

“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!

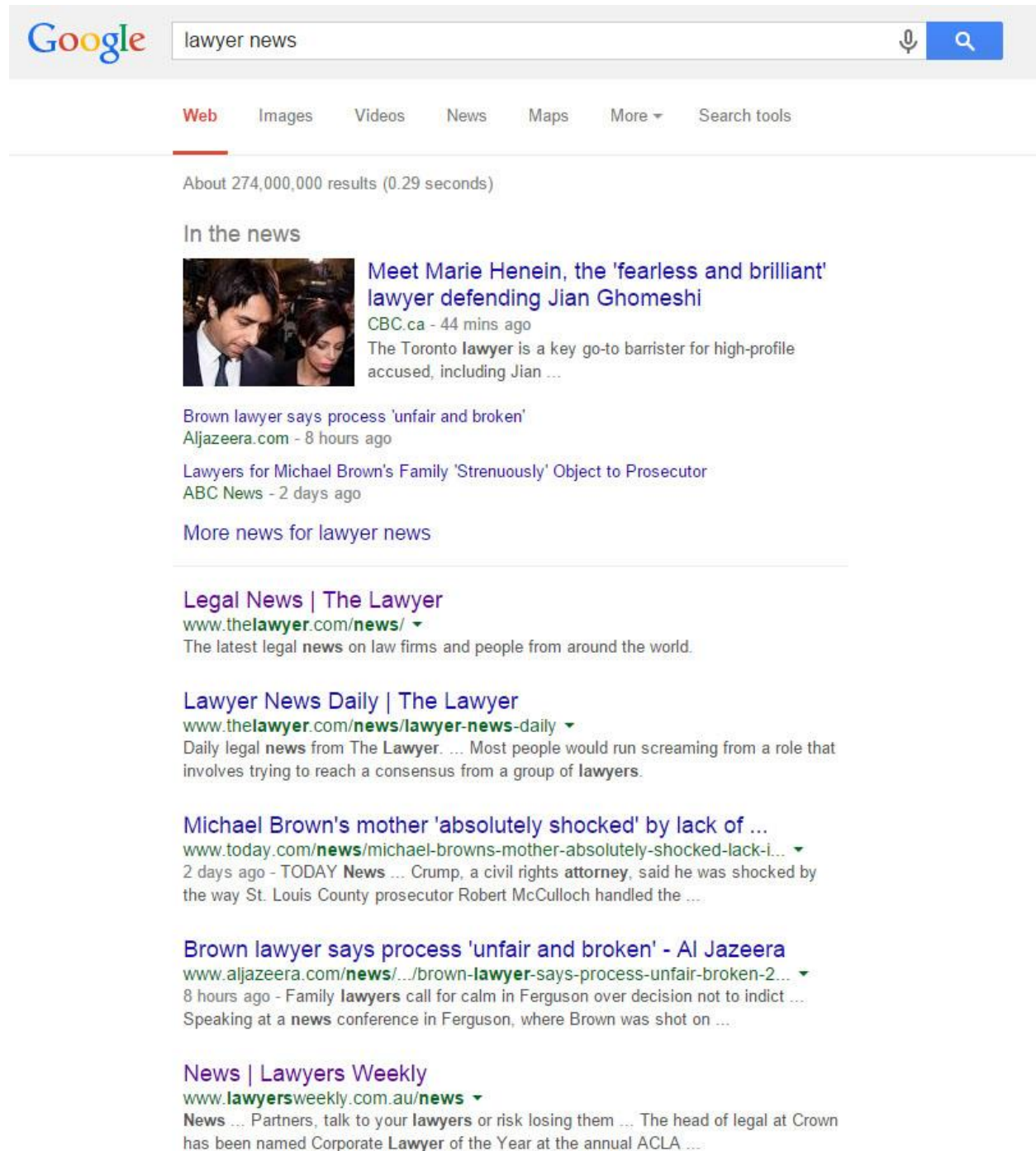
We will just type two words in google.

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 at the top contains the text "lawyer news" and a blue search button with a magnifying glass icon. Below the search bar, there are tabs for "Web", "Images", "Videos", "News", "Maps", and "More", along with a "Search tools" link. The "Web" tab is selected. Below the tabs, it says "About 274,000,000 results (0.29 seconds)".

In the news

 **Meet Marie Henein, the 'fearless and brilliant' lawyer defending Jian Ghomeshi**
CBC.ca - 44 mins ago
The Toronto **lawyer** is a key go-to barrister for high-profile accused, including Jian ...

Brown lawyer says process 'unfair and broken'
Aljazeera.com - 8 hours ago

Lawyers for Michael Brown's Family 'Strenuously' Object to Prosecutor
ABC News - 2 days ago

[More news for lawyer news](#)

Legal News | The Lawyer
www.thelawyer.com/news/ ▼
The latest legal **news** on law firms and people from around the world.

Lawyer News Daily | The Lawyer
www.thelawyer.com/news/lawyer-news-daily ▼
Daily legal **news** from The Lawyer. ... Most people would run screaming from a role that involves trying to reach a consensus from a group of **lawyers**.

Michael Brown's mother 'absolutely shocked' by lack of ...
www.today.com/news/michael-browns-mother-absolutely-shocked-lack-i... ▼
2 days ago - TODAY **News** ... Crump, a civil rights **attorney**, said he was shocked by the way St. Louis County prosecutor Robert McCulloch handled the ...

Brown lawyer says process 'unfair and broken' - Al Jazeera
www.aljazeera.com/news/.../brown-lawyer-says-process-unfair-broken-2... ▼
8 hours ago - Family **lawyers** call for calm in Ferguson over decision not to indict ...
Speaking at a **news** conference in Ferguson, where Brown was shot on ...

News | Lawyers Weekly
www.lawyersweekly.com.au/news ▼
News ... Partners, talk to your **lawyers** or risk losing them ... The head of legal at Crown has been named Corporate **Lawyer** of the Year at the annual ACLA ...

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's a navigation bar with the infoUSA logo on the left and a contact section on the right that says "Speak with our Experts 800.835.5856" with operating hours. Below the navigation bar 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" option is highlighted with a red box, and a dropdown menu is open below it, showing various categories: "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 also highlighted with a red box. Below the dropdown menu, there are three main promotional sections: "230 Million Consumers" (with a "Find Consumers" button), "Email Marketing" (with a "Get Started" button), and "Direct Mail Marketing" (with a "Learn More" button). On the right side of the page, there's a "Quick Links" section with various links like "Specialty Lists", "New Businesses", "New Homeowners", etc., and a "Featured Services" section at the bottom right.

On the very next page just hit "Get Started".




Speak with our Experts 800.835.5856
Mon-Thurs 7am to 7pm CST | Fri 7am to 6pm CST | Sat 9am to 1pm CST

Mailing ListsSales LeadsEmail MarketingDirect Mail MarketingEnhance Your ListGoogle AdvertisingSign InRegister


BUSINESS MAILING LISTS & SALES LEADS

Targeted business lists using the most accurate data available.

Our U.S. Business database is your most comprehensive, up-to-date resource for finding business sales leads and mailing lists. Search by industry, business sizes, sales volume, geography, and other firmographics to create a customized list that will help you:

**Reach the perfect audience.**

Choose from more than 30 search selections as well as geographic information to target the right audience for your marketing, sales, and research efforts.

**Save time and resources.**

InfoUSA offers the most accurate data available, so you know you won't be wasting your time and money chasing incorrect or incomplete leads.

Building your list is as easy as 1, 2, 3!

1. Make your desired selections.
2. Review your count.
3. Place your order.

Your list will be delivered in minutes.

Get Started

100% phone verified*


Build a list with verified and pre-verified records.*

Additional Business Lists

Find the perfect audience with our business specialty lists:

- Executives
- FORTUNE 1000™
- Churches

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.



BLACK FRIDAY SPECIALS
Going On Now!
Call for details!

Speak with our Experts 800.835.5856
Mon-Thurs 7am to 7pm CST | Fri 7am to 6pm CST | Sat 9am to 1pm CST

Mailing ListsSales LeadsEmail MarketingDirect Mail MarketingEnhance Your ListGoogle AdvertisingSign InRegister

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

Type of BusinessSize of BusinessOther SelectionsGeographyReview Criteria

What businesses are you trying to reach?

BackContinue

Search for an Industry Type or Business Name
Type in key terms or a company name

Search

Industry TypeBusiness Name

Enter 1 or 2 words that describe the type of business you want to reach (restaurant or tire dealers)

☒ Display SIC codes☐ Display NAICS codes

Choose an industry category from a list
Pick your business type(s) from an expandable list

SIC Codes or Ranges
Enter specific SIC Codes or Ranges

NAICS Codes or Ranges
Enter specific NAICS Codes or Ranges

All Businesses
Select all businesses in a particular geography

Try For FREE

Don't know who to target?
Clone Your Best Customer

BackContinue

You currently have:
198,941 Leads
Update Count
See Price

Selected Criteria:Delete

Type of Specialty
Marketing Type
Mailing
SIC Codes and Ranges
Real Estate 6531-18
Real Estate Buyers
Representatives 6531-44
Law Enforcement
Consultants 7381-18

Size Of Business
Geography
Other Selections

Save Search
New Search

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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's a navigation bar with links like 'Mailing Lists', 'Sales Leads', 'Email Marketing', etc. The main content area is titled 'What businesses are you trying to reach?' and includes a search bar where 'real estate' has been entered. Below the search bar, there are tabs for 'Type of Business', 'Size of Business', 'Other Selections', 'Geography', and 'Review Criteria'. The 'Continue' button is highlighted with a red box. The search results are displayed as a list of checkboxes next to various business categories. The category 'Real Estate Buyers Representatives 6531-44' is highlighted with a red box. On the right side, there's a sidebar showing 'You currently have: 198,941 Leads' and a list of 'Selected Criteria' including 'Type of Specialty', 'Marketing Type', and 'SIC Codes and Ranges'.

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.