



You've made a great choice in downloading this report, make sure that you follow that up by **taking action** on it too!

I want you to understand here, I'm **giving you the keys to the kingdom** with this.

This is a no-fluff and no BS report on how anyone (I mean you!) can 10x their lead or list-building efforts instantly for next to nothing.

Why don't all the gurus and self-proclaimed experts talk about this (especially when most of them are doing it)?

That's simply because it's so easy and effective they fear if you know about it and see actual success then they won't be able to sell you on their next ebook or course.

There will be some up-front costs with this, how much is up to you, your budget, your needs, as well as your ability to do certain things yourself.

I've set this up myself for under \$30 before (including a domain name purchase), and the most I've ever spent setting it up was under \$300. But once up and running it's possible to even earn money as you're building your list. How's that for a bonus, getting paid to grow your list!

And the best part is unlike paid advertising where once your money is spent the stream of leads coming in ends, with this method once you set it up the **stream of leads continues** and even grows as time goes on.

It's just good business to invest in an asset over short-term advertising.

The Engine:

Provide a SaaS (software as a service) in your niche

The idea: You provide a free software as a service to people in your niche, or at least a free level of membership to a software as a service (you can always have an upgrade option for advanced features or include on-page ads to make this a revenue stream too). As long as your SaaS offers value it's an "easy sell" to give away free access, and everyone who signs up--you guessed it--is now a lead on your list.

You don't have to be a programmer or know anything about code to do this. You can purchase SaaS software, even sites already set up, or hire a freelancer to set this up for you for as little as a few dollars, or as much as a few hundred dollars, depending on your niche, needs, and budget.

Pause for a moment and think about this. Asking people for their email address in exchange for a PDF or video or whatever other lead magnets you're offering works, but it typically doesn't convert with high rates, and buying traffic to send to squeeze pages is expensive.

Marketers have been trading lead magnets to people for their email addresses for decades now, and guess what, people know the deal. They know they're opening themselves up to your marketing, so it gets harder and harder every day to convince them that the value of your lead magnet is worth their contact information.

But, offering someone free access to a useful application that's related to your niche is a different story. A tool or resource has a built-in value associated with it, visitors can see how it will benefit them instantly. In other words, conversion rates compared to traditional lead magnets are through the roof.

Need an example to prove the concept?

Have you heard of Neil Patel? If you've been around the internet marketing world for more than a minute you probably have. He runs a digital marketing agency, guess what he did to build a huge lead list instantly? He bought UberSuggest.

A quality SEO tool that was already up and running, with a big membership of leads already inside, and of course almost every blog post or YouTube video Neil puts out (almost daily) now tells people to go use his “free” UberSuggest tool to do their keyword and backlink research on, because it keeps bringing him more leads.

He also limits what free users can get from the tool then provides an upgrade option for more data and access, meaning he’s got both a leads generation system and a monthly recurring revenue stream from this one tool.

That’s just one very public example of this method. Most marketers hide their SaaS ownerships, because let’s face it we internet marketers are a suspicious crowd always worrying about someone else learning what we’re doing and maybe figuring out how to do it better and take money from our hands.

The point is, this method works gang-busters, it isn’t nearly as difficult as anyone thinks when they first hear it, and it’s very affordable.

Step by Step:

- 1) You’ll need a [domain](#) to run your SaaS from
- 2) And [hosting](#) for your SaaS domain
- 3) Purchase and install your SaaS (list of places to search for SaaS below)
- 4) As users sign up import them to your [Email list](#)
- 5) [Optional] Charge users for an upgrade option or add advertisements to your SaaS pages to make it both a list builder and a revenue stream for you

See, it’s not very complicated at all.

Places to purchase the software or ready-made sites:

- CodeCanyon (search on site for “saas”, this is the best option in my opinion)
- eBay
- Flippa
- Hire a freelancer
- Other script/software selling sites

If you purchase a ready-made SaaS script (CodeCanyon, other script/software sites) it will have step-by-step instructions for installing it and setting it up.

If you purchase a ready-made site already online (eBay, Flippa, etc.) it will already be up and running for you. Keep in mind sites that are already up and running with user bases included will typically be more expensive.

If you hire a freelancer make sure they create thorough documentation on using and administering the application for you as part of the deal. This can be expensive depending on what you're having built, but if you have an original or unique idea for some SaaS that nobody else is offering in your niche it can also be a huge goldmine for you.

Of course, if you're like me and enjoy programming and developing then building your SaaS yourself isn't just cost-saving but also can be fun, not to mention it gives you the most options for customizing it to your needs and liking.

Wrap-up

A final note on set up costs. There are SaaS scripts available at CodeCanyon starting at \$6 at the time I'm writing this. Of course, there are also some that cost upwards of \$300. What you spend is dependant on what you want and have a budget for.

But, keep in mind this isn't going to be your main business, it's a funnel for getting people who are in your niche onto your list as leads, so it's perfectly acceptable to use the cheapest SaaS you can get that's related to your market for this.

Also, think outside the box on what SaaS you can use. If your business is a digital marketing agency you don't have to use a SaaS related to digital marketing (though you can). But think about who your customers are, and what "Steps" they typically go through before they're seeking digital marketing services.

Most of them start out at setting up their website or blog, right? So maybe a SaaS that helps with easy drag-n-drop webpage building, or some WordPress plugin that has premium options available in exchange for their email address.

You get the point I hope. Be creative and don't necessarily narrow your focus to people who are your ideal customer today. Look at ideas that can connect you with people who will be your ideal customer tomorrow too.

That's it. It really is this easy and believe me, you can build a huge email list of leads in a short amount of time with this method, and compared to advertising for list building this is infinitely more effective and less costly.

Happy Business Building To You!

Scott