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# **Lead Generation - An Inexpensive Way To Have Customers For Life**

In order for your business to thrive you need a fresh supply of leads on a regular basis. The problem is that obtaining these leads can be expensive so it is a challenging task when you are first starting out and don't have much in your budget to spare. Here are some things to consider that might lower the cost of getting business leads.

Many sites use a simple sales letter type page that has one objective - to sell an item. While this may have some success, it generally does nothing for you in terms of future sales contacts. Sure, you have the person's name and all, but once they have bought that item, there is no follow up to it.

This type of sales process is singular and contains you to a single sale to a single customer. What you want to do is design it so you have a way of selling other items you have for sale to that same customer. Now, sales letter type pages require an effective text that drives the customer to hit the "Buy" button at the end. Sales copy is a skill that not all people have, so having it written for you is the answer.

Copywriters that have a proven track record don't work cheap so this is one of the major expenses involved with setting up a sales website. However, this is an expense that pays for itself over time. You will need a certain number of sales to offset the initial outlay before you realize any profits, but this is true of most any business you would start.

Other expenses you will have to consider are related to the website itself. Not only do you need professionally written copy, you also need an appealing website, domain registration, and hosting. With the first business model, you will have to cover all of your expenses from single sales and will always need to keep ahead of your costs.

A site that is set up to generate leads on an ongoing basis on the other hand is more profitable in the long run and can pay for itself many times over. The site doesn't even have to be anything fancy or expensive. You can simply offer a free report in exchange for an email address and name. As long as this person stays on your list, you can market to him multiple times and hopefully he will buy from you multiple times over the years.

Since the people agree to receive email from you when they request your free report, there is no risk of spamming, especially if you use double opt-in. This means that when someone enters their email address for the report, they must first click on a link and confirm their email before the report is sent. This prevents people from entering false email addresses or addresses that belong to someone else. Double opt-in confirms that your prospect is aware of what you are offering and has willingly asked to receive it.

Your lead generation website will collect new prospects for you day after day. Treat these subscribers well and they will remain on your list for years giving you an every growing base of people to market to. You receive all these great benefits at far less cost and effort than setting up a single sales website, plus you will see more profits too.

Click here to learn [How to Generate leads](#) for your business get your free course in our site [www.torontomarketingcompany.net](http://www.torontomarketingcompany.net) Click here to get your own [unique version of this article](#) with free reprint rights.

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