

Your Website Has One Job

A registered lead. Name, email and phone number. That's it!

Are you afraid of being totally exposed!? Or do you have what it takes to look yourself in the mirror, man (or woman) up, and face reality?

When it comes to the single most important job of your website (capturing name, email and phone number), what grade would you give yourself?

Now before you give yourself the grade, I need you to understand that the only way you score better than a D is to have multiple offers on the home page designed specifically to capture name, email and phone number of the website visitor.

Now, go double check your website and give yourself a grade!

Let me just tell you that opportunity abounds here! The vast majority of builder websites are failing miserably at this one important key. People visit their site, then leave and they are lost forever.

But, not you! Not your website! Yours will capture that lead and you'll have the ability to market to that interested lead for years to come!

Do this right, and immediately jump ahead of your competition! It is the start of an amazing sales funnel that will bring you all kinds of new contracts!

Hooks, Freebies, Offers

- Something of value
- Solves a problem
- Provides information
- Saves them time
- Saves them money
- Catchy and interesting
- How-to guides
- Checklists
- Videos and articles
- Short and simple

Examples



And...the magic opt in box

FILL OUT THE FORM BELOW FOR IMMEDIATE ACCESS TO THE FULL NEW HOME PRICING GUIDE.



First Name*

Last Name*

Email*

Phone*

Choose Your Area*

Send Me the Guide!

Privacy Notice: We hate spam and promise to keep your email address safe.



BUILD BETTER

WEBSITE 2

Your Website and Generating Leads

Things to consider when building your lead magnets

What information would be most valuable or interesting to someone thinking about building a new home? What are their biggest concerns or worries?

What could you offer them as a tool to help them in their journey?

What does your potential client want or need that you can provide for them?

Your Website and Generating Leads

Things to consider when building your lead magnets

What information would be most valuable or interesting to someone thinking about building a new home? What are their biggest concerns or worries?

What could you offer them as a tool to help them in their journey?

What does your potential client want or need that you can provide for them?

- NOTES -

