

“997 METHOD” - Advanced Tactics for Action Takers

By Alex Beloev

Before jumping in to the real deal, I want thank you for taking action and getting this report. The value I will share with you is incredibly high and everyone using just this report can make bunch of cash.

I will keep this report as short as possible and with only into the trenches stuff!

As all the system is around paid traffic, there is no exception in here as well.

But if we were just showing you how to use Facebook in a different way previously, now the big stuff comes.

I will show you how to advertise on places where the average income is over \$100 000! Yeah, you heard that right.

I will also show you how to market to those people directly in their inbox for as low as \$1 per lead.

So keep reading.

Let's start with the first method.

Get your ads in front of audience where the average income is \$100K +

You probably think, that we will do some magic here, use some software from the future?

No!

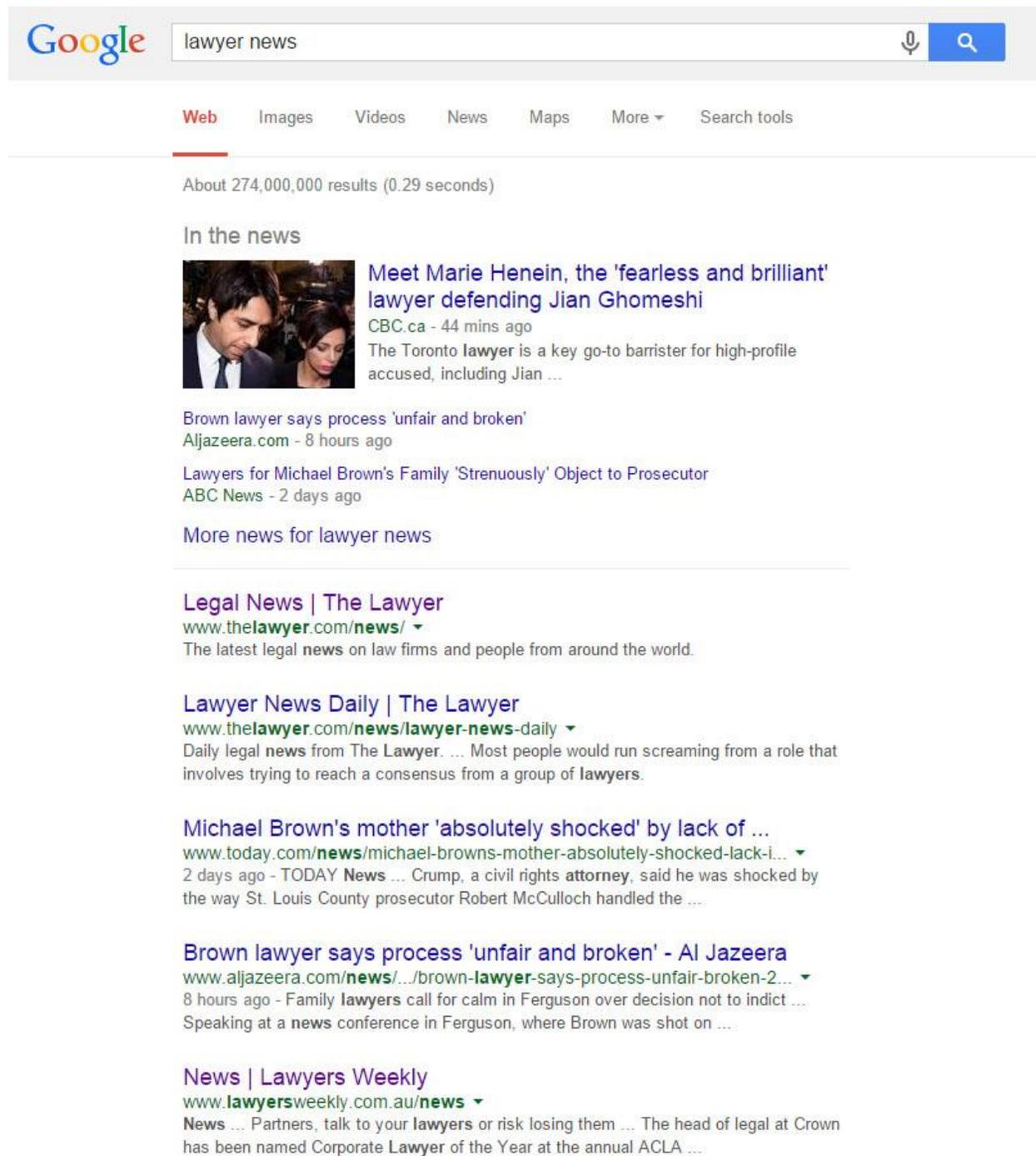
We will just type two words in google.

For example: *"lawyer news"*.

And for your niche you just need to change "lawyer" to whatever profession you have chosen.

The trick is, as discussed in our main report to market to businesses that charge as much as possible per service or per sale.

Here is what I get as results by typing "Lawyer news" in Google:



The screenshot shows a Google search for "lawyer news". The search bar contains the text "lawyer news" and a search button. Below the search bar, there are tabs for "Web", "Images", "Videos", "News", "Maps", "More", and "Search tools". The "Web" tab is selected. The search results show "About 274,000,000 results (0.29 seconds)". Under the heading "In the news", there is a photo of a man and a woman, followed by a news snippet: "Meet Marie Henein, the 'fearless and brilliant' lawyer defending Jian Ghomeshi" from CBC.ca, 44 minutes ago. Below this, there are two more news snippets: "Brown lawyer says process 'unfair and broken'" from Aljazeera.com, 8 hours ago, and "Lawyers for Michael Brown's Family 'Strenuously' Object to Prosecutor" from ABC News, 2 days ago. A link for "More news for lawyer news" is provided. Below the news snippets, there are three website listings: "Legal News | The Lawyer" (www.thelawyer.com/news/), "Lawyer News Daily | The Lawyer" (www.thelawyer.com/news/lawyer-news-daily/), and "News | Lawyers Weekly" (www.lawyersweekly.com.au/news/).

What you need to do now is search for the top news website in the niche you are marketing.

Here are tool I use to check the website visitor numbers and make sure that this site is getting huge amount of visits:

<http://www.trafficestimate.com/> - simple website that shows you the estimate visitor number.

What you do is simply paste a URL in format: "*google.com*" without slashes or `http://` at the beginning.

And here is the site I have picked up:

<http://www.lawyersweekly.com.au>

I have checked it with the traffic tool I shared with you above and it has good enough results – 49800 visits for the past 30 days at the time this report is written.

That's absolutely enough to start marketing. And don't forget that these are lawyers. The chance that this site is visited by teenagers or pregnant moms is close to zero! Just hyper targeted visitors.

What you need to do now is go and find the advertising page (this is the page dedicated for advertisers with more information on what types of advertising they offer, some numbers about their audience and so on).

A little trick I use by searching for this page is clicking Ctrl key + "F". I believe that all the browsers have this functionality, but at least I am sure that Mozilla and Chrome have it.

This will open a search input where you should start typing "advertise" or "advertising".

This way it will search thru the web page text and find all the words you are searching for.

In our case the page link is placed in the footer area of the website.

Well, on that specific page there are some statistics for the website audience. And if you go thru them you will read this:

"The average income of the Lawyers Weekly reader is \$130 000".

Here is a screenshot in case you are have no internet connection to see that live:

Audience Overview

The average income of the *Lawyers Weekly* reader is \$130,000.

14% of our readers are managers; 12% are senior associates; 8% are partners. These equal more than the total readership of our nearest competitor.

Can you see the big picture now?

You will be in a position of trying to sell a Lamborghini to a millionaire who actually is looking for a Lamborghini.

Don't just copy this example. Go and search for Surgeons, go and search for Dentists, for Real Estate agents...

And here is a list of 15 high end niches you can start with:

- Wedding Rings
- Financial Professions
- Architects
- Hospitals
- Collision repair
- Luxury Real Estate
- Luxury Yachts
- Luxury Cars
- Carpeting
- Plumbing
- Party Planners
- DJ's
- Interior Design
- Air Conditioning
- Luxury Vacations

So, what you need to do is just contact the website owner for more information (in most of the cases a contact email or number is placed at the bottom of the "advertise" page).

Do email marketing to a target group where the average income is \$100K +

Sure some of the websites you have found may have the option to do email marketing to their readers.

If they have, definitely ask for more details.

But in this chapter I will show you where to find an email marketing solution you can use and build your campaign the way you want.

No matter if you want 100 leads or 1000 leads.

It's called "infoUSA" and you can find it here:

<http://www.infousa.com/>

I will show you in a short tutorial how to setup your campaign fast.

First go to that site and open the "Mailing Lists" menu and choose U.S. Businesses.

The screenshot shows the infoUSA website interface. At the top, there is a navigation bar with the infoUSA logo on the left and a contact number '800.835.5856' on the right. Below the navigation bar, there is a horizontal menu with several options: 'Mailing Lists', 'Sales Leads', 'Email Marketing', 'Direct Mail Marketing', 'Enhance Your List', 'Google Advertising', 'Sign In', and 'Register'. The 'Mailing Lists' menu is open, showing a list of options: 'U.S. Businesses', 'U.S. Consumers', 'Business Emails', 'New Businesses', 'New Homeowners', 'New Movers', 'International Lists', 'Bankruptcy', 'Business Specialty', and 'Consumer Specialty'. The 'U.S. Businesses' option is highlighted with a red box. Below the navigation bar, there are several promotional banners. The first banner is for 'Sales Leads' and '230 Million Consumers', with a 'Find Consumers' button. The second banner is for 'Create a Marketing Campaign', with sub-sections for 'Email Marketing' and 'Direct Mail Marketing', each with a 'Get Started' or 'Learn More' button. On the right side, there is a 'Quick Links' section with various links like 'Specialty Lists', 'New Businesses', 'New Homeowners', etc.

On the very next page just hit “Get Started”.

What we need to do now is simply expand the “Search for a Industry Type or Business Name” menu and type our search below. I will do an industry search for real estate this time. After you do that just hit the search button on the right side of the input field.

The very next step is to choose from the list of profession who exactly we want to target and move onto the next step by hitting “Continue”.

The screenshot shows the infoUSA website interface. At the top, there is a navigation bar with 'Mailing Lists', 'Sales Leads', 'Email Marketing', 'Direct Mail Marketing', 'Enhance Your List', 'Google Advertising', 'Sign In', and 'Register'. A 'BLACK FRIDAY SPECIALS' banner is visible, along with a 'Live Chat | Help' button and a phone number '800.835.5856'. The main content area is titled 'U.S. Business Search > Type of Business'. It features a search bar with 'real estate' entered and a 'Search' button. Below the search bar, there are tabs for 'Type of Business', 'Size of Business', 'Other Selections', 'Geography', and 'Review Criteria'. A 'Continue' button is highlighted with a red box. The search results list various real estate-related professions, with 'Real Estate Buyers Representatives 6531-44' selected and highlighted with a red box. On the right side, there is a sidebar with 'You currently have: 198,941 Leads' and a list of 'Selected Criteria' including 'Type of Specialty', 'Marketing Type', 'Mailing', 'SIC Codes and Ranges', 'Size Of Business', 'Geography', and 'Other Selections'.

As you can see from the screenshot above, there are a lot of sub niches you can choose from. Take the time to research which best fits your business model.

After hitting the continue button you will be redirected to a menu where you can target your audience.

There are a lot of options to choose from, but I recommend you to leave it as it is. Here are two screenshots of what the possibilities are. You can target by number of employees, by sales volume and so on. Check them below:

You can see the number of leads you are currently targeting on the upper right corner. Just make sure that after every change you hit the "Update Count" button.

Home > U.S. Business Search > Size of Business

Type of Business | Size of Business | Other Selections | Geography | Review Criteria

◀ Back ▶ Continue

Number of Employees
Select a range or exact number of employees

Select from these ranges:

1 - 4 50 - 99 1,000 - 4,999
 5 - 9 100 - 249 5,000 - 9,999
 10 - 19 250 - 499 10,000+
 20 - 49 500 - 999 ALL

Enter in the exact number of employees ⓘ
(E.g to find 3 or more, enter from 3 to ALL.)

From: To:

Sales Volume
Select companies based on annual sales figures

Square Footage
Select companies based on building size

Business Expense
Select based on what companies spend

You currently have:
257 Leads
Update Count
See Price

Selected Criteria: Delete

Type Of Business
[Marketing Type](#)
Mailing

[SIC Codes and Ranges](#)
Real Estate Buyers Representatives 6531-44 ✕
Law Enforcement Consultants 7381-18 ✕

Size Of Business
[Location Sales Volume](#)
\$500,000 - \$1 Million ✕

Geography

Other Selections

Save Search
New Search

Home > U.S. Business Search > Size of Business

Type of Business | Size of Business | Other Selections | Geography | Review Criteria

◀ Back ▶ Continue

Number of Employees
Select a range or exact number of employees

Sales Volume
Select companies based on annual sales figures

Select from these ranges:

Less Than \$500,000 \$5 - \$10 Million \$100 - \$500 Million
 \$500,000 - \$1 Million \$10 - \$20 Million \$500 Million - \$1 Billion
 \$1 - \$2.5 Million \$20 - \$50 Million \$1 Billion +
 \$2.5 - \$5 Million \$50 - \$100 Million ALL

Enter in the exact sales (in millions) ⓘ
(E.g to find 1.2 million or more, enter from 1.2 to ALL.)

From: To:

Square Footage
Select companies based on building size

Business Expense
Select based on what companies spend

You currently have:
257 Leads
Update Count
See Price

Selected Criteria: Delete

Type Of Business
[Marketing Type](#)
Mailing

[SIC Codes and Ranges](#)
Real Estate Buyers Representatives 6531-44 ✕
Law Enforcement Consultants 7381-18 ✕

Size Of Business
[Location Sales Volume](#)
\$500,000 - \$1 Million ✕

Geography

Other Selections

Save Search
New Search

On the last screenshot I have bordered in red a button called "Sea Pricing". Just click it and you will see the different package options you can choose from. If you need fewer leads, just click the link under the lead count in the upper right corner saying "I want fewer leads". Here is a screenshot for better illustration:

[Home](#) > [U.S. Business Search](#) > [Review Criteria](#) > [Choose Your Package](#)

Which package would you like?

Available information may vary per record.

Mailing Package	Calling Package	Complete Package
Your Price: \$107.94 ▶ Select This Package View Sample	Your Price: \$131.07 ▶ Select This Package View Sample	Your Price: \$138.78 ▶ Select This Package View Sample
Package Details <ul style="list-style-type: none">• Company name• Address• Contact name• Title• Contact gender• Line of business (SIC Code)• Metro area• Carrier route• Delivery point bar code	Package Details <ul style="list-style-type: none">• Company name• Address• Contact name• Title• Contact gender• Line of business (SIC Code)• Metro area• Carrier route• Delivery point bar code• Phone number	Package Details <ul style="list-style-type: none">• Company name• Address• Contact name• Title• Contact gender• Line of business (SIC Code)• Metro area• Carrier route• Delivery point bar code• Phone number• Website address

[Print price quote](#)

You currently have:

257 Leads

[I want fewer leads](#)
[Let me pick the leads I want](#)

Additional Options:

[Save Search](#)
[Change Criteria](#)
[View Leads on a Map](#)
[Market Research Report Labels, Lists & CD-ROMs](#)

And in the field that will pop out you can write the number of leads you want.

Simple as that.

And as you can see you can get hyper targeted leads for as low as \$0.5 per lead. Once they land your page you will retarget them and market to them over and over again.

And all of this for just \$0.5 per lead, incredible.

Conclusion

All of the information I have shared with you is not a secret, but it is a combination of powerful techniques you can implement in your business and start seeing the big picture!

Both the strategies I have shared in this advanced stuff guide can be used with other business models as well, so don't just think of them as a way to find high paying clients.

Go and give the system a test drive!

Take action and it will work for you for sure.

Thank you again for jumping in and I hope that the information you just learned will help you to at least double your income in the next year.

But it depends on you. This stuff works, top marketers use it, the question is will you take advantage of it?

Best regards,

Alex 😊

Resources I recommend

- I. [Click](#) to build your top converting landing pages with up to 84.4% conversion rate.