

LEADS4TRADES

Quality domestic sales leads for tradespeople - WITH FRESH LEADS EVERY MONTH

Introduction

Hi there, and thank you for your recent enquiry about our exceptional business opportunity.

This document outlines the basis of our opportunity. It talks a little about us, our website and systems that enable us to present this simple yet effective business to you, and about what our expectation of you will be.

We genuinely believe that we are on the cusp of something great here. This is the first step of your joining in on our own journey and it presents you with a great chance to start working on your fortune working part time, whilst still earning a living in your full-time job. How much extra would you need to earn to be able to give up just one day of your full time job? The amount you can earn with us is dealt with later, but I hope that after reading this you will agree you have made the right decision.

So, Congratulations! You have taken the first step by requesting this information. Whatever success means to you – this opportunity is your means to help achieve it. As such, we hope that you decide to take that one extra step further, the one that many people are afraid to take, to just do it, and to join our business!

The Opportunity

Our opportunity, as a **Leads4Trades** Agent, allows you to create your own repeating, part-time residual income by offering our essential services to local small businesses which pay month after month for our opportunity to help improve their own sales. To you that means you sell once and get paid many times, month after month.

Our Business Model works both locally and nationally, so right now you can be based anywhere in the country and choose where you operate, with no limits throughout England & Wales. It is likely that this will change as we grow, and start to introduce geographical restrictions once we have sufficient Agents on board. At present, however, this is a genuine opportunity to come into this exciting new business right at the beginning.

With hours to suit your lifestyle, you can work from your own home. We provide the service and administration, and you simply provide the Clients. There is no outlay, and no stock. Full training will be provided. We offer an excellent remuneration package based on results. And again (we can't repeat this enough) - you earn every time the Client pays. Sell once, get paid month after month.

About Us

We are **Leads4Trades.co.uk**. A recent start-up web-based service company which provides small businesses with high quality, locality-specific customer sales leads.

Our leads are special, because they focus on people who have just moved house, and so are more likely to require the services of local businesses for work such as decorating, roofing, double glazing, hairdressing, pet-care, cleaning, etc etc.

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Exclusively, through our professional level partnership with the Land Registry of England and Wales, we are able to provide new sales leads within every post code district in England and Wales. What's more, we provide fresh leads every month (over 50,000 in April 2013 alone), so, importantly from an income perspective, we attract recurring payments from those businesses which buy into our service.

In a nutshell, we provide targeted leads for many types of small businesses and companies who rely on householders for their custom. **Our unique selling point is that we offer fresh leads, month after month, of local motivated customers who are looking to spend money on services and on their property with local businesses right now.**

Our business model

As founders of this business we have been following a certain process ourselves to generate regular and repeat business from our own Clients. We have found that this business works well in the local area in which we have been operating, and that we are generating an excellent income stream from our endeavours.

Having proven that the systems we have in place work well, and with our bespoke end-to-end processes now automated, we have decided that the time is right for opening up this opportunity to a **limited number** of individuals across the country. We will provide the support and resources for these individuals to also make this work in the area that they chose to operate, which may or may not be the area in which they live.

We recognise that the business we have established can thrive anywhere within England and Wales. It is not specifically a location-based business, though for some people this might be the model they choose to use. Such national coverage is not something that we are equipped to do ourselves; the scale is too large for one thing. Rather than employing staff directly to achieve this, we have decided to open up the opportunity for other people to represent Leads4Trades as our Agents, but working on their own behalf; on their own Business.

In assisting others to generate a residual, part-time income for themselves, we will actually achieve some of our own stated goals that we defined when we set up this business towards at the end of 2011. Additionally, the growth of the operation that this will provide will lead to true economies of scale for us as a company, which in turn will offset our substantial back-end costs. A true "win-win" opportunity.

Our Website

We have developed a website which tells the story of who we are, shows what we offer, and outlines the benefits of our proposition to our Clients – local businesses up and down the country. Once you join us you will have your own personalised website with your own name and contact details on each of our main website pages via your own unique link which you can publicise on your business cards, Facebook page, LinkedIn profile etc. This will ensure that any Clients who join via the website will be linked to you for remuneration purposes.

e.g. <http://leads4trades.co.uk/?ashID=C75341>

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This is a fully functioning website, SEO friendly (e.g. for “sales leads <town>” on Google we are prominent for most postcode districts across the country) and it is updated regularly with our new summary data feed generated from our back-end systems.

Our systems

We have developed a sophisticated back-end system which each month takes the raw data we receive from the Land Registry and processes it in such a way that we have instant access to all the address data for that month for any postcode district, ready to send off to our Clients.

All of our web pages are automatically generated and are accessible via the monthly summary page which outlines the number of leads for any area for any given month, e.g.

<http://www.leads4trades.co.uk/fcslldata/data/2013/04/>

This links to further pages each of which is a breakdown of each postcode area's data for that month. This is not only a sales page specific to that area, but also doubles as an SEO friendly page for all the towns & villages named within that postcode area, and allows potential Clients to see the impact this may have on the specific areas that they are familiar with.

e.g. for Bristol in April 2013

http://www.leads4trades.co.uk/fcslldata/data/2013/04/BS_Bristol-Sales-Leads-APR2013.html

This page provides a summary of the numbers of addresses. The actual address data is behind our pay wall, so the Client has to pay to receive it. Some sample data (see figure 1 overleaf) shows the actual detail taken from the following page on our website:

<http://leads4trades.co.uk/what-you-get/>

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Address Information

We provide you with address information for all the properties within the Post Code district(s) of your choice which have been recently sold (as reported to Land Registry) during the month in question.

This will either be as printed mailing labels, as below, for you to put on envelopes and send your flyer or sales letter to your prospective customers by post, e.g.: ...

40, HAZELWOOD AVE,
EASTBOURNE,
EAST SUSSEX,
BN22 0SQ

14, ASTAIRE AVE,
EASTBOURNE,
EAST SUSSEX,
BN22 8UN

27, BROOM CLOSE,
EASTBOURNE,
EAST SUSSEX,
BN22 0TQ

... or by email as a list or a CSV file, or on a CD / USB memory stick through the post, so you can process the information yourself, e.g.:

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40,HAZELWOOD AVE,EASTBOURNE,EASTBOURNE,EAST SUSSEX,BN22 0SQ
14,ASTAIRE AVE,EASTBOURNE,EASTBOURNE,EAST SUSSEX,BN22 8UN
27,BROOM CLOSE,EASTBOURNE,EASTBOURNE,EAST SUSSEX,BN22 0TQ
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Alternatively, we can even generate your mailshots for you – using the latest mail-merge techniques we can add our addresses to marketing materials you supply either electronically or as printed letters etc.

Figure 1: Sample data taken from the leads4trades.co.uk website

As this page shows, we can provide addresses in many styles:

- Mailing labels
- Text file
- Spreadsheet / .CSV file

Which can potentially be in many formats

- Printed list
- Labels stuck on envelopes
- Printed mailings on Clients' own stationery
- CD
- Memory Stick

They can be despatched to the Client in many ways

- Email
- Sent through post
- Even Hand-delivered (arranged through Leads4Trades) direct to their Clients!

So basically, there are many options available to suit our Clients. Some of which may attract additional revenue streams yet to be determined.

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However, to start with we believe it best to keep the information simple and so we are providing either CSV format data via email, or printed labels. We can open negotiations with Clients should they wish to have different formats as above.

About our Clients

Our Clients are those hard-working small businesses such as plumbers, painters & decorators, gardeners, builders, cleaning companies, dog-walkers, child-minders, hairdressers, fish & chips shops, health-care providers such as dentists, physiotherapists, etc. The list of trades is virtually endless.

A walk down your local high street, or the many small businesses tucked in and around the side streets of your own towns would reveal more of your potential Clients.

Our Clients are trades and small businesses who rely on the public for business. Those who would benefit from knowing that when people move house they may want a new kitchen, new bathroom, or carpets or a conservatory, etc.

Our Clients want cost-effective leads which offer excellent value for money. Our feedback is great. They want details of people new to their area who need to use their services, so they can get to them before their competitors.

You get the picture...

About You

You will have the ability to represent our business in a professional manner. Moreover, you will have a desire to succeed. You may have a desire for lots of money, or perhaps just an extra £100 per month would be of benefit to you. As such, the business is yours to put into it as little or as much effort as you choose. You can run this opportunity in your spare time, but the more time and effort you put in, the more successful your business will become, and the faster your income will grow.

You will have the ability to engage in some way with your Clients in offering this unique proposition. If you can visit your local small businesses personally then it will work for you. If you can phone up the dog-walking services in your area and explain our proposition then it will work for you. If you can pass on this business to the tradesmen and small businesses you interact with yourself, then it will work for you.

In fact, there are many ways you can market our services. We're developing our techniques all the time. Indeed, it is likely that you will find something that works well that we haven't thought of. So, you will help steer the development of the business by reflecting on your successes (there will be many) and your failures (there will be many). You will tell us when we do things wrong, and tell us how to do things differently. You will interact with other Agents to mutually benefit from each other's success. You will contribute to the community of Agents, sharing best practice and building the business together.

You will share in our success.

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Your Information

Initially, please provide the following information for us to assess your profile. Obviously we need to know who you are, where you live, what you want from this business, etc, together with other details so that we can work out how we can best work together.

Please copy and paste the following into an email with the details requested, or complete and scan and send as an attachment, please send to us at:

info@leads4trades.co.uk

First Name : -----
Family Name : -----
Address : -----
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Town/City : -----
Postcode : -----
Phone Number : -----
Email Address : -----

Brief summary

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Goals & aspirations

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Any Further Information / comments

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The Compensation Plan

Clients pay a fee for their data, and depending on the number of leads they take each month, this will range from £15 to £65. Typically 67% of postcode areas will attract £25-£35 per month, so on average we use a figure of £30 per Client, per month, for our calculations.

Payment to the Agent is made on or around the 20th of the month AFTER the Client fee has been received.

The compensation for the Agent takes two parts:

New Client Bonus (NCB)

When a Client joins us, and pays their fee for their address data, then **NCB** is paid to the Agent as a percentage of that initial fee.

- Current NCB = 75% of Client fee

Monthly Commission (MC)

MC is paid as a percentage of the Client's fee made on the second and subsequent months, for as long as they continue making payments. This is the genuine residual income that will over time prove very lucrative to the Agent.

- Current MC = 45% of Client fee

Payment Criteria

There are specific factors applicable to the payment of Agents' commission, such as reaching an initial minimum level of Clients, and meeting performance targets each month. These targets are not onerous, but are designed into our business simply to encourage constant activity to help the Agent build their business in a systematic manner.

Full details of the compensation plan are contained in our business manual, and this information is available before making your final commitment.

The remainder of the fees goes towards our substantial back-end costs for the data, and its processing, the administration of the system, maintenance of the website, other operational costs and of course the interactions with our Clients.

The level of fees is assessed regularly and is liable to be adjusted up or down as appropriate, given relevant notice.

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Conclusion

We have outlined our business proposition to you.

You may decide at this stage that this is simply not for you, in which case, thank you for your interest and thanks for looking.

Alternatively, you might be one of the 5% of people who are prepared to give some of their time to this proposition, one who can see the value in building an income stream that potentially can be life-changing. An income stream that once created, will carry on whilst their Clients continue to use our service. An income stream that ultimately they can sit back and let develop.

For some it is not just money, but it is time they need more of. You might be someone who can see the benefit of being able to reduce the hours of that full time job, and maybe work a half a day, a day, or two days fewer each week, allowing you more time to build your fortune on your part-time job, or to enjoy more of your leisure time with those around you.

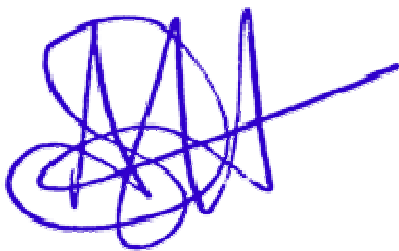
Whatever it is you want out of this, once more thanks again for getting this far, and for the interest shown in this business opportunity.

We would be very pleased to receive your details as outlined earlier. Once we receive that we will get the process underway.

Or if you have any further questions please let us know.

And if you know anyone else who would benefit from a recurring part-time monthly income, let them know!

Many thanks



Andrew Hawksworth
Founder, Leads4Trades.co.uk

Please note this document is under constant development (version 1.77), please advise us of any inaccuracies, improvements or amendments.
