

WORKSHEET



This worksheet will review the information that was covered in Brilliant Directories' **“How to Launch a Profitable Lead-Generating Website”** webinar. By answering the following questions, this worksheet will act as a roadmap that you can follow for making changes to your website and marketing/pricing strategy. These proven methods will help you gain more business and revenue from your website’s professional members. Feel free to refer to the webinar slides to help you answer these questions. Good luck!

LEAD-GENERATING MODELS

What is the process for a Lead-Generating Website?

- 1. _____
- 2. _____
- 3. _____

What is the process for a Lead-Distribution Network?

- 1. _____
- 2. _____
- 3. _____
- 4. _____

Which lead-generating model will work best for your goals and why?

THE FOUR PILLARS

What are the Four Pillars of Lead-Distribution Networks?

1. _____
2. _____
3. _____
4. _____

Why are the Four Pillars necessary for a successful LDN?

(Websites built using Brilliant Directories have the Four Pillars in place out-of-the-box.)

GENERATING REVENUE

Of the seven suggested revenue generation methods, which ones will best suit your industry/goals?

Place in order from most important to least important.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

PRICE PER LEAD

The following four questions will help you gauge how much or how little you should be charging your professional members for purchasing leads. Be sure to keep in mind how much you will be charging them to become members on your website. If they are paying a high monthly/annual price, you might want to consider a somewhat low lead price.

Are you targeting an affluent industry?

YES NO

Will your leads be actively moderated?

YES NO

Will you be investing time and/or money in your website's branding, credibility, and perception of value?

YES NO

Does the supply & demand environment of your industry allow for relatively high, low, or moderately priced leads?

HIGH LOW MODERATE

ACHIEVING SUCCESS

What four goals should you always be striving to achieve?

1. _____
2. _____
3. _____
4. _____

Once you have a database of members, what three factors will your success largely rely on?

1. _____
2. _____
3. _____

List the 'Best Practices' that were mentioned in the webinar?

By following these Best Practices, you will exponentially help yourself in achieving your goals and seeing success with your Lead Distribution Network.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

* Remember to visit www.BrilliantDirectories.com/leads to learn more and watch a video playlist about Brilliant Directories' advanced lead matching capabilities.