

Hey, welcome to The Best Business Model in the World, which is of course the lead generation business. I absolutely love this business model. I've been involved in lots of different models in the past, but this model is one that I absolutely love. And in this training I want to share with you why I love the model, some nuances as to how I run this model because there's different ways you can generate leads, there's different ways you can do this business, there's more than one way to skin a cat. But what I put together in this training is the method that has allowed me to just grow extremely quickly, generating almost \$60000 per month in recurring revenue in less than 90 days. And my student successes as well have been pretty much some of the fastest in the game. And I want to just share with you a little bit of a high level, a 30000 foot view on why I love this model and why I think it's important and to let you know that you are in the right place. Finally. Okay, you are in the right place.

So why I love this model? Well, here's the thing. I'm not the only one that loves this model. In fact, lots of the students that I work with love this model and in fact I want to just share some results of people working in the program, working the system as well. So if you could just look here, this is Mike a poster in the Local Boss private group and he says "Happy Thanksgiving, everyone. I'm actually posting this on Thanksgiving. A lot to be thankful for this Thanksgiving. Adam, I just want to thank you for everything so far. In April you told me I needed to move to this agency model."

Because here's the thing. Mike had tried lots of different things. He had been in lots of different business models. He'd done affiliate, he had done some MLM. He had tried everything and he was involved in a coaching business. And I said, "Mike, you've got to move, man. This model is incredible." I twisted his arm back in April. And he like he says, he said, "Although I hesitated initially, I'm glad I did. I've spent over a hundred thousand on my marketing and business education."

Yeah, this guy has literally spent a lot on courses and all kinds of things, lots of credit card debt, lots of loans. And like he says, he's been through and seen a lot and he said, "What are you teaching inside the systems on another level, local boss is the real deal. The last seven days have been my biggest ever. \$32900 cash collected in seven days." That's nine new high ticket recurring clients brought on board, and as you can see that he even puts in a screenshot inside what looks to be either as PayPal account or Stripe account or something where he has collected 32900 U.S. dollars and that's PayPal. In fact, it is PayPal, it says there. And this is just it guys, this is why I love the model. I love helping people with this model too.

Another student in the program posted in the private group. "James," he says, "You can see there's a beautiful car below. It's a Mercedes. Look at it. Look how shiny and lovely that is." And he says, "I'll call it the car that Local Boss bought." And he said, and while it was been out of necessity, basically last weekend he tried to come to one of our events in San Diego and his car broke down and he said, "Just the fact that I could buy a replacement the following weekend is a testament to what Local Boss enabled me to do, not even a year after buying the course." Okay. And he said, "I saw last week about four people who quit their jobs, thanks to Local Boss."

This was on the live call. I did a call to the community last week and these are people just following the same system I'm going to teach you in this training as well, the exact same system. And essentially, there are four people on the call who quit their jobs, which is just amazing. And he said, "There are 373 people in this group." Obviously there's more now. He said, "I cannot wait to see every one of them quitting jobs, buying cars and doing whatever crazy fun things they want to do, thanks to Adam." And this is all down to the model. This is down to being in the right model, guys.

And this is Wendy. This is her doing a check-in. Jed, it's been a while since I've checked into the group. Here's why I'm at, I use the strategy that we learned here in Local Boss. And an essentially she's been able to build an incredible lifestyle business that she loves. 40000 a month in revenue, erased \$200000 in debt. She erased it, it's gone. And she just booked a dream trip to Bali, her and her husband, and they are flying first class and they're only working 30 hours a week. "Pinch me. Now working on my passion business. I say this not to brag or boast, but just to encourage you not to get shiny object syndrome or think that will Adam teachers can't work. If you are stuck, it's not because this does not work. If you're stuck is it is not the strategy. It is your mindset that needs shifting. Start there. This stuff works. You got this, you've only scratched the surface on what is possible. Dream bigger." And this is just such a great thing.

And she mentioned here, don't get shiny object syndrome guys. It's very easy. I know especially just as business owners, entrepreneurs in general, there's lots of things we can do. Lots of new shiny objects, lots of software we can download, lots of new programs, new methods, new business models. Trust me guys, stick with this like Wendy did, and you'll be thankful that you did.

Okay guys. So let's get into why I love this business model and why this is such an incredible opportunity for you right now to to do this. And so maybe you're just starting out in the business, maybe this is brand new or maybe you're already in this business. I want to just remind you of why this is such an incredible opportunity. So there are 28 million small businesses in the USA alone and over 115 million in the world. And this is from Forbes. This is on the Forbes website. As you can see there, lots and lots of businesses. And I'll get to why that's important in just a moment, if it isn't already important. And over half a million new business gets started every month. So there's lots and lots of new businesses getting started every month and there's already a ton of businesses.

Now obviously lots of businesses fail, which is why people need help getting customers. But look at the just vast amount of businesses that actually available to you. At the end of the day as businesses, we'll always need leads. Businesses will always need leads. They'll always need customers. So there's lots of business models that die out, that don't last, that don't stand the test of time. Whereas with this business model, if you learn the principles of lead generation, you will never go broke. You will always be able to generate leads. And I'll show you the platform that I generate leads on. But even if the platform vanished and disappeared, which it isn't likely going to anytime soon. But if it did, just understanding the principles, understanding, knowing how to generate leads, the principles that work on virtually any platform anyway, and the fact that you know how to display the value of what we do and what you can do for businesses, then you'll learn a valuable skill set that will go with you for the rest of your life.

And so one of the big things why I love this business model is low overheads, huge profits. Okay. So I actually landed my first 4900 per month client after spending less than 150 bucks, which is pretty crazy. And I actually got paid up front before doing any work and I used the portion of the money to generate leads. So the client paid me 4900 bucks upfront. I hadn't done any work. And then I took a portion of that and use that money then to generate leads and I kept the rest. And I ended up keeping 3500 a month profit, because this is a monthly contract here guys. This isn't just a one hit wonder. These are monthly contracts, businesses paying you month after month, which is why when you start building up the client base, the recurring revenue can go absolutely insane.

And this is the fun part. So there's me there holding up a check that I received from a client of \$4900 a month. Now most of the money I get paid is I take credit cards. I use payment processor like Stripe and PayPal. Whatever you want to use, you can get set up with those very easily. I usually take those and sometimes I get a money transfer. But there was one client who actually, I don't know, they were a little bit skeptical or something. I don't know, they didn't want to give their credit card over the phone, but they were happy to send me a check for 4900 bucks.

I think they were potentially initially worried that I was going to keep billing them or something and if they wanted to cancel or something, but they kept sending these checks month after month after month. I got these checks in the mail and big smile on my face because I knew that only a portion of that would go towards advertising and getting them leads and the rest would go in my pocket. So I was keeping most of that money. In fact, usually about \$3500 on that if that check would be all mine, which is amazing profits. Not many business models can do that.

Why I also love this, you can work from anywhere in the world. Now I live in San Diego. I'm here in my office here in beautiful sunset cliffs in San Diego. As you can probably tell from my accent, I am not from here. I'm from the United Kingdom. But having an online business, being able to generate leads from anywhere in the world and just literally be able to just travel as long as I have a laptop and internet connection because obviously you need a laptop and an internet connection to do this, that I can travel anywhere in the world.

And I've been blessed enough to be able to move here. Got married, have a wonderful wife, a baby on the way as well. My wife is very pregnant, baby almost due. In fact, by the time you're watching this video, the baby will probably be here. The baby's almost here. It's coming. And you know what's amazing is I've been able to obviously provide a great lifestyle for my family. Obviously my wife was in business and she's now able to essentially take time off now to look after the baby and figure out what she wants to do next. In fact, my wife is actually doing the Local Boss program now because she's seen so many success stories and seeing how it's changed our lives. She wants to do it herself. And so she is even going through the training herself.

So I wanted to pre-frame this because I think this is important. Most of the clients I get are on the other side of the country. Because even though this is called Local Boss, that doesn't mean that the clients are local to you. Okay, that doesn't mean the clients are local to you. Because most of my clients are not local to me at all. It's called Local Boss because the businesses that you're helping help their local area. So if you help a dentist in Los Angeles, they're a local business because they're local to the area. But you can help a dentist in LA, New York, London, Chicago, it really doesn't matter. You can help business all over the world and that allows you to travel anywhere you want. And that's the cool thing about it, because I think some people here local and they get confused. They think they can only do it in their backyard. Believe me, I've got clients all across the country and in other countries as well, which is the amazing thing about this.

And another thing which is important I think is that I really believe that anyone can do this. And we've got lots of proof and lots of case studies showing that. In fact, this is Frederick. He joined in August, he got a 50 lead contract signed, six month commitment, generated 45 leads in two weeks and offered to bump it to 70 leads. And so now it's 2450 a month. So the six month contract, he landed in a nutshell. I'm throwing lots of numbers at you here. It's \$14700, and he's pushing that to generate the leads. And while I wanted to bring this is, if you look at the bottom, he says, "My level of experience? Zero internet

marketing." So if you're new to this, I don't want to feel intimidated, because even someone with zero internet marketing know how and skills can produce such incredible results, which is really, really cool.

This is Ace. Ace, as I mentioned in the intro video, he was driving Uber and left, joined the program, landed clients there. Two weeks into the program he landed his client. Within five weeks he's at five figures. And as you can see there Ace says, Josh is one of my team members who enrolled him, and Ace said "If it wasn't for you I'd still be wondering what if. Best decision I made in a very, very long time." So his decision to commit to do this business model and get help is really what really separates people who are just watching from the side and aren't playing the game. And I commend you for getting this program because it means you are in the game and you're playing the game and you are ready to learn.

So question I always get asked is, why do you prefer paid advertising versus SEO to generate leads? Why do you decide to use paid advertising and pay to advertise to get leads versus social engine optimization where you could get ranked on Google for free. And why would you do that? Well, I've created this little diagram here, which is paid advertising versus SEO. Now I'm not slating SEO. SEO is great and it has its place. It's just there's a reason why I opt for doing paid advertising ultimately. And ultimately what I recommend, you get started with at least paid advertising. And you can do SEO as well. But at the end of the day guys there's a big difference.

Okay, so paid advertising, it's instant traffic. I can get a client right now. You could give me a client, you can give me for example, a gym right now. You give me a gym, and you could say, Adam, this gym needs leads. And you know what? I could set up the gym campaign in less than 40 minutes and probably by tomorrow that gym is getting leads. It's instant traffic. SEO, there is not a chance in hell that I can get that gym leads by tomorrow. Not a chance in hell. In fact, it's probably going to take months, months, and months to get some kind of results in some kind of leads. So that's important to know. And again, like I said, it's fast results versus slow results.

Now the results are still great from SEO. If you can get ranked, you know you're in competition and all that kind of stuff. But again, it's not fast, it takes a lot of time. And you can spend a lot of time trying to rank a site, get it placed on Google and it never gets ranked. It's a complete waste of time. So paid advertising, it's very scalable because you can just turn up the ad spend and get more leads. SEO, and if you get ranked on Google, you're limited by the number of searches that that website's going to get. There's only a certain number of people in searching. You're basically just fulfilling on the demand with SEO. With paid advertising, you're creating the demand, you're getting people who weren't even thinking about the service.

It's like this. If you want to advertise for a dentist in Colorado, at the end of the day you can just keep getting that dentist leads by advertising more and more. With paid advertising, you can get people who weren't even really maybe thinking about getting teeth whitening or getting their teeth straightened or getting dental implants. But you can just get them going and get them into the buyer's cycle and make them aware of like, hey, maybe I should start thinking about getting my teeth done versus the number of people then who actually searching for getting their teeth done. There's a limited number of people. There's only certain number people who are searching to get their teeth done every month. And so the scale isn't the same as with paid advertising versus SEO.

So paid advertising is also extremely consistent. Now it's consistent because you can just keep going. You can keep refreshing the creative. You pretty much know. You can just keep spending month on

month and keep getting results. And now obviously there's only usually a few tweaks you need to do to keep it going. SEO is very consistent, if Google is nice to you. So if Google decides that they don't want to rank your website higher anymore, they can pull you away and they can de-rank you, and then you vanish off the face of the earth. You need to know this stuff.

Good thing about paid advertising, well what I love is you can turn the lead flow on and off. I can run a campaign. If they get too busy, I can turn a campaign off until they're ready for more leads again. With SEO, there's no control. Turning it on just depends if you get ranked. And once it's on, obviously you know you can turn off on your website I guess, but it's not as controllable as far as paid advertising goes with the flip of a dime on, off, on, off, on, off. And so paid advertising is a quick ROI. Very quick return on investment. You get some ads, you get some leads, you make some money. With SEO, it's a longterm investment. Much, much longer term. You've got to put a lot of time and effort in, maybe pay an SEO company or a team and people to get backlinks and all that kind of stuff.

Another thing, paid advertising, you can pivot easily. If something's not quite right or working, you can change, can pivot. If you build something and it's not converting, you can change it. You can change the offer. You can change stuff. With SEO, it's harder to pivot. If the page isn't working to kind of pivot and change the offer and everything is going to play with the algorithm as well. So it's not as easy to pivot and you can, but it's not as easy.

And paid advertising obviously costs money. SEO costs time and money because time is money and oftentimes you really want to get fast results of SEO. You're going to have to pay to play in some instances anyway to get some backlinks or pay for some content writers and stuff unless you want to be busy writing content and building backlinks yourself, which of course is money because time is money as well. So I wanted to just mention the difference. And as you can see, I love paid advertising. I don't love SEO that much, but again, I see its place and of course it's very important. You can make a lot of money with it. And SEOing your site is still a good thing to do. But for lead gen, I much prefer paid advertising.

So for paid ads, people say, well, how do you generate leads? What platform do you use? Well, Facebook is still king, my friends. I don't care what anyone says. Facebook is still growing. The number of monthly active users worldwide is still going and it grows and grows and grows. Facebook is king, Facebook owns WhatsApp and even owns Instagram. They're also looking to acquire Yelp as well. In fact, by the time you've watched this, they may even acquired them or maybe the deal fell through, I don't know. But these guys are growing. They get it. They love local businesses. They love local ads. They want to help local business. In fact, I actually see billboards around saying Facebook loves local. They want local businesses.

So why not do something that Facebook likes, unlike something like drop shipping or affiliate marketing, which Facebook hates and you get your account shut down. This is why I love Facebook. I love Facebook when you do what Facebook likes you to do, which is local business or brand building business stuff. And so obviously to build a brand takes a lot of investment. So for me, I'm going to look to build some econ brands, but again I'm using the lead gen business to fund that because it takes a lot of money, a lot of research and development, a lot of inventory and also you know a lot of ad spend as well. So the lead gen business is my bread and butter. It's where I make my money, it's where I get my consistency from month on month, pay the bills, build the savings, my big cashflow. So then I can invest in brand businesses and different other things as well, software companies and stuff like that, which I am developing. I have a software company as well.

And so Facebook is still king guys, don't listen to anyone else who tells you otherwise. And guess what? Instagram is the cool little brother. Instagram is growing and growing and is past a billion active Instagram users. So the cool thing about Instagram is you can literally at the push of a button, you can now advertise on Instagram inside the Facebook platform. So when you're going through Facebook to advertise, you just tick a button and the ads would even go on to Instagram as well, gives you loads of reach, loads of people. Don't listen to any of the naysayers saying, oh, Facebook's dying, or Facebook's dead and it's getting expensive, and does it work anymore? It's complete nonsense. It works amazing. Well, in fact, I think it's too cheap still. And Facebook loves local and it's just an amazingly quick and easy way for you to start generating leads that you can sell for huge, huge profit.

So this is why I believe it's the best business model in the world, and I look forward to seeing you in the next training where we're going to go into a real deep dive into the system and process of how this all works.