A “Landing Page” is a one-page website that introduces an offering to a prospect. This is where a prospect “lands” after seeing the website address in an ad, email, voice broadcast or any other prospecting method.

The “contact information” entered by the prospect is immediately e-mailed to the owner of the “Landing Page” so they will now be aware that their page has had a visitor, and they now have a lead.

Using this very powerful resource allows you to spend your valuable time moving prospects to action, not finding them.

This powerful tool also helps to sort out the “tire kickers,” without you having to call them.

You definitely don’t want to be wasting your irreplaceable time calling people that will never do anything.

The Landing Page we designed for the Cash Tracking System is a completely automated page. When a prospect fills out the form on this page, he/she is automatically connected directly into to your Cash Tracking System Presentation Center.

If you haven’t seen the Cash Tracking System Landing Page, go to http://landingpage.cashtrackingsystem.com/

This prospecting methodology requires you to have 4 things:
1. A Cash Tracking System membership, which of course you all have;
2. A Cash Tracking System Landing Page;
3. A unique “Domain Name” you will use to advertise; and
4. A method of driving traffic to your page.

Now you need a unique “Domain Name” that you will forward to your Landing Page URL. You can get a short tutorial on exactly how to do this in the Knowledge Base in the Support Center at http://support.cashtrackingsystem.com. This will explain exactly how to acquire a domain name and how to “forward” or “connect” that name to your Cash Tracking System Landing Page.

Select a name that is unique, and that suggests money or success. Mine is WealthTrainer.com. I could have used PatsATM.com, or PatsCashMachine.com if they were available. It may take you a little time to think up a good one, but it’s well worth the effort.

Don’t use the terms “give,” “gift,” “giving,” or “gifting” in your domain name. This will just encourage unwanted questions.
The sample names above are very simple and easy to understand. When you leave them in a voicemail for someone, they’re easy to remember. That’s really important in selecting a domain name. You want one that people can remember easily.

When you get your domain name, make sure you register **BOTH** the .com **AND** the .net version of this name. If you are unsure about how to “forward” your domain name or names, we’ll be happy to do that for you.

Next, you need some way to drive traffic to your page. If you are currently placing ads either in print or on the Internet, you could continue doing that, only you would put your new Domain Name URL in that ad (**www.YourDomainName.com**).

My choice for driving traffic to my page is to use Voice Broadcasting technology. If you haven’t used that and you want to learn a little about it, visit the training module for Voice Broadcasting under the heading “Lead Generation” on this site.

Whatever method you use to drive traffic to your page, you’ll need to do a lot of it, and you’ll need to do it consistently. This is **NOT** something you can “start and stop” and expect to have success. This activity is about “quality exposures.” The more prospects you “expose” to your Landing Page, and then to your CTS Presentation Center, the more **CASH** you’ll receive.

Whatever method you’ve chosen to drive traffic to your landing page, you’ll probably produce fewer actual leads than when directing prospects to a sizzle call. But the **quality** of the prospects is much, much better, because our Landing Page is designed to sort out the weak prospects more effectively. **HOW** you choose to drive traffic to your page is your personal choice, but whatever method or methods you choose, just keep doing it and you will be successful.

For those of you that are purchasing lead lists, using your CTS Landing Page can certainly make this process much easier for you. When you call your prospects simply send them to your Landing Page URL (**www.YourDomainName.com**). When they visit your page, call them up after they’ve reviewed the information and ask them what they thought.

I choose to call the prospects about an hour or so **AFTER** they had visited my Cash Tracking System Presentation Center. This gives them time to actually review the site. I find that many of them didn’t review the site in detail, but now I have an opportunity to tell “my story,” and the majority of them will now go back and re-visit the page.

Here’s why you want to register **BOTH** the .com **AND** the .net version of your domain name. When I send those prospects back to revisit my page, I send them to **www.WealthTrainer.net**. That domain has been forwarded to the sign-
in page of my Cash Tracking System, and I must now give them the password “success” as well.

- Always send “first time” visitors to the .com version of your domain name URL (www.YourDomainName.com). Send repeat visitors to the .net version (www.YourDomainName.net). Occasionally, some of the phone numbers and e-mail addresses people submit on the Landing Page won’t be valid. That shouldn’t be a huge surprise, because that happens all the time when people fill out forms on the Internet.

- When I receive an invalid number or when I leave a voicemail for these people, I IMMEDIATELY send them a follow-up e-mail. You can download a copy of that e-mail text in the document “E-mail Follow-Up” on this site. You’ll need to revise that text.

- Here’s the exact process I use combining my CTS Landing Page with Voice Broadcasting technology. I schedule my voice broadcast to go out at the times I want to work. That’s really important, since I want to follow-up with these prospects promptly.

- When my broadcast is being sent, I get an e-mail notification when they fill out the form on my landing page. I give them a call about an hour or so AFTER they’ve accessed my Presentation Center. If I get a voicemail, I simply let them know why I’m calling, what an amazing opportunity this is, and I leave my .net URL with the password “success”, my number and suggest they call me back right away. I also tell them I will send them a follow-up e-mail, which I do using the “E-mail Follow-up” text.

- You can use this exact same system with whatever lead generation process you are using right now. It’s very flexible. For example, if you’re calling lead lists, try and block off a chunk of time, such as an afternoon or evening where you will be calling prospects and following up with those that visited your site. Just try and follow up with your prospects in a timely manner. Sometimes that won’t be until the next day, but that’s fine. Remember, the sooner you get to them after they’ve reviewed your site, the fresher the information will be in their minds.

- To get your CTS Landing Page, visit: http://landingpage.cashtrackingsystem.com/