

Lead Generation / Site Rental / SEO Value – Calculator

Welcome | to the lead generation calculator, this project was inspired by the original works of Peter Maxwell, the creator of - [How To Set Up Your Own Local Lead Generation Mini-Sites And Rent Them Out Or Sell The Leads To Offline Businesses](#) -

While working through the information supplied by Peter in his eGuide, the calculation of the LTV / the life time value of the client and how important this was to the overall valuation of the service that you were offering to the client was discussed and can be agreed to be an important factor in the valuation process.

During the process of working the LTV value out for one of my clients, I found it difficult in the sense that once we started to add in the many variables needed to calculate the correct \$ value to quote that it was a near impossible task as it stood.

Taking the basic LTV formula was fine, but when combining the variable adwords cost, then patching in a variable conversion rate for the client, adding in a formula to calculate the required return and allow to run the adwords campaign where it needed to be, it became a near to almost impossible task even in basic excel.

The reason for this was to give excel the required answer based on what we could calculate our costs out to, and then ask it to develop the LTV the system went into a loop known as circular reference, where the calculation was trying to give the answer and ask the question all at the same time, this left the option of test re set, repeated many times over.

With many years of excel work under the belt and an understanding of adwords (the internets stock market) it was time to dust of the covers of Microsoft office and put into play an application to sort the problem.

In doing so and reading some of the replies from other people also using the lead gen system, it was decided to polish the application up and share the resulting application tool with others.

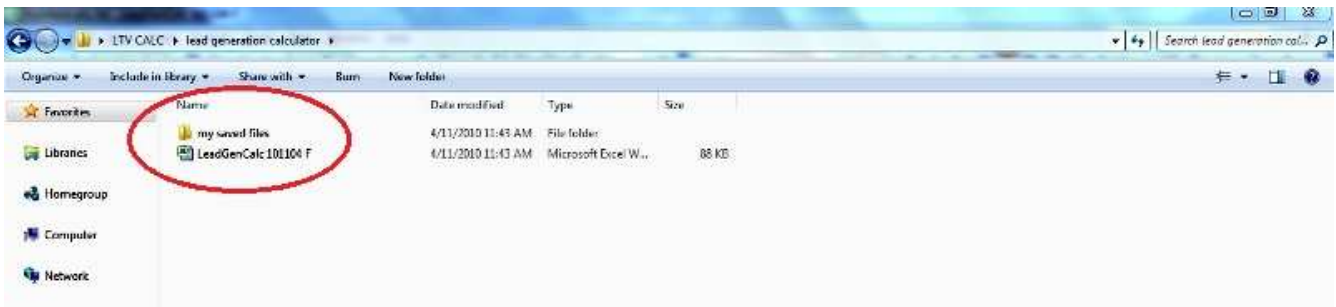
The application is not about hype but more about ease of use and accurate and effective results, It will accurately calculate values for, site rental, lead generation, SEO services, using paid or natural traffic or any combination of the two, and will also calculate out any PPC or CPA type offers to show expected returns, while at the same remaining completely flexible that each person can adjust the settings to suit their own needs a circumstances, so with out the usual hype, please enjoy.

* You will need to have Microsoft excel 2003 or better to run this application.

Setting up your lead generation calculator | Unzip the folder from the zip file to any part of your computer; you may also if you wish save a copy to a thumb so that you have a portable solution.

Once you have saved the folder to your computer / or thumb you can open the folder and inside will be your excel application and a folder named “my saved files”.

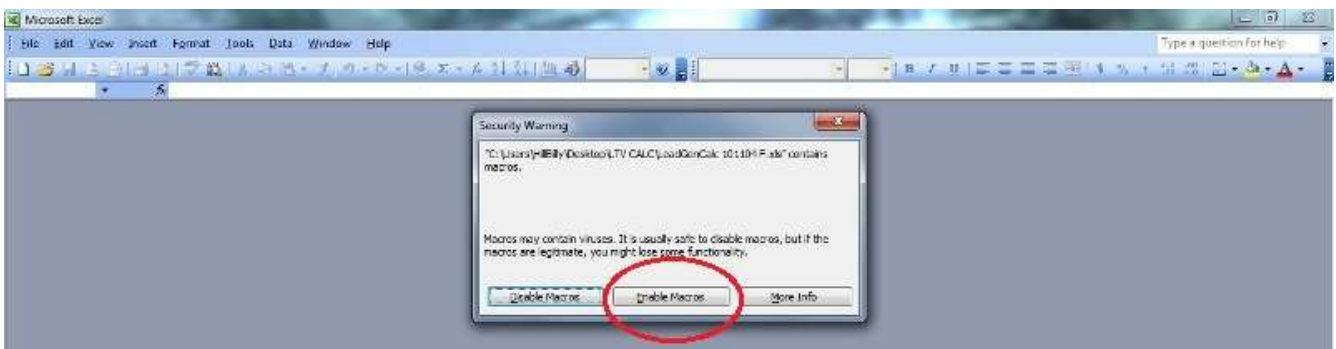
*** It is important that you have extracted the folder from the zip file / if the file remains in the zip the application will not work as intended.**



The “my saved files” folder is a default folder that you will be able to replace with any folder / or number of folders you wish from the application.

Open your excel file / lead generation calculator as you would by opening any excel file by double clicking the excel icon.

When opening the file it should stop and show you a dialog box asking you to enable the macros, select yes at this point.



*** If when opening the excel file you were not prompted to enable the macros you will need to ensure that your macro security settings are set to medium on your computer. Do a search for Macro security settings in excel (each version is in a different location) then set them to medium / save excel, close excel down then reopen excel, you should now be prompted to enable the macros.**

Once you have opened your excel application your are greeted by the user interface, this has been designed to be both quick and simple to use.

When using the application, you will note some colour areas, the green cells are the only sections that you can edit and must always contain a value, even if that value is 0.

Lead Generation / Site Rental / Seo Value

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| Title | data | adwords | natural | totals |
|-----------------------------------|----------------|-----------------|-----------------------------------|-------------|
| \$ Per Sale / or \$ Profit | \$ 50.00 | | | |
| Cost Of Sale / \$0 if Profit | \$ 40.00 | | | |
| Average Sales Per Customer | 10 | | | |
| Product / Service Value | \$ 100.00 | \$ 2,350.00 | \$ - | \$ 2,350.00 |
| Marketing Cost Per lead | \$ 6.25 | | | |
| Conversion Rate | 12.5 | 24 | 0 | 24 |
| Marketing Cost | \$ 50.01 | \$ 1,175.19 | \$ - | \$ 1,175.19 |
| Lifetime Customer Value | \$ 49.99 | \$ 1,174.81 | \$ - | \$ 1,174.81 |
| % Client \$ Return / Marketing \$ | 100 | 100% | 0% | 100% |
| Client Lead Gen Price | \$ 6.25 | | | |
| impressions | 50,000 | | | |
| % Click Through Rate - CTR | 2.5 | | | |
| page views | 1,250 | | | |
| adwords conversion rate | 15 | 188 | 0 | 188 |
| max ppc bid | \$ 0.42 | \$ 78.33 | | |
| lead gen margin | 100 | | | |
| lead gen ppc bid | \$ 0.21 | \$ 39.17 | < expected monthly adwords spend | |
| lead gen profit | 0.21 | \$ 39.16 | < expected monthly adwords profit | |
| adwords set price | \$ - | | | |
| Natural Traffic | | | 0 | 0 |
| Client Name | Johno | | site rental | |

Hello Johno,

Thank you for your inquiry in regards our site rental service. Please see attached a estimated number of targeted leads that we can send to your business over the coming month/s.

Based on our figures we estimate being able to send you 188 qualified leads per month. Given a projected conversion rate of 12.5% this would see around 24 new customers / sales to your business, generating an extra \$2350 in profits to your business.

The marketing costs for the site rental will be \$6.25 per lead totaling \$1175.19 creating a life time value for your product / service of \$1174.81, showing a % Client \$ Return / Marketing \$ of 100% return on your invested money.

* Please note expected leads may vary dependent on many factors, In addition your conversion rates may also vary and would adjust any final outcomes.

| | |
|-------------------------|-------------------|
| Save this quote to file | my test file name |
|-------------------------|-------------------|

Setting up the lead generation calculator | When setting up and using the calculator the first three sections are in many ways all you need to ask the client, looking at these 3 sections they are.

\$ Per Sale / or \$ Profit

This is the sale price of a product or if the client knows the profit from a product then you can use that figure. (It would also be your commission from a affiliate or CPA type offer) If the client has a total sales figure / or profit figure this can be divided by the number of customers to give the estimated figure to place into this section.

Cost Of Sale / \$0 if Profit

This section covers the cost of sale as mentioned less and marketing costs that are directly related to this adwords or lead generation proposal, for example the client may be running a television campaign which would be counted in the cost of sale as it is not related to this lead generation cost.

How ever if they were currently spending money on a adwords campaign and or some other directly related marketing then you would not include that at this point. We will calculate that \$ amount at a latter point and combine this information to form the final life time value of a customer to the client.

* If you used a profit only figure in **\$ Per Sale / or \$ Profit**, then place a 0 into the **Cost of Sale / \$0 if Profit section**.

Average Sales per Customer

In this section you need to place the number of times on average the customer purchases the product or service, in this example a dance student takes on average 10 dance lessons, a real estate agent may rent a house for an average of 35 weeks, or it may be a single sale item where only one purchase is made, if so place the number 1 into this section.

Product / Service Value

Given the first 3 variables it is possible to now form a product or service value before the cost of the lead generation is added. (These 3 questions can form your own lead capture for client proposals on your own lead capture site)

Marketing Cost Per lead

This next section is as it reads and will represent the marketing cost per lead for the client, this looks at the **Client Lead Gen Price** we will sell the leads to the client, or use as a basis for the site rental / SEO services sections of the application.

When setting the information into the system this figure is not automatically calculated as it is the sum that caused the circular reference in the standard excel calculations. To work around this the application calculates the **Marketing Cost Per lead** in a hidden cell then transfers the answer as plain text once calculated and is what makes the system work.

* **For that reason until the system is calculated it will not show a correct result during setup.**

Conversion Rate

Given this information, you can now start to create a pricing structure for your lead generation service / site rental or SEO services.

In our example above (dancing lessons) we have estimated a conversion rate from that dance school of 12.5% or converting 1 in 8 of the leads generated.

This will vary from client to client and can be adjusted at any time to fine tune your pricing as you move forward.

Marketing Cost

Given our **Marketing Cost Per lead** and the **Conversion Rate** we can then create the **Marketing Cost** to the client in gaining a conversion from the supplied leads.

Lifetime Customer Value

By taking the **Marketing Cost** from the **Product / Service Value** we are now left with our **Lifetime Customer Value**.

% Client \$ Return / Marketing \$

Given the **Lifetime Customer Value** and the **Marketing Cost** you are now able to calculate the client return as a percentage of costs.

This percentage can be pre set to what ever level you would like the client to have and will be dependent on many other variables, for now and **when first price testing set the default percentage to 100**, we can change this later and the system will also over ride this percentage and auto adjust it if we need to make some changes.

Client Lead Gen Price

Although this is already in the system above, this second section is again where we created the circular reference / where we asked the question and answer in the same formula and why we needed to create a hidden section to calculate the final pricing.

The reason this is in this section to accommodate the next part of the lead generation calculator, the price we can buy those leads in for using adwords and to also calculate into the equation the prices we need to set to achieve our pre set client return we wish to have calculated.

Impressions

As the name suggests this is the number of expected impressions that you will get from adwords or what ever source of base marketing you wish to use. This guide is not to teach people how to use adwords and each person can and will use the data in different ways.

As an example for dance school I would have done a search in the keyword tool and selected all of the terms related to my lead generation purposes, then allowing for locations / areas adjusted those numbers to my best guess.

% Click through Rate – CTR

The next section again is a variable and everybody will have different figures, if you are unsure check your adwords account and have a look at your CTR averages and use that as a guide.

Page Views

Combining the information we can now calculate the number of page views that we will send to our lead generation site.

Adwords Conversion Rate

With the conversion rate again this will vary from person to person so have a look at your averages, and you can adjust this or any setting at a later date if you wish.

Max PPC Bid

This section will be calculated out once the system is run and will calculate based on the given information and settings the maximum PPC you can spend to retain a break even outcome based on the values quoted for your client.

Lead Gen Margin

We get to the fun part; this is where you select the percentage return you wish to make on each click made from running your lead generation, site rental or SEO service. **By default you can leave this at 100%.**

(We will look at some alternate options that can be set later in this tutorial)

Lead Gen PPC Bid

Once we have all of that calculated we can now work out a price that we can buy our leads for as an average from adwords or your base marketing source.

Keep in mind this an average you will need to stay within to meet all set targets, so if your average is for example \$1 you can have some bids at \$1.99 and others @ .01c, so long as the average does not go above \$1 you are working with your settings.

Your campaign settings will show the average prices and allow you to make any adjustments needed.

Lead Gen Profit |

As the name suggests given all variables this will be your expected profit from working on the lead generation as set.

Calculate the results |

Because we have a hidden calculation happening to make things work at this stage you may make the initial calculation to see the resulting outcome. To do this select the header and activate the macro.

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| Title | data | adwords | natural | totals |
|-------|------|---------|---------|--------|
|-------|------|---------|---------|--------|

The time to calculate the lead generation values will depend on the setting you have in place and the age / speed of your computer.

Using the generic base settings, this first calculation will be very fast and you will see a dialog box telling you the calculation has been completed when the system has finished. Click OK when done.

| | | | |
|-----------------------------------|-----------|-------------|----|
| Average Sales Per Customer | 10 | | |
| Product / Service Value | \$ 100.00 | \$ 2,350.00 | \$ |
| Marketing Cost Per lead | \$ 6.25 | | |
| Conversion Rate | 12.5 | 24 | |
| Marketing Cost | \$ 50.01 | \$ 1,175.19 | \$ |
| Lifetime Customer Value | \$ 49.99 | \$ 1,174.81 | \$ |
| % Client \$ Return / Marketing \$ | 100 | 100% | |
| Client Lead Gen Price | \$ 6.25 | | |



Adwords Set Price |

From here you can start to make minor adjustments on the fly, the first and most important option is the adwords set pricing, In the default set up and run we can see it set our adwords price at .21c, but after looking at our data it may be our average adwords pricing is higher or lower than this amount.

Again here there will be many variations so you will need to look at the data you took from adwords to gather the impressions and work on a price per click that will work best.

For this example lets say you can buy in the required clicks @ .17c, you can now adjust the whole system by typing in the set price you would like the whole system to adjust by.

| | | | |
|-------------------|---------|----------|-----------------------------------|
| Lead Gen Margin | 100 | | |
| Lead Gen PPC Bid | \$ 0.21 | \$ 39.17 | < expected monthly adwords spend |
| Lead Gen Profit | 0.21 | \$ 39.16 | < expected monthly adwords profit |
| Adwords Set Price | \$ 0.17 | | |
| Natural Traffic | | 0 | 0 |

* The adjustment can be set both up or down to suit your needs, in what ever you do the more accurate you cost the price of your clicks the better your campaign will perform.

Once the **Adwords Set Price** has been set, you may **return to the top and re calculate the valuation**, the system will see that you now have a pre set price and make the adjustments needed.

This will take longer to re value all of the settings as it now balances all of the settings in your system and if there is a large difference you will see the settings change quickly, then as it gets closer to calculating the final valuation settings it will look like it is slowing down, this is an indication it is almost completed.

Stay a little patient with it in this mode as the system has been built to fine tune down to the .01 cent and will need a little time to give the final outcome.

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| Title | data | adwords | natural | totals |
|-----------------------------------|-----------|-------------|---------|-----------------------------------|
| \$ Per Sale / or \$ Profit | \$ 50.00 | | | |
| Cost Of Sale / \$0 if Profit | \$ 40.00 | | | |
| Average Sales Per Customer | 10 | | | |
| Product / Service Value | \$ 100.00 | \$ 2,350.00 | \$ - | \$ 2,350.00 |
| Marketing Cost Per lead | \$ 5.12 | | | |
| Conversion Rate | 12.5 | 24 | 0 | 24 |
| Marketing Cost | \$ 40.97 | \$ 962.75 | \$ - | \$ 962.75 |
| Lifetime Customer Value | \$ 59.03 | \$ 1,387.25 | \$ - | \$ 1,387.25 |
| % Client \$ Return / Marketing \$ | 144 | 144% | 0% | 144% |
| Client Lead Gen Price | \$ 5.11 | | | |
| Impressions | 50,000 | | | |
| % Click Through Rate - CTR | 2.5 | | | |
| Page Views | 1,250 | | | |
| Adwords Conversion Rate | 15 | 188 | 0 | 188 |
| Max PPC Bid | \$ 0.34 | \$ 64.03 | | |
| Lead Gen Margin | 100 | | | |
| Lead Gen PPC Bid | \$ 0.17 | \$ 32.02 | | < expected monthly adwords spend |
| Lead Gen Profit | 0.17 | \$ 32.01 | | < expected monthly adwords profit |
| Adwords Set Price | \$ 0.17 | | | |
| Natural Traffic | | | 0 | 0 |

You can see after running the update the figures because we have a lower set price has automatically adjusted all of the other settings, by default the client return has been re set to reflect the changes in the lead generation costs and your average lead generation PPC bid has been adjusted to .17c

* if you have the adwords set price set, this will override any % return setting you may have set.

Client Name |

From here if you are happy with the lead generation value you can enter the clients name into the system.

Site rental / lead generation |

To the right of the name there is a purple selector box that you can click on to select the site rental, lead generation or the SEO option, this will alter and be reflected into the text below.

| | | | |
|-------------------|-------|-------------|---------------------------------|
| lead gen profit | 0.21 | \$ 39.16 | expected monthly adwords profit |
| adwords set price | \$ - | | |
| Natural Traffic | 0 | 0 | |
| Client Name | Johno | site rental | |

Hello Johno,

Email Copy |

Below this will now be an automated text copy that you can later add to an email and send to your client, you will also be able to adjust the text and save it suit yourself if you wish to change it, this will be covered near the end of the eGUIDe.

Lead Generation / Site Rental / Seo Value

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| Title | data | adwords | natural | totals |
|-------------|-------|-----------------|---------|--------|
| Client Name | Johno | lead generation | | |

Hello Johno,

Thank you for your inquiry in regards our lead generation service. Please see attached a estimated number of targeted leads that we can send to your business over the coming month/s.

Based on our figures we estimate being able to send you 188 qualified leads per month. Given a projected conversion rate of 12.5% this would see around 24 new customers / sales to your business, generating an extra \$2350 in profits to your business.

The marketing costs for the lead generation will be \$5.12 per lead totaling \$962.75 creating a life time value for your product / service of \$1387.25, showing a % Client \$ Return / Marketing \$ of 144% return on your invested money.

* Please note expected leads may vary dependent on many factors, In addition your conversion rates may also vary and would adjust any final outcomes.

Save this quote to file |

Once you have created you valuation / quote you can save it to file, this will by default save to the my saved files folder that is inside of your master folder. You may if you wish make a new folder by adding a new name into the folder section on the right before saving the file.

You can only use alpha numeric combinations as excel will not accept some symbols such as slashes or dollars signs. Select the save option once your folder name has been set.

may also vary and would adjust any final outcomes.



Setting up and allowing for natural traffic |

In many cases over time you will also start to accumulate natural traffic to your site and with that will come extra leads, these are the cream on your cake, and may be one of the reasons that you can make a few adjustments on the settings for saving the final valuation.

For example you may decide to set you PPC return to 0, by doing this you would raise the return to the client by lowering the costs.

As mentioned some strong natural traffic could allow you to set this setting to zero, because we now know through adwords the value of those leads natural or paid and we are still going to charge the client the same amount of money for them.

By looking at your adwords traffic and conversions, you can by deducting that from th total leads now generate the natural leads.

Since these leads have already converted you can type in the months average and lets say as an example that was 50 leads.

You now add this to the natural leads section of the calculator. / for the exercise I have also set the PPC return to 0 and re run the valuation.

| | | | | |
|-----------------------------------|----------|-------------|-----------|-----------------------------------|
| Marketing Cost Per lead | \$ 2.57 | | | |
| Conversion Rate | 12.5 | 24 | 7 | 30 |
| Marketing Cost | \$ 20.57 | \$ 483.35 | \$ 128.55 | \$ 611.90 |
| Lifetime Customer Value | \$ 79.43 | \$ 1,866.65 | \$ 496.45 | \$ 2,363.10 |
| % Client \$ Return / Marketing \$ | 388 | 386% | 386% | 386% |
| Client Lead Gen Price | \$ 2.56 | | | |
| <hr/> | | | | |
| Impressions | 50,000 | | | |
| % Click Through Rate - CTR | 2.5 | | | |
| Page Views | 1,250 | | | |
| Adwords Conversion Rate | 15 | 188 | 50 | 238 |
| Max PPC Bid | \$ 0.17 | \$ 32.09 | | |
| Lead Gen Margin | 0 | | | |
| Lead Gen PPC Bid | \$ 0.17 | \$ 32.10 | | < expected monthly adwords spend |
| Lead Gen Profit | - 0.00 | \$ (0.00) | | < expected monthly adwords profit |
| Adwords Set Price | \$ 0.17 | | | |
| <hr/> | | | | |
| Natural Traffic | | 50 | 50 | |

We can see by the example that the client return has increased and the value of the natural traffic has been now added to the marketing cost to the client.

In this example we can also see the overall client costs have been reduced because the lead generation margin was set to 0. (for the purpose of the exercise).

You can adjust the setting to any level you wish, for example set the lead generation to a 50% return.

Site Rental |

Where you have a site and the client wishes to rent that site from you, where they add their own PPC if they wish, you then use the same pricing from adwords as this governs your pricing policy regardless of paid or natural traffic.

As mentioned above adwords is the internet's stock market and fluctuates on any given day for any given set of key words or terms and reflects the market value at that point in time.

To set this up you will need to first add the amount of natural conversion to the site / lets say that is 300 conversions a month, keep the adwords pricing in play in the same manner as if you were pricing for a lead generation site, but set the number of impressions to 0, then run the calculator.

Set the purple selector option to site rental before saving your project.

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| Title | data | adwords | natural | totals |
|-----------------------------------|----------|---------|-------------|-----------------------------------|
| Marketing Cost | \$ 20.57 | \$ - | \$ 771.30 | \$ 771.30 |
| Lifetime Customer Value | \$ 79.43 | \$ - | \$ 2,978.70 | \$ 2,978.70 |
| % Client \$ Return / Marketing \$ | 388 | 0% | 386% | 386% |
| Client Lead Gen Price | \$ 2.56 | | | |
| Impressions | 0 | | | |
| % Click Through Rate - CTR | 2.5 | | | |
| Page Views | 0 | | | |
| Adwords Conversion Rate | 15 | 0 | 300 | 300 |
| Max PPC Bid | \$ 0.17 | \$ - | | |
| Lead Gen Margin | 0 | | | |
| Lead Gen PPC Bid | \$ 0.17 | \$ - | | < expected monthly adwords spend |
| Lead Gen Profit | - 0.00 | \$ - | | < expected monthly adwords profit |
| Adwords Set Price | \$ 0.17 | | | |
| Natural Traffic | | | 300 | 300 |
| Client Name | Johno | | site rental | |

SEO example |

Using the basis of the adwords valuation as your calculation you can set the system to give an indication of the value of the SEO work you are undertaking for the client, this may include ranking for one or more keywords.

Taking the median value of your keywords and the total expected traffic you can enter this information into the calculator and adjust your conversion rate to the suggested setting of around 42% for the number one spot / or you can use a lesser amount if you are just quoting a top 10 position, each and every person will have and can adjust this conversion ratio as they feel best suits their needs.

| | | | | |
|-----------------------------------|----------|-------------|------|-----------------------------------|
| Conversion Rate | 12.5 | 95 | 0 | 95 |
| Marketing Cost | \$ 50.01 | \$ 4,725.76 | \$ - | \$ 4,725.76 |
| Lifetime Customer Value | \$ 49.99 | \$ 4,724.24 | \$ - | \$ 4,724.24 |
| % Client \$ Return / Marketing \$ | 100 | 100% | 0% | 100% |
| Client Lead Gen Price | \$ 6.25 | | | |
| Impressions | 12,000 | | | |
| % Click Through Rate - CTR | 42 | | | |
| Page Views | 5,040 | | | |
| Adwords Conversion Rate | 15 | 756 | 0 | 756 |
| Max PPC Bid | \$ 0.42 | \$ 314.98 | | |
| Lead Gen Margin | 0 | | | |
| Lead Gen PPC Bid | \$ 0.42 | \$ 315.01 | | < expected monthly adwords spend |
| Lead Gen Profit | - 0.00 | \$ (0.03) | | < expected monthly adwords profit |
| Adwords Set Price | \$ - | | | |
| Natural Traffic | | | 0 | 0 |

In the above example you can see the top is set out as it would be for lead generation and or site rental, but in our % Click through Rate – CTR we have now set that based on the expected page views as given by the industry standards. The conversion rate stays the same as it would for Lead generation / Site rental.

The natural traffic in this instance is left blank as we are imitating that traffic with the PPC options and our lead gen / PPC margin is set to 0 as there is no adwords involved.

What we see up top now is a value for the marketing costs that directly reflect the value of the market you are working in.

From here before presenting this to the client you can do one of two things if you wish, the first is you can edit the Adwords set price to reflect the true average PPC if this is not accurate and this will override and adjust the final % return to the client, or you can edit the % return to the client by re setting that amount to any pre set \$ return for that client. Select the SEO option before saving your quote to file.

Affiliate & CPA type offers |

Given the versatile nature of the calculator there is no reason why it can not be mixed up and the shown as if you were your own client and or business owner.

In that we can then take any affiliate offer or CPA type offer and run any number of combinations of paid traffic and or natural traffic to analyse the expected returns on your venture.

If we take a imaginary clickbank or CPA product and let's say the commission on this is \$45 we can enter that into the first section of our system as a profit leaving the next section blank for costs.

In most cases the number of sales would be one, however it may also be a recurring payment / subscription type offer and if so you would enter the average lifespan of the sale / number of times that recurring billing happened.

Place in your conversion Rate and in this example we will use 2.5% and set the default client return to 100%

In the adwords / paid traffic section the number of impressions, the CTR and conversion rates as with the standard lead generation type setup, set the lead gen margin to 0 and add any expected natural traffic before running your first calculation.

Once you have done that adjust your Adwords set price or your % return and recalculate. Once you are happy your return on that affiliate or CPA type product is shown as the **Lifetime Customer Value**, in the same way a client's return would be shown.

| | | | | |
|-----------------------------------|----------|-----------|-----------------------------------|-----------|
| Conversion Rate | 2.5 | 2 | 7 | 8 |
| Marketing Cost | \$ 22.84 | \$ 26.84 | \$ 142.75 | \$ 169.59 |
| Lifetime Customer Value | \$ 22.16 | \$ 26.04 | \$ 138.50 | \$ 164.54 |
| % Client \$ Return / Marketing \$ | 100 | 97% | 97% | 97% |
| Client Lead Gen Price | \$ 0.55 | | | |
| Impressions | 12,500 | | | |
| % Click Through Rate - CTR | 2.5 | | | |
| Page Views | 313 | | | |
| Adwords Conversion Rate | 15 | 47 | 250 | 297 |
| Max PPC Bid | \$ 0.04 | \$ 1.74 | | |
| Lead Gen Margin | 0 | | | |
| Lead Gen PPC Bid | \$ 0.04 | \$ 1.74 | < expected monthly adwords spend | |
| Lead Gen Profit | - 0.00 | \$ (0.00) | < expected monthly adwords profit | |
| Adwords Set Price | \$ - | | | |
| Natural Traffic | | | 250 | 250 |

Emailing your valuation / proposal |

To email your proposal open your saved files folder and select your saved file, you will note that the file name saves in the clients name followed by a numerical code.

This code represents the date and time, first the date is represented backwards / so it year, month and day. For example 20101104 being the 4th of November 2010.

Without long stories there is reason behind this in that if you compile a date this way it will never sort wrong and will always sort numerically / used in the normal way we often get mixed order if sorted by name for example 1 and 11 get mixed up before the 2nd. This format avoids that.

Lastly is the time converted its numerical value and this then eliminates any duplication and builds onto the first set of date numbers to give a unique number to each copy you make and you can read the dates they were produced down the road if you should need to.

When you open the saved file, you will see as you scroll down the word "Hello", if you click on this cell the entire email is within that cell, right click and copy, then paste that into the body of your email and you are done.

* Note when you paste into your email, if you have it set to HTML it will wrap the email into a tight copy, if this happens, set your email to text before pasting your email into the body, then you can switch it back to HTML if you wish.

Lead Capture on your site |

With the three basic questions as a starting point you can also add the lead capture to your site, this can be used in 2 ways, the first is to collect leads in the traditional ways, and second you are able to also fill in your own form if you speaking with a client on the phone or alternate media options such as Skype. (See example below)

This will allow you to capture and process your data all in the one format and one incoming channel, for example you could set an email rule to place leads into one set file on your computer system.

Lead generation / Site rental

Name *

| | |
|----------------------|----------------------|
| <input type="text"/> | <input type="text"/> |
| First | Last |

Email *

\$ Per Sale / or \$ Profit *

Cost Of Sale / So if Profit *

Average Sales Per Customer *

Comment *

Your blurb here and your free guide for the lead capture

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Application Notes |

Every now and then during calculation the system will not be able to get an exact match and in these cases you may see a small variance in the calculation figures and may range from .01 to a few cents.

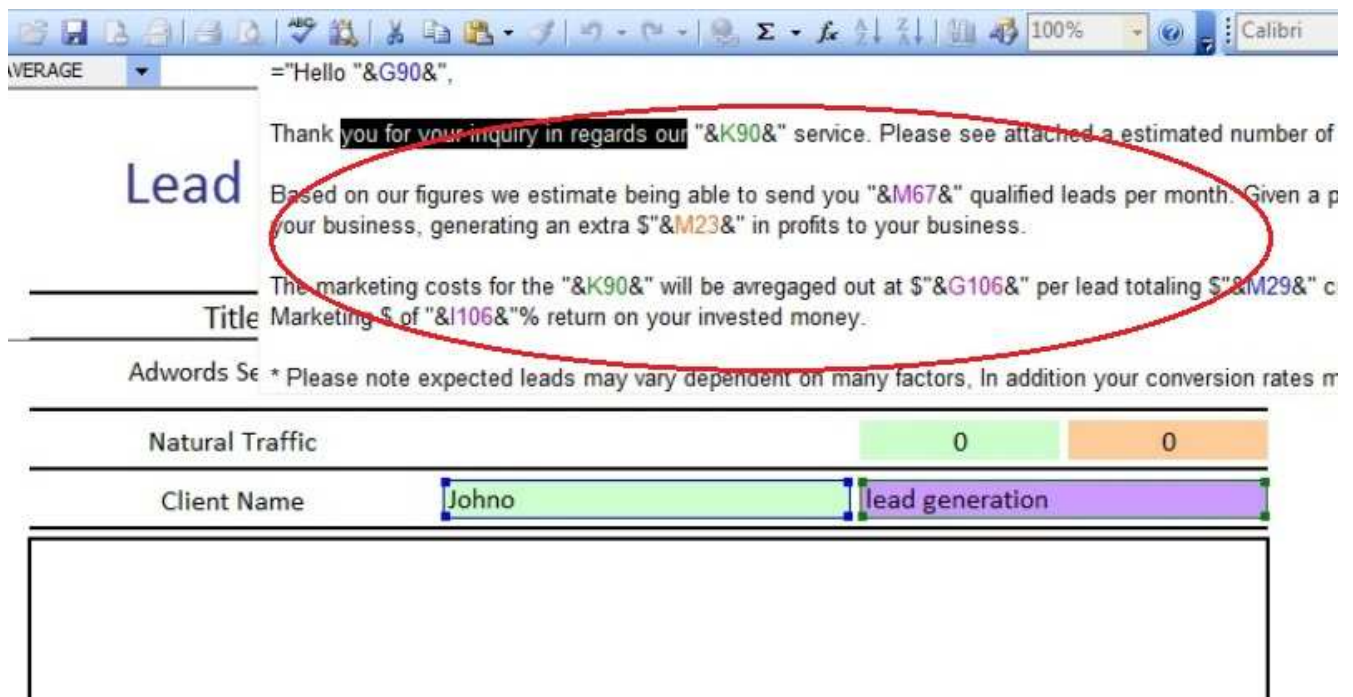
If for any reason while the macro is running and it will not stop or some type of error occurs, you can select and hold the Esc key, then select the stop macro in the dialog box that appears.

If you would like to edit the text in the email reply section, first copy the application and create a back up for Justin Case.

Then up the top in the tool bar select < Tools > Protection > Unprotect sheet > once you have done that select the copy section of the worksheet. You can edit the text up the top in the formula.

To lock system just run the application and everything will re set and lock itself, and you will need to save the changes on exit.

* Be careful not to edit the "&" and numerical reference points in the dynamic text, if you do revert to your back or close and do not save the changes.



The screenshot shows an Excel spreadsheet with a dynamic text template. The text is as follows:

="Hello "&G90&,"

Thank you for your inquiry in regards our "&K90&" service. Please see attached a estimated number of

Lead

Based on our figures we estimate being able to send you "&M67&" qualified leads per month. Given a p
your business, generating an extra \$"&M23&" in profits to your business.

Title The marketing costs for the "&K90&" will be avregaged out at \$"&G106&" per lead totaling \$"&M29&" c
Marketing \$ of "&I106&"% return on your invested money.

Adwords Se * Please note expected leads may vary dependent on many factors, In addition your conversion rates m

| | | |
|-----------------|-------|-----------------|
| Natural Traffic | 0 | 0 |
| Client Name | Johno | lead generation |