

(example of a MDO landing page)

<https://vimeo.com/292990348>

Phase 2 ENGAGE -



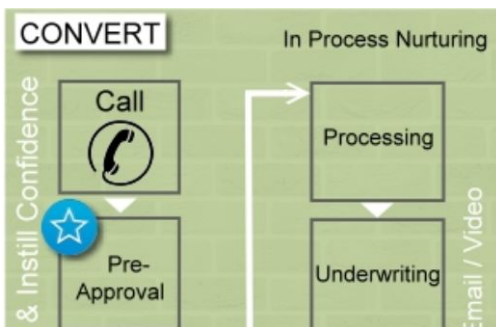
Nurture series of emails, pages, videos to get more info from them, and advance the sale - selling the application or the action (call or apply)

(need swipe files for copy, paste, edit email copy)

Use tools like <https://howde.com/> - respond to live leads asap!!

automated Text in first 15 minutes and email in 1 hour

Phase 3 - CONVERT -



Conversion event - nurture series to closing -

don't drop the ball with automation and systematic approach

This back office system and messaging automation should be done first.

Tim- where is the framework for setting up the back office automation and systems from Application to Home Closing. We will reference that framework here.