

Myron Golden:

Now. All right welcome to week three, module two of Sell Your Way to Millions. This is your host Myron Golden, and we are going to be sharing with you on this training this evening how to generate leads. In fact, it's one of most critical components of selling. And tonight, we're going to talk about seven figure lead generation and positioning.

Myron Golden:

Lead generation is one of the most overlooked components of selling. Many people in the sales arena teach the concept of prospecting. I believe that when you do a good job at lead generation, lead generation can make prospecting obsolete, and you will certainly have more time to make sales if you will get good at lead generation instead of prospecting. And it doesn't matter whether you are talking about it being involved in a network marketing venue, or if you're talking about being involved in a traditional business, if you own a major corporation that's doing seven, eight, nine, ten figures in business. Selling is critical, lead generation is critical to selling. And when I say positioning, I want you to understand that positioning is the critical component of life.

Myron Golden:

I went to a seminar today, one of the things they were talking about was the stock market. And one of the principles or questions I like to ask people with regard to the stock market is this. Do you make money if the stock market goes up, or do you make money if the stock market goes down? And the answer is it depends, and it depends on what your position is. And I submit to you that that question, the answer is the same whether you're talking about the stock market, whether you're talking about the economy, whether you're talking about business, whether you're talking about writing a book, building a network marketing business, being an actor, being a singer. Do you make money as a singer? It depends on your position. Do you make money as a golfer? It depends on your position. Do you make money as a personal investor in the stock market? It depends on your position. Positioning is a critical component in life. And how you position yourself is going to determine whether you're going to be stuck prospecting for the rest of your life, or whether you will become a proficient generator of leads.

Myron Golden:

So as you're getting ready to take notes, the first thing I want you to write down is this principle under lead generation, seven figure lead generation and positioning is this. Lead generation is the opposite of need declaration. Lead generation is the opposite of need declaration. Most people in the selling arena go around declaring their needs. They either declare their needs with their mouth, or they declare their needs with their physiology. When I say they declare their needs with their mouth, I'm saying they go around telling people, "Well I need to make a sale. I need you to buy this. I need you to do this for me. Would you do me a favor?" This is all language of need declaration people, not lead generation people.

Myron Golden:

People who generate leads understand declaring your needs is a waste of time and energy because people just don't like you that much. You've got to get good at lead generation not need declaration. Stop promoting your needs. Stop telling people, stop projecting the fact that you're needy. If you're going to be successful, one of the greatest principles you will ever learn to apply is to walk like, talk like, look like, smell like you don't need anything. One of the greatest sales principles I ever learned, I learned from my dad, I learned it when I was in elementary school. My dad loved to philosophize, he thought he

was Plato, I guess. Anyway, he would gather us together, me and my six brothers, and he would tell us, he'd say, "Guys, I'm going to tell you something that I learned. If you look like you need something, if you look, if you're not presentable, you just make yourself presentable. If you look like you need something, nobody wants to help you. If you look like you don't need anything, and you've got it going on, and you already have everything, everybody, everybody will want to give stuff to you."

Myron Golden:

I had lunch today with one of the Sharks from the Shark Tank. And I didn't ask him to go to lunch with me, he asked me to go to lunch with him. Now, this was a guy who spent, who was on Shark Tank for three seasons, who invested in deals that worked, and invested in some deals that didn't work. This is a guy who owns a multi, multimillion dollar infomercial company. And he's the guy who brought the world [inaudible 00:05:35], and the tiny little exercise routines, and America's Driver, and America's [inaudible 00:05:41], et cetera, et cetera. All these different infomercials. And he asked me to go to lunch with him. Why? Because he perceives that he needs something from me. He doesn't perceive that I'm trying to get anything from him. Stop promoting your needs, when he sees me, he does not see an inferior, he sees somebody who is his equal. Why? Well he doesn't really know me that well, and I don't really know him that well, but I project myself as being his equal.

Myron Golden:

I don't get in the presence of people and try to get something from them, because when you do, that's need declaration. And all you're doing when you declare your needs is you're driving away your leads. If people perceive that you need them, they're not going to become your lead. They will only become your lead if they perceive that you need them. So what you have to do, if you're going to get good at lead generation is understand that lead generation is the opposite of need declaration. So stop promoting your needs and start promoting, so stop promoting your needs is the letter A, under point number one. Letter B is start promoting where you can lead. Stop telling people what you need, stop asking people for what you need, and start telling people where you can lead them.

Myron Golden:

You know, one of the principles of calling people on the phone is when you're doing phone selling, one of the things that most people don't get in the arena of phone selling, and one of the biggest mistakes, probably the most common mistake made by people attempting to sell on the phone is they are too excited when they call somebody. And what I do is I make sure that when I call somebody on the phone, if selling is what I'm doing, I don't sound excited, because when you sound excited people perceive that as needy. I sound, when I call somebody on the phone, instead of raising my voice and saying, "Hey how are you doing? This is Myron, how is it going? Hey can I talk to Mr so and so?" When I call somebody on the phone and I'm prospecting, if I were to call, let's say I were to call Coco Jackson in New York. I would call and say, "Hello, this is Myron, may I speak with Coco?" And I would do it in exactly that tone of voice. I would sound like a police officer sounds when they pull you over to give you a ticket. How funny would it be if a police officer pulled you over to give you a ticket and he said, "Hey, hey, I'm so excited to be pulling you over today, this is my fifth ticket today and ..." It would be so weird.

Myron Golden:

If you went to a job interview and the person you were interviewing with sounded excited to interview you, you would feel skeptical about the job. That's why when you sound excited, when you're

prospecting people for your network marketing business, or if you want to get a gig speaking on a platform, or if you want to, or if you're trying to sell a corporation your book, when you do those things, when you sound excited it makes people feel skeptical, because they feel like if it's so good, why do you need to get rid of it so bad. So, when you're positioning yourself, stop promoting your needs and start promoting where you can lead.

Myron Golden:

Most promotion that most businesses do is in more need declaration than lead generation. Most network marketing companies teach their new distributors to go out and say, "Hey, would you do me a favor? I really respect your opinion. Could you tell me, take a look at this and tell me what you think about it?" I think that's an about horrible script. I think that's one of the most horrible scripts I've ever heard because you are giving the prospect all the power. I think it's a dangerously horrible script.

Myron Golden:

Then, most businesses, when they start doing a sales presentation, they start out talking about the company, "We've been in business for 55 years, we are accredited by the blah, blah, blah and the blah, blah, blah. We have these certifications, we have this, that and the other. And this thing has two of these and one of those and it has a turbo booster and a lithium ion generator." And we start talking about our stuff. And whenever we're talking about our stuff, we make it sound like we need them to believe it. Don't talk about your stuff. Talk about their stuff. Learn how in your lead generation to talk to the prospect about what they want because that's all they care about anyway.

Myron Golden:

So, point number one is lead generation is the opposite of need declaration. That's point number one. And those other three points, stop promoting your needs, that's letter A. Start promoting where you can lead, that's letter B. Most promotion is need declaration, and not lead generation that's point letter C. This is the main point number two, you can only generate leads when you are in the lead. What do I mean you can only generate leads when you are in the lead? Well, if you understand that positioning is perceptual, what do I mean by that? When somebody meets you they perceive you as being at a certain level. Let's say there's, we'll call it the ladder of influence, and let's say the ladder of influence has 10 rungs on it. And let's say at the top of the ladder of influence is EF Hutton. He is a 10 on the ladder of influence. When he speaks, people listen. When EF Hutton says jump, people ask how high on the way up. He's a 10. And the bottom rung of the ladder of influence is Charlie Brown. He's got so little influence his own dog doesn't listen to him.

Myron Golden:

Now, the reason I give you this analogy is because I want you to understand that when you meet people you place them on a rung from one through ten on the ladder of influence. You do it subconsciously, and you do it automatically. When you meet people you either see them as above you on the ladder of influence, or below you on the ladder of influence, or least of all, this is the least frequent perception that you have, they're on the same rung as you on the ladder of influence.

Myron Golden:

Now what's really interesting is, when we take this whole ladder of influence concept and we extrapolate it out, we see some very interesting things. First thing we see is, if I perceive other people on a particular

rung in the ladder of influence, then other people are going to perceive me on a particular rung in the ladder of influence. And believe it or not, where people perceive me on the ladder of influence is going to be largely determined by where I perceive myself. I'm going to say that again. Where other people see me on the ladder of influence is going to be largely contributed to or controlled by where I perceive myself on the ladder of influence. So if I see myself on the ladder of influence as a 10, when other people perceive me, they will perceive me as a 10, why? Because when I see myself as a 10, as an EF Hutton, I'll carry myself as an EF Hutton, the tone of my voice will be an EF Hutton tone of voice, which is generally speaking a lower, more authoritative tone. The clothes that I wear will say that this person sees themselves as a 10. The car that I drive, the cleanliness of-

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Myron Golden:

As a ten, but the car that I drive, the cleanliness of my car, all of those things will tell people how I perceive myself. And, when they see how I perceive myself, they will get queues on how they should perceive me according to me.

Myron Golden:

Now, here's what's interesting. Generally speaking in a selling or recruiting situation, whether you're recruiting in work marketing, or whether you're selling in B to B, C to C, when you're selling or recruiting most people feel much more comfortable attempting to sell or recruit to people who they perceive to be on a lower run than they're on. Because, you feel the influence you have over that person.

Myron Golden:

And, I'm gonna tell you something. All of this stuff is made up, and when I say it's made up, we as a group as people made up this whole ladder of influence thing. We've been operating by it our entire lives. We've always seen people who we thought we would hire them, and we've always seen people who we thought we were lower than, but it's all fictitious. We're all people. We all basically have to eat, sleep and go to the bathroom.

Myron Golden:

There is no difference that's that unique between people, but we perceive there to be this difference, because so and so is a professional athlete. Or, this person is an actor. Or, this person is a singer. Or, this person is a speaker. Or, that person is an author. These unwritten, unspoken rules exist. Since they already exist and you're not gonna get rid of them and I'm not gonna get rid of them, we might as well work within them.

Myron Golden:

So, understand that you can only generate leads when you are in the lead. And, positioning is perceptual. People place you in priority according to their perception of where they see you on the influence ladder. By the way, why do they do that? Because, people who perceive you, people who look at you, if they perceive you as a person who can take them somewhere, then they want to follow you.

Myron Golden:

So, if you understand what I just explained to you. Positioning is perceptual, and people will place you in priority in their mind according to their perception of where you are on the ladder of influence. As long as you understand that, when we talk about lead generation ... Lead generation is based on leadership. What do I mean by that? Lead generation. The only way you can generate a lead is if people perceive you as being a leader. That's what I mean when I say that you can only generate a lead when you are in the lead. When people perceive you as being in the lead. Then they'll follow you.

Myron Golden:

But, people only follow you if, A, they think you know something they want to learn. That's why you're on this call tonight. You're on this call tonight because you know Myron knows something about selling that you don't know yet, and you want to know that thing. So, instead of you sitting in front of your television watching the Flintstones or the Jetsons or whatever comes on television these days, you're sitting on your couch or on your bed with your phone up to your ear, and a pen and paper, or a computer on your lap taking notes, because you perceive that I know something about selling you don't know. That's why you're willing to follow me.

Myron Golden:

And, when your prospects, and your customers, and your clients, and your students perceive that you know something they don't know, they're gonna follow you, just like you're following me. And, I'm sure ... Let me ask you this question. Does that make sense, everyone shout yes?

Speaker 2:

Yeah.

Myron Golden:

So, So, understand that's how this works. So, people will only follow you if, A, they think you know something, they want to learn. By the way, that's why it's important as a leader in whatever industry you're in, you must always be learning. You can never get to the point in your business, in your life, where you feel like you've arrived. If you do, if you do get to the place where you have arrived, you will not be there long. That's just how it works.

Myron Golden:

People will only follow you if, A, they think you know something that they want to learn. B, if they think you can take them somewhere that they can't get to by themselves. See one of the things as a financial teacher, I want people to understand is that I can teach them, I can take them by the hand and lead them into the financial promised land. I can teach them to generate money in ways they've never thought about before. I want people to understand that. I want you to understand ... In fact, I've got a young lady Coco I hope you're ready.

Myron Golden:

I got a young lady on the phone. She's a published author. I met her in March. March 21st, 2013. She bought by author course, she's a published author. And, Coco can you hear me?

Coco:

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Yes, I can hear you.

Myron Golden:

Okay, well I can hear you as well. From the time you took my course to the time you got your first book published how long did it take?

Coco:

I would say about maybe three months.

Myron Golden:

Three months. So, you took the course, you had your first book published in three months. How long did it take you to get your second book published after that?

Coco:

About a month.

Myron Golden:

About a month.

Coco:

I'm on my third and fourth book right now.

Myron Golden:

Oh, and you're on your third and fourth book now?

Coco:

Yeah.

Myron Golden:

When I was at that event in New York city, you bought my course on how to write a book because you wanted to be an author, and something I said caused you to perceive that I could help you get there faster than you could get there by yourself. Is that true?

Coco:

Absolutely, absolutely.

Myron Golden:

And, has that proven to be true.

Coco:

Definitely. Why am I still with you?

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Myron Golden:

Okay. Fantastic. Go ahead, what were you gonna say?

Coco:

If it wasn't working I wouldn't be here.

Myron Golden:

There you go. There you go. Coco Jackson. Thank you. Oh, by the way, I might as well give you an opportunity to promote your books.

Coco:

Okay. Right now?

Myron Golden:

Yeah, go ahead and just say what they are.

Coco:

The first one's an ebook on Kindle, The Art of Love Making [inaudible 00:22:33]. Discover Five Ways To Fulfilling intimate Relationships, Personal Development. And, the second one is Romance NOT Finance: 10 Simple Ways To Spice Up Your Love Life. That's for [inaudible 00:22:46] and that's personal development for adults also.

Myron Golden:

Okay. Fantastic Coco.

Coco:

Okay.

Myron Golden:

Thank you for sharing that, but I want you guys to understand the only reason people will buy something from you, or will follow you, or will become your lead, a person will only become your lead if they perceive you could become their leader.

Myron Golden:

Okay, I hope you got that. So, people will only follow you if, letter A, they think you know something they want to learn. Letter B, they think you can take them somewhere they can't get by themselves. Letter C, they think you are something they want to become. All of this is perceptual, but it doesn't matter. Their perception creates their experience in reality. So, if people perceive you as being a person who knows something they want to learn, can take them somewhere they can't get by themselves, or they perceive that you are something that they want to become, they will become your lead. And, by your lead I mean they will follow you. They will only become your lead if you can show them that you are able to be their leader. This is how it works folks.

Myron Golden:

Okay, now we're on main point number three. The golden rules of lead generation. The golden rules of lead generation, or the golden rule of lead generation. And, the golden rule of lead generation is this, always give before you get. It is the golden rule of lead generation. Jesus went around healing people, healing sick people and feeding hungry people. What was he doing? He was giving before he got. It doesn't matter what business you're in, always give before you get. As, most people as so focused on what they want to get, that they forget to give. Therefore, they never get. This is how lead generation is done.

Myron Golden:

So, how do you do it? Well, what you want to do is you want to make sure that you are an asset of value. Make sure you are an asset of value to somebody else. When people come around you, they need to feel like they're learning more, they're becoming more, they're getting farther down the road they want to go down, but you have to be perceived as an asset of value. Instead of somebody who's trying to get something from them, you must be perceived as somebody who is wanting to get something to them. That's how lead generation works, and that's what you've got to get good at if you want to get good at lead generation. You've got to get good at making them know that you're an asset of value.

Myron Golden:

So, how can you do that? Well, first thing you want to do, is you want to create stuff that you could sell and then give it away. Create something that you could sell and then give it away. What could it be? It could be a free audio on the 12 biggest ... I've got golf on in the background right now, because I love golf and I'm playing golf tomorrow in Orlando at one of the Disney courses at celebration. And, I love studying golf. And, if I wanted to generate leads for golf I would create a free audio called, "The 12 Biggest Mistakes Armature Golfers Make That Keep Them From Shooting In The 70s."

Myron Golden:

I just made that up. I mean the title. But, I'm gonna create that audio tomorrow. Okay. So, and I could sell it. What you want to do is you want to create stuff that you could sell and then give it away. The most important rule when creating stuff to give away is what I call the law of free. The law of free. You've heard of the law of attraction, this is the law of free.

Myron Golden:

What is the law of free? Never ever, ever, give away anything for free that you could not otherwise sell for a profit. Never give away for free anything that you could not sell for a profit. Why? Because, when you give away something for free and people will listen to it or they watch it, or they read it and it's junk, they'll never buy anything from you. But, when you give away something for free and it's transformational, and it's life-changing, and it's game-changing, then and only then will they come back and buy from you over, and over, and over again. Create free stuff that you could sell, and then give it away. That's letter B.

Myron Golden:

Letter A, under the golden rules of lead generation, always give before you get. Letter A, make sure you are an asset of value. Letter B, create stuff you could sell and then give it away. Letter C, let the stuff you give away do the selling for you.

Myron Golden:

The stuff I'm teaching you right now, this is game-changing folks. What I'm teaching you right now could make you millions of dollars, it can generate for you tens of thousands, hundreds of thousands of leads, and make you millions of dollars. So, that's the golden rule of lead generation, always give before you get, make sure you're an asset of value, create stuff you could sell and then give it away, let the stuff you give away do the selling for you.

Myron Golden:

One of the things that I would do ... I'm gonna give you a couple of clues on how to do that, let the stuff you give away do the selling for you. A couple things. Number 1, make sure the content on the stuff you give away, make sure the content is of stellar quality. And, then make sure that the actual media itself is stellar quality as well. So, when you give away a recording, make sure the quality of the recording is good. When you give away a video, make sure you give away ...

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Myron Golden:

When you give away a video make sure you give away a high quality video. If you're going to give away a book or an E-book, make sure the content is high quality. If it's got pictures in it, make sure the pictures are high quality pictures. That's one thing. So first of all, you've got to make sure that it's quality.

Myron Golden:

Second of all, use testimonials. Make sure when you give stuff away, you always have testimonials: a couple of testimonials at the beginning, a couple of testimonials at the end of the content. And then the last thing you want to do, right after those last testimonials, is make sure you do a CTA. And CTA, in the business of selling, is short for "call to action." Tell them what you want them to do. So when you give them some free stuff, great, you gave them some free stuff. Make sure some testimonials are on the front end.

Myron Golden:

By the way, it's always a good idea, if the testimonies are about the person, if the person who gives the testimony is giving a testimony about the result that the person you're giving the stuff to wants to have. So, if it's a making money free giveaway, you want to make sure that the testimonies that go in front of there are about making money.

Myron Golden:

Okay, have a couple on the front end. Make sure they're brief. A couple testimonies on the back end. Make sure they're brief. Great content in the middle. And then, at the end of the testimonies at the back end, do a CTA. This is how you generate leads, and lots of leads.

Myron Golden:

Now, there are three different kinds of lead generation. I'm going to tell you what they are, and we're going to go through them one-by-one. This is, by the way, so that was the golden rules of lead generation. That was point number three. This is point number four. It also has three sub-points.

Myron Golden:

Point number four is there are three kinds of lead generation.

Myron Golden:

Letter A, positive cash flow lead generation. You can generate leads and cashflow at the same time. Isn't that exciting? You can create a 99 cent Kindle book that you sell for 99 cents and you send people in that Kindle book to a lead capture page, and when they go to that lead capture page you're giving them something else for free but you're getting their name and email address and now you can market to them for the rest of their lives, or until they opt out of your list, and you can market to them for free. That would be called positive cash flow lead generation. You can do positive cash flow lead generation. I'll give you some other ways under the next number point: number five. So, that's an example of positive cash flow lead generation.

Myron Golden:

You can do negative cash flow lead generation. What is negative cash flow lead generation? Negative cash flow lead generation has to do with buying advertising. By the way, buying advertising can be the fastest way to scale a business. Don't be afraid of buying advertising just because you have to spend money. Sometimes, the fastest path to becoming a millionaire is spending money on advertising to drive traffic to an offer that converts.

Myron Golden:

Okay, let me use some different language here. Spending money on advertising to get a bunch of people to go look at a presentation that, when they see it, a large percentage of them buy. That's what we call driving traffic to an offer, and that sales presentation is an offer that converts. Converts means: it sells. People bought it. So, that's called negative cash flow lead generation, but it's only negative cash flow until you do the offer.

Myron Golden:

If I spend, let's just say, it costs me... Let's say I buy something from my friend Dagan Smith. Let's say I buy a 500 click solo ad from Dagan Smith. So I get 500 clicks to my offer, so 500 people go check out, they click on my offer, they go register for my webinar, and they go through the webinar. And let's say I pay Dagan \$500 for that. And of those 500 clicks let's say I generate four sales of a \$500 offer, so I made \$2000. What was negative cash flow lead generation on the front end, because I had to spend the money to generate that lead, and then the sales process made that money back for me plus a profit. So, that's negative cash flow lead generation.

Myron Golden:

And the third kind of lead generation is free lead generation. Free lead generation primarily happens on the internet. And it happens on the internet by having a lead capture page. And that lead capture page

gives away a free audio, a free video, or a free special report, or a free E-book in exchange for their name and email address. That's called free lead generation.

Myron Golden:

And another way to do free lead generation is through text message auto responders. If I did go speak at a seminar, one of the things that I do is that I have people text their name and E-mail address to a phone number, and when they do I give them a free video. I usually give them a free video when they do that. So, I do that to generate leads, and I do that for free. If I'm speaking at somebody else's event, it's a free lead.

Myron Golden:

Now that's number four, point number four. Now we're onto point number five, and here's point number five. Very exciting. Leads are everywhere. Leads are everywhere. So, what I'm going to do on this part of the training, before I open it up for calls, is I'm going to tell you some of my favorite places to generate leads. By the way, almost of these are positive cash, a couple of them are free lead generation sources, and one of them, a couple of them are negative cash flow, so I've got a couple different examples. These are some of my favorite places to generate leads, and there are all kinds of examples. When I tell you what it is, I'll tell you which kind of lead generation mechanism I'm using.

Myron Golden:

Amazon. A definitely positive cash flow lead generation. So, somebody buys one of my E-books on Amazon, I send them to a lead capture page or, in the book, I tell them to text their name and email address to a phone number and I will send them a free blah blah blah. Whatever that blah blah blah is, doesn't matter, I will send them a free blah blah blah. So, that's called, Amazon, definitely positive cash flow lead generation.

Myron Golden:

Ebay, again, positive cash flow lead generation. I have literally created products, information products, audio products, and I know this works. And this is one of the best lead generation strategies in the world. I have created lead generation strategies that I use. I mean, I have created information products specifically for selling them on Ebay for the purpose of generating leads for my different businesses. And I've made thousands, and thousands, and thousands, and thousands of dollars a month just creating products to sell on Ebay for generating leads for my other businesses. So, Ebay is a great place to generate cashflow leads, positive cash flow leads.

Myron Golden:

Craigslist, another great way to create positive cash flow leads. By the way, on Ebay, when they would buy the audio, or the video, or whatever the product is, I would send it to them, but I would also include a sales letter that was prospecting them for my product or prospecting them for my business opportunity, and gave them an opportunity to go to a website and opt-in, or to call my cellphone, whatever the thing I was promoting. If I sold that thing on Ebay, I would always include a CTA, an offer and a CTA in the package that would get them to call me or go to a website. And using Ebay we drove traffic to so many offers it's not even funny.

Myron Golden:

Okay, Craigslist is another one. You can use it just like the Ebay strategy.

Myron Golden:

One of my favorite positive cash flow lead generation mechanisms is doing conference calls and telling telephone numbers. That's a positive cash flow lead generation. I mean, that's why you're here. You came to this call. See, all I'm doing basically is I'm allowing you to listen in while I create a product that I'm going to sell. So, I did a conference call. I spoke on a conference call last Friday and I spoke on that conference call for a friend of mine named Liddy [phonetic 00:39:30]. On that conference call, I made this training available. Some of you who are on the call tonight took advantage of the offer that I made on that call for \$97. The rest of you took advantage of it either on my call, or on a call I did for Larry Beacham. But whatever the case is, everybody who's on this call tonight is here because I did a conference call. And while I didn't make you pay for the conference call, you had to pay to come and attend this training.

Myron Golden:

So, conference calls are one of my favorite ways to generate leads. You want to start generating a lot of leads? Start a weekly conference call as an expert/guru in your niche teaching people how to get better at the thing you can teach them how to get better at doing, and before you know it you will have a whole tribe of people following you. So, conference calls are one of my favorite ways to generate leads.

Myron Golden:

Seminars, another one of my favorite ways to generate leads. I went to a seminar today. There were 2500 people there, on a Wednesday, all day, listening to Les Brown, Captain Mark Kelly, the astronaut, and his wife Gabrielle Giffords, and one of the sharks from Shark Tank, Kevin Harrington was speaking there today. And they came and listened to all these people, all day long. Seminars are one of the greatest places to generate leads.

Myron Golden:

Radio. Radio is a fabulous tool. I have a radio show that comes on every day in Tampa, Florida. Those of you who'd like to listen to my radio show: you can go to my website myrongolden.com and click on the blog link and then scroll down and listen to some of the archives of some of my radio shows. But, radio is a great way, but it's a negative cash flow lead generator. What do I mean by that? Well, you spend money to have a radio show. The radio show costs us thousands of dollars a month, but it generates leads for us. Those leads we convert into seminar attendees. Those seminar attendees we convert into sales. So, radio and television can both be negative cash flow lead generators. An infomercial can be a negative cash flow lead generator, but it can be powerful and make you a lot of money, but you're going to have to spend a lot of money out of your pocket to do it.

Myron Golden:

And then a free lead generation method would be newspapers. And television and radio could also be free, if you get a reporter to do a story on you, or you get interviewed on a radio show, or interviewed on a television show, or interviewed for a newspaper or magazine. Those are free lead generation techniques.

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Myron Golden:

And one of my favorite, the last one I'll mention, is also one of my favorites, which is a positive cash flow lead generation machine. And that is a book. If you write a book, a physical book I'm talking about now in particular. If you write a book, what's really cool about being an author, is I use my book as a business card on steroids. When other people are giving their business cards away for free, I'm selling mine for \$20.

Myron Golden:

Lead generation can change your life for the rest of your life and make selling so much simpler, if you generate the leads right, because when you do lead generation as a leader, who's generating a lead, instead of a needer who's declaring your need, what you will find out is that you literally have the ability to position yourself as a trusted advisor instead of an interruption or an interference.

Myron Golden:

So, that's what I've got for you tonight. I'm going to stop the recording, and then...

PART 3 OF 3 ENDS [00:43:34]